

## ARGYLL AND BUTE COUNCIL DRAFT GAELIC LANGUAGE PLAN

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### 1 INTRODUCTION

- 1.1 The council approved a draft Gaelic Language Plan for consultation in March 2013.
- 1.2 The plan sets out the commitments by the council for developing and supporting the Gaelic Language in line with the National Plan for Gaelic 2012-2017.
- 1.3 The council is seeking views on the draft plan prior to submitting in final format to Bòrd na Gàidhlig in July 2013.

### 2 RECOMMENDATION

- 2.1 That the Area Community Planning Group consider the draft plan and give comments to council representatives.

### 3 DETAIL

- 3.1 The council has a duty Section 2 of the Gaelic Language (Scotland) Act 2005 requires Bòrd na Gàidhlig to “prepare and submit to the Scottish Ministers a national Gaelic language plan”, and revised versions thereof “no later than 5 years after the date on which the most recent plan is published”.
- 3.2 Bòrd na Gàidhlig published the national Gaelic Language Plan, which sets out the priorities for local plans to cover.
- 3.3 The national plan has 3 overarching aims:
  - Arresting the decline in the overall number of Gaelic speakers in Scotland by increasing the number acquiring the language;
  - Expanding the range of situations in which Gaelic is used, in line with the Gaelic Language Act’s key principle of equal respect for Gaelic and English; and
  - Helping speakers of Gaelic, both learners and native speakers, to develop their competence and their confidence in using it, and ensuring that the language itself continues to be healthy and vibrant.
- 3.4 It seeks to do this by supporting Gaelic in the following areas:

- Gaelic in the home
- Gaelic in the community
- Gaelic in education
- Gaelic in the workplace
- Gaelic in the arts, heritage, media and tourism
- Gaelic in economic development

The council's draft plan identifies actions under each of these themes and seeks feedback from the Area Community Planning Group on the proposals.

The consultation process will also include use of the council's website, social media where appropriate and the network of Gaelic interest organisations to ensure that there is wide coverage of the proposals and that feedback is gathered.

## 4 CONCLUSION

- 4.1 The council's draft Gaelic Language Plan is presented to the Area Community Planning Group for comment and feedback as part of the consultation process.

## 5 IMPLICATIONS

Policy	The draft Plan contains a policy statement on the council's used of Gaelic
Financial	None
Personnel	Opportunities for expanding council employees' knowledge and use of Gaelic will be encouraged through training.
Legal	The draft plan complies with the Council's obligations under the 2005 Gaelic Language Act.
Equal Opportunities	The draft plan is compliant with the councils equalities policy

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APPENDIX 1

# ARGYLL AND BUTE COUNCIL

## COMHAIRLE EARRA- GHÀIDHEAL AGUS BHÒID

### GAELIC LANGUAGE POLICY AND PLAN

### PLANA GÀIDHLIG

*Realising our potential together*

*Nì sinn le chèile gach nì a tha nar comas*



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**ARGYLL AND BUTE COUNCIL  
COMHAIRLE EARRA-GHÀIDHEAL AGUS BHÒID**

**GAELIC LANGUAGE  
PLAN PLANA GÀIDHLIG**

Ma tha sibh ag iarraidh an sgrìobhainn seo ann an cànan no riochd eile, no ma tha sibh a' feumachdainn seirbheis eadar, feuch gun leig sibh fios thugainn.

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Polish

यह दस्तावेज़ यदि आपको किसी अन्य भाषा या अन्य रूप में चाहिये, या आपको आनुवाद-सेवाओं की आवश्यकता हो तो हमसे संपर्क करें

Hindi

یہ دستاویز اگر آپ کو کسی دیگر زبان یا دیگر شکل میں درکار ہو، یا اگر آپ کو ترجمان کی خدمات چاہئیں تو برائے مہربانی ہم سے رابطہ کیجئے۔

Urdu

ਜੇ ਇਹ ਦਸਤਾਵੇਜ਼ ਤੁਹਾਨੂੰ ਕਿਸੇ ਹੋਰ ਭਾਸ਼ਾ ਵਿਚ ਜਾਂ ਕਿਸੇ ਹੋਰ ਰੂਪ ਵਿਚ ਚਾਹੀਦਾ ਹੈ, ਜਾਂ ਜੇ ਤੁਹਾਨੂੰ ਗੱਲਬਾਤ ਸਮਝਾਉਣ ਲਈ ਕਿਸੇ ਫਿੰਟਰਪ੍ਰੈਟਰ ਦੀ ਲੋੜ ਹੈ, ਤਾਂ ਤੁਸੀਂ ਸਾਨੂੰ ਦੱਸੋ।

Punjabi

本文件可以翻譯為另一語文版本，或製作成另一格式，如有此需要，或需要傳譯員的協助，請與我們聯絡。

Cantonese

本文件可以翻译为另一语文版本，或制作成另一格式，如有此需要，或需要传译员的协助，请与我们联系。

Mandarin

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# 1 INTRODUCTION

1.1 Our Council is forward looking and ambitious, continuously improving our relationship with our partners, customers and employees to ensure that we deliver the right services, by the best people, in the best way.

