

Outcome	Success Measures	Target/Timescale	Budget	Lead
<b>Gaelic in the Community</b>				
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	£2,500 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		Property Manager
	Increase Gaelic materials available through the library service	Target tbc once baseline is known 2014	£5,000	Library Operations Manager
	Website and multimedia platforms will have an increasing amount of Gaelic material	As platforms come on stream – at least 30 per cent in Gaelic		Web Team
	Monthly press releases in Gaelic	Average of 2		Communications team/Translator
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	£10,000	IOD Programme Manager
	Assess impact of community initiatives	Baseline study 2013 Annually from 2014 (analysis of the impact on local communities)	£10,000	IOD Programme Manager
	Increase number of local Gaelic partnerships	Increase to 9 by 2015 (baseline = 7)	£5,000	Education Support Officer - Gaelic

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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	£1,500	Leisure Manager
	Continued financial support for local Gaelic partnerships	Annually on receipt of progress reports	£5,000 per annum	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
<b>GAELIC IN EDUCATION</b>				
Continue to strengthen Gaelic activities for families with children aged 0-3	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)	Within existing budgets	Early Years Development Officer
	Promote the benefits of bilingualism and Gaelic Education	All areas with GME plus 2 additional areas (baseline = 6)	Within existing budgets	Education Support Officer - Gaelic
	Expand the Parental Advocacy Scheme in partnership with Comunn nam Pàrant.	All areas with GME (baseline = 6)	Existing partnership funding	Education Support Officer - Gaelic
Provide a high quality 3-18 experience for young people	Increase the number of curricular areas delivered through Gaelic in secondary school curriculum	4 by 2017	Within existing budgets	Quality Improvement Manager - Secondary
	Access to new qualifications through the medium of Gaelic	3 by 2017	Within existing budgets	Quality Standards Manager

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accessing Gaelic Education	Number of schools offering Gaelic Language in the Primary School (GLPS)	Increase by 5 per year	Within existing budgets	Education Support Officer - Gaelic
	Provide CPD opportunities for all Gaelic Education staff	2 courses per year	Within existing budgets	Education CPD Co-ordinator
	Local and national policies are reviewed and implemented	Ongoing consultation		Education Support Officer - Gaelic
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	Within existing budgets	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	£5,000 per annum	Education Support Officer – Gaelic (in partnership with national Gaelic organisations)
Maintain strong partnerships and networks to ensure breadth and depth of experiences in learning	Access to national/partnership specialist school support staff	2014	Within existing budgets	Principal Educational Psychologist
<b>GAELIC IN THE HOME</b>				
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	Within existing budgets	Communications Manager

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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	Within existing budgets	Educational Support Officer – Gaelic/Adult Learning Manager
<b>GAELIC IN THE WORKPLACE</b>				
Gaelic is audible and visible in the workplace and in Council processes	Increase Council vacancies where Gaelic is desirable	100% by 2014		HR Manager
	Increase Gaelic content on 'The Hub' and website	Quarterly feature		
	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
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
	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

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	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
<b>GAELIC IN THE ARTS, MEDIA, CULTURE AND HERITAGE</b>				
Gaelic is used in arts, media and culture	Host a successful Royal National Mod	Every 3 years	Within existing Service Level Agreement	Argyll and Bute Council and local organising committees
	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	£5,000 per annum	Community Development Officer and Feisean nan Gàidheal
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)	Within existing Service Level Agreement (SLA)	Feisean nan Gàidheal

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	Increase number attending Fèisean events	Increase by 5% per year (987 in 11/12)	Within existing Service Level Agreement (SLA)	Feisean nan Gàidheal
<b>GAELIC IN ECONOMIC DEVELOPMENT</b>				
Gaelic related activities bring economic benefits	Increase economic impact of hosting Royal National Mod	£2.2m (baseline from 2009 Mod)	Within existing Service Level Agreement	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	£5,000	IOD Programme Manager