

daa plc
("daa")

Official Language Act 2003
Language Scheme
("the Scheme")

2017 - 2020

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Chapter 1: Introduction and Background

1.1 Introduction

The Official Languages Act 2003 provides for the preparation by public bodies of a language scheme detailing the services which they will provide:

- through the medium of Irish,
- through the medium of English, and
- through the medium of Irish and English

and the measures proposed to be adopted to ensure that any service not currently provided by the body through the medium of the Irish language will be so provided within an agreed timeframe.

In accordance with section 14(3) of the Act, language schemes remain in force for a period of 3 years or until such time as a new scheme is confirmed by the Minister for Arts, Heritage, Regional, Rural and Gaeltacht Affairs, whichever is the later.

1.2 Preparation and Content of the Scheme

This is the second language scheme prepared by daa and in the preparation of this scheme due regard has been given to the Guidelines issued by the Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs.

daa published a notice under Section 13 of the Act inviting submissions from any interested parties in relation to the preparation of the draft scheme. This notice was also made available on the daa website. There were eighteen submissions received from the public during the consultation phase.

A working group comprising representatives from a range of relevant areas of the company was established to ensure cross-functional input and to assist in the drafting of the Scheme.

The Scheme has been prepared having regard to the submissions received through the public consultation process and the views and suggestions of the cross-functional working group.

daa is guided by the principle that the provision of Irish language services should be based on:

- the underlying level of demand for specific services in the Irish language,
- the importance of a proactive approach to the provision of such services, and
- resource availability, including human and financial resources, and the capacity of daa to develop or access the necessary language capability.

The scheme complements the principles of quality customer service. It has been formulated with the intention of ensuring that all relevant obligations for daa under the Official Languages Act will be fully addressed on an incremental basis, through this and future schemes.

The Scheme is predicated on all of the commitments in the first scheme having been implemented. In the event of commitments in earlier schemes not having been fully implemented to date, this matter will be the subject of discussion with the Office of An Coimisinéir Teanga.

The time and effort put in by all concerned in this process is acknowledged and appreciated.

1.3 Commencement date of the Scheme

This Scheme has been confirmed by the Minister for Arts, Heritage, Regional, Rural and Gaeltacht Affairs. It commences with effect from 16.01.2017 and shall remain in force for a period of 3 years or until a new scheme has been confirmed, whichever is the later.

Chapter 2: Overview of daa

daa's principal activities include the operation and management of Dublin and Cork airports, global airport retailing through our subsidiary ARI and airport operations through daa International. The company is state-owned and headquartered at Dublin Airport. Group turnover in 2015 was €680 million.

Together, the company's Irish airports, Dublin and Cork, handled in excess of 27.1 million passengers in 2015, or some 91% of air passengers to and from the Republic of Ireland.

As the largest international airports in the country, handling close to 184 scheduled and chartered routes served by 54 airlines (2015 data), Dublin and Cork serve an extensive international customer and passenger base. In surveys carried out in 2015, close to 60% of departing passengers surveyed identified themselves as non-Irish nationals while 39% identified themselves as Irish nationals.

daa recognises that it is operating within a highly regulated industry where the official language, as instated since 1951 by the International Civil Aviation Organisation (ICAO), is English.

Notwithstanding our obligations to meet the requirements of the ICAO, daa endeavours to promote the Irish