1.2 Our vision is 'Realising our Potential Together' and this is underpinned by our values:

We involve and listen to our customers and communities

We take pride in delivering best value services

We are open, honest, fair and inclusive

We respect and value everyone

1.3 We recognise the role Gaelic has played in the history of Argyll and Bute and we continue to promote the language and its culture to our communities.

1.4 We are committed to giving the Gaelic and English languages equal respect.

1.5 We are proud to be one of the local authorities which regularly host The Royal National Mod. The very first Gaelic Mod was held in Oban in 1892 and has since grown to be a major annual festival attracting visitors from across Scotland and also abroad. The economic benefits realised from holding such a high profile event in Argyll and Bute are welcomed by our communities and continues to emphasis the strong relationship which Argyll and Bute has with the Gaelic language, culture and history.

1.6 We recognise the importance of Gaelic in our communities where Gaelic continues to be used.

1.7 This Gaelic Language Plan describes how the Council, together in partnership with other organisations, will address the needs of our individuals, groups and communities who continue to see Gaelic as a major element in their daily lives.

**Council Leader**

**Sally Loudon  
Chief Executive**

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# **ARGYLL AND BUTE COUNCIL COMHAIRLE EARRA-GHÀIDHEAL AGUS BHÒID**

## **GAELIC LANGUAGE PLAN PLANA GÀIDHLIG**

### **2 SCOPE**

- 2.1 This plan applies to all employees of Argyll and Bute Council. The overall intention is to create a working environment where the Gaelic language and culture is celebrated and promoted both inside the council and externally throughout our communities.

### **3 POLICY STATEMENT**

- Argyll and Bute Council's policy is to expand and promote the range of Gaelic services and resources which are available to our service users.
- We will also give effect to the principle, introduced by the National Gaelic Language Plan that the Gaelic and English languages should be accorded equal respect.
- We are committed to the promotion and future growth of Gaelic education, language and cultural activities through continued awareness raising and language learning opportunities for employees and our communities.
- This Plan builds on the work that the Council has undertaken in the past in implementing our first language plan, promoting Gaelic Education and, specifically, on the benefits to be realised through bilingual learning.
- We aim to increase the number of Gaelic speakers in Argyll and Bute, increase the opportunities for using Gaelic in the community, home and workplace; promotion of bilingualism in the home and in our education establishments, maximise the economic benefits of



Gaelic related activities in the area and to promote the status and visibility of Gaelic in Argyll and Bute.

## 4 THE NATIONAL CONTEXT

- 4.1 Section 2 of the Gaelic Language (Scotland) Act 2005 requires Bòrd na Gàidhlig to “prepare and submit to the Scottish Ministers a national Gaelic language plan”, and revised versions thereof “no later than 5 years after the date on which the most recent plan is published”.
- 4.2 The National Plan for Gaelic 2012 – 2017 sets out the main aims and actions under the key domains – Home; Education and Learning; Community; Workplace; Arts, Media, Heritage and Tourism. To successfully implement these actions, a national partnership between the Scottish Government, Bòrd na Gàidhlig and local authorities together with many other public, voluntary and private bodies will have to be created to ensure that a consistent approach is undertaken to guarantee a sustainable future for the language.
- 4.3 The headline target in the National Plan is that the 2021 National Census confirms that the growth in the number of young people learning Gaelic continues and that by 2031 it has reached replacement level.
- 4.4 The National Gaelic Language Plan 2012 - 2017 carries forward the first Plan’s vision of a sustainable future for Gaelic as a “healthy, vibrant language, increasingly used, valued and respected in a modern, multicultural and multilingual Scotland”. The strapline **‘Fas is feabhas/Growth and quality’** reflects the three overarching aims which inform the Plan:
- Arresting the decline in the overall number of Gaelic speakers in Scotland by increasing the number acquiring the language;
  - Expanding the range of situations in which Gaelic is used, in line with the Gaelic Language Act’s key principle of equal respect for Gaelic and English; and
  - Helping speakers of Gaelic, both learners and native speakers, to develop their competence and their confidence in using it, and

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ensuring that the language itself continues to be healthy and vibrant.

4.5 The National Plan for Gaelic also contributes to the Scottish Government's National Outcomes as follows:

DEVELOPMENT AREA	NATIONAL OUTCOME NUMBER	NATIONAL OUTCOME STATEMENT
<b>Home/Education and learning</b>	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
<b>Community/Workplace</b>	11	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
<b>Arts, Media and heritage</b>	13	We take pride in a strong, fair and inclusive national identity
<b>The whole Plan</b>	15	Our public services are high quality, continually improving, efficient and responsive to local people's needs

## **5 ARGYLL AND BUTE**

- 5.1 Argyll and Bute Council was one of the first six public authorities across Scotland issued with a statutory notice by Bòrd na Gàidhlig to produce a Gaelic Language Plan. This Plan was approved in June 2008; and section 7 of the Act outlines the requirement to review the Gaelic Language Plan no later than 5 years after the date of approval of the previous Plan.
- 5.2 The Council's first generation language Plan consisted of an ambitious set of actions which resulted in a challenge to fully implement the actions. This second generational plan aims to build on the developments made by the Council in implementing the first Plan as well as learning invaluable lessons on the challenges that were faced together with identifying new priorities and areas for development.
- 5.3 The Council's second language plan is closely aligned to and assists in contributing to the targets contained in the National Plan for Gaelic 2012 – 2017.

## **6 THEMES**

- 6.1 As our language plan is closely aligned with the national plan as prepared by Bòrd na Gàidhlig, we have identified the following themes to focus on.

### **6.1.1 GAELIC IN THE HOME**

The Council will continue to promote the importance of Gaelic in the home and in family settings by encouraging young people and adults to improve their Gaelic language skills. Provision of language learning classes will be available to Council employees, adult learners and parents of Gaelic Medium pupils.

### **6.1.2 GAELIC IN THE COMMUNITY**

The Council will increase the opportunities to use Gaelic in both formal and informal settings for native and fluent Gaelic speakers

and learners of the language. Provision of language courses in partnership with Ionad Chaluum Chille Ìle will be planned across Argyll and Bute. The Council will also continue to work with local and national based organisations to promote Gaelic and increase the level of opportunities our communities have to use the language.

### **6.1.3 GAELIC IN EDUCATION**

As providers of Gaelic Medium Education in 6 areas across Argyll and Bute, the Council acknowledges the duty it has to continue to offer a high quality level of education to pupils within these units, associated pre-school units and secondary schools. We will endeavour to offer Gaelic Learners in Primary Schools (GLPS) and Gaelic Learner Education (GLE) in all areas. We also recognise the important role the Council has in shaping national policy on education initiatives and policies.

### **6.1.4 GAELIC IN THE WORKPLACE**

The Council will continue to assess opportunities to offer Gaelic across services with a view to it becoming mainstreamed across the organisation. The Council will also encourage partners to promote the use and increase the status of Gaelic in Argyll and Bute. We will increase resources available to staff to increase their language skills and understanding of the Gaelic language. We will carry out a staff audit of Gaelic skills to identify the language skills of staff in speaking, reading and writing the language. Elected members and employees will be able to access language learning opportunities.

### **6.1.5 GAELIC IN THE ARTS, HERITAGE, MEDIA and TOURISM**

The Council will continue to support its links with Royal National Mod and local mods to maximise the number of participants using Gaelic at these events. The Council aims to increase the number of supported events where there is an opportunity to use Gaelic. Through these events, the Council will aim to gain a detailed analysis of the economic benefits which are realised by holding Gaelic related events in Argyll and Bute.

## **6.1.6 GAELIC IN ECONOMIC DEVELOPMENT**

The Council will continue to identify and assess opportunities for increased economic benefits for the area through the delivery of Gaelic associated events, e.g. The Royal National Mod is held in Argyll and Bute every 3/4 years, as well as scoping the opportunities for economic benefits to be realised through cultural tourism.

## **7 DELIVERY OF THE PLAN**

- 7.1 As part of the Improvement and HR service, the Improvement and Organisational Development (IOD) team leads on the delivery of the Gaelic Language Plan supported by lead officers from across the Council and, where possible, by external partner organisations.
- 7.2 Lead officers provide regular update reports to the Improvement and Organisational Development team and the Lead Councillor for Community, Culture, Customer and Communication.
- 7.3 The Council will continue to invest resources in Gaelic education, language and culture and will realign priorities and resources for future development although we recognise that this is a difficult economic period for public services and with this in mind, we will make best use of resources.
- 7.4 The Council will also continue to consider any external and partnership funding opportunities that are appropriate. The Council accepts that a strong working relationship with other organisations operating in Argyll and Bute which deliver services and activities through Gaelic are pivotal to sustaining growth in Gaelic in Argyll and Bute and will lead to effective implementation of our language plan, thus creating more opportunities for Gaelic to be used.

## **8 REVIEW AND MONITORING OF THE PLAN**

- 8.1 As a strategic corporate document, the Gaelic Language Plan will be monitored and scrutinised to the same level as the Council's Corporate Plan and service plans through a scorecard.
- 8.2 Performance reports are submitted to the designated Gaelic lead spokesperson by lead officers on a quarterly basis.
- 8.3 It is important to acknowledge that the language plan remains adaptable and flexible to the priorities set out by the Council, particularly when circumstances may change.

## APPENDIX 2

Ref	Outcome	Success Measures	Target/Timescale	Lead
GP1	Gaelic is audible and visible in our communities	Delivery of 2 locally sourced Gaelic awareness sessions in identified localities	4 localities per annum 50 participants per annum	Adult Learning Manager
		Number of groups accessing Gaelic Centre in Oban	10 groups (by 2014)	Education Support Officer - Gaelic
		All internal and external signage replaced bilingually when required	100% within lifetime of the plan if signage condition requires replacement	Property Manager
		Increase Gaelic materials available through the library service	Target tbc once baseline is known 2014	Library Operations Manager
		Website and multimedia platforms will have an increasing amount of Gaelic material	As platforms come on stream – at least 10 per cent in Gaelic	Web Team
		Monthly press releases in Gaelic	Average of 2 by 2014	Communications team/Translator
GP2	People have high quality opportunities for the use of Gaelic as a choice in a range of community initiatives	Improve monitoring framework for partners delivering activities	Agreed feedback protocols by 2013	IOD Programme Manager
		Commission research to identify baseline Gaelic activities delivered	Report produced 2013	IOD Programme Manager

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	<b>Outcome</b>	<b>Success Measures</b>	<b>Target/Timescale</b>	<b>Lead</b>
		Assess impact of community initiatives	Baseline study 2013 Annually from 2014 (analysis of the impact on local communities)	IOD Programme Manager
		Increase number of local Gaelic partnerships	Increase to 9 by 2015 (baseline = 7)	Education Support Officer - Gaelic
GP3	People have access to Gaelic learning and usage opportunities	Number of students attending Gaelic language learning classes/courses	400 - 2013 (baseline = 358)	IOD Programme Manager (Argyll College, ICCI)
		Offer free Council venues for local provincial mods	Implement from 2013	Leisure Manager
		Continued financial support for local Gaelic partnerships	Annually on receipt of progress reports	Education Support Officer - Gaelic
		Promotion of Gaelic learning opportunities through the wider learning community and in collaboration with Bòrd na Gàidhlig	Working with CLD, advertising on website; distribution of fliers 2013	Adult Learning Manager
GP4	Bòrd na Gàidhlig are integrated into the Argyll and Bute Community Planning Partnership	Bòrd na Gàidhlig are invited to become a member of Argyll and Bute CPP.	June 2013	Head of Improvement and HR
GP4	Continue to strengthen Gaelic activities for families with children aged	Gaelic Bookbug and other parent and toddler Gaelic activities, delivered in areas with Gaelic Medium Education(GME)	All areas with GME plus 5 additional areas (baseline = 6)	Early Years Development Officer

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	<b>Outcome</b>	<b>Success Measures</b>	<b>Target/Timescale</b>	<b>Lead</b>
	0-3	Promote the benefits of bilingualism and Gaelic Education	All areas with GME plus 2 additional areas (baseline = 6)	Education Support Officer - Gaelic
		Expand the Parental Advocacy Scheme in partnership with Comunn nam Pàrant.	All areas with GME (baseline = 6)	Education Support Officer - Gaelic
GP5	Provide a high quality 3-18 experience for young people accessing Gaelic Education	Increase the number of curricular areas delivered through Gaelic in secondary school curriculum	4 by 2017	Quality Improvement Manager - Secondary
		Access to new qualifications through the medium of Gaelic	3 by 2017	Quality Standards Manager
		Number of schools offering Gaelic Language in the Primary School (GLPS)	Increase by 5 per year	Education Support Officer - Gaelic
		Provide CPD opportunities for all Gaelic Education staff	2 courses per year	Education CPD Co-ordinator
		Local and national policies are reviewed and implemented	Ongoing consultation	Education Support Officer - Gaelic
GP6	Ensure Lifelong Learning opportunities meet the needs of communities	Families, with young people in GME, accessing out of school activities for learning and using Gaelic	1 event per school term per area	Education Support Officer – Gaelic (in partnership with national Gaelic organisations)
		Young people with Gaelic engaging with the wider Gaelic community in a variety of settings	10 opportunities by 2017 per area	Education Support Officer – Gaelic (in partnership with national Gaelic organisations)

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	<b>Outcome</b>	<b>Success Measures</b>	<b>Target/Timescale</b>	<b>Lead</b>
	Maintain strong partnerships and networks to ensure breadth and depth of experiences in learning	Access to national/partnership specialist school support staff	2014	Principal Educational Psychologist
GP7	People are aware of the importance of Gaelic in the home	High quality promotion, marketing and literature that informs people of the benefits of creating a bilingual environment in the home setting	All areas with GME by 2014	Communications Manager
GP8	People have opportunities for the natural use of Gaelic in the home setting supported by other key partner organisations.	Materials, resources and the language skills provided to empower families to create a Gaelic environment in the home.	All areas with GME by 2014	Educational Support Officer – Gaelic/Adult Learning Manager
GP9	Gaelic is audible and visible in the workplace and in Council processes	Increase Council vacancies where Gaelic is desirable	100% by 2014	All Heads of Service
		Increase Gaelic content on 'The Hub' and website	2 each quarter by 2015	Website Manager
		Promotion of good news stories in and relating to Gaelic	Ongoing – news stories available on the Council website, 'The Hub', Cascade, Noticeboards	All Heads of Service

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	<b>Outcome</b>	<b>Success Measures</b>	<b>Target/Timescale</b>	<b>Lead</b>
GP10	Staff have opportunities to improve their Gaelic language skills and this supports the use of Gaelic in a range of situations, in the workplace and in the community	Carry out a staff language skills audit	Audit carried out in 2013 Findings published in 2014	IOD Programme Manager
GP11		Council staff and Community planning partners' staff accessing language learning classes	50 new employees by 2014	IOD Programme Manager
		Number of staff accessing Gaelic Toolkit	100 per annum	Website Manager
		Committee meetings opened with a Gaelic greeting	100% of full Council meetings opened with Gaelic greeting 2013	Council Provost
		Automated messages on contact with the council to have a Gaelic greeting	Bilingual welcome on switchboard 2013	Customer Service Centre Manager
		Increase Gaelic content on plasma screens at customer service points	Welcome greeting, date to appear bilingually by 2013	Customer Service Centre Manager
		Promotion of Gaelic activities in Argyll and Bute on website, plasma screen and customer service points	Links to national and local organisations, promotion of events, courses etc.	Adult Learning Manager
GP12	Gaelic is used in arts, media and culture	Host a successful Royal National Mod	Every 3 years	Argyll and Bute Council and local organising committees

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	<b>Outcome</b>	<b>Success Measures</b>	<b>Target/Timescale</b>	<b>Lead</b>
		Gaelic media organisations included in distribution of all council press releases	100%	Communications Manager
		Increase number of Fèisean events held in Argyll and Bute	(baseline tbc) Increase of 10 per annum	Community Development Officer and Feisean nan Gaidheal
GP13	People participate in Gaelic arts, media heritage events	Increase participants in Royal National Mod	Greater number participating when Mod returns to a previous venue (An Comunn Gàidhealach)	Argyll and Bute Council in partnership with An Comunn Gàidhealach
		Increase visitors attending Royal National Mod	Greater number attendees when Mod returns to a previous venue	An Comunn Gàidhealach
		Increase number participating in Fèisean events	Increase by 5% per year (408 in 2011/12)	Feisean nan Gàidheal
		Increase number attending Fèisean events	Increase by 5% per year (987 in 11/12)	Feisean nan Gàidheal
GP14	Gaelic related activities bring economic benefits	Increase economic impact of hosting Royal National Mod	£2.2m (baseline from 2009 Mod)	An Comunn Gàidhealach
		Increase tutors in feisean activities	100 by 2016	Feisean nan Gaidheal
		Support HIE Research – “Economic and Social Impact of Gaelic Language as an Asset”	Financial contribution to HIE Research	IOD Programme Manager

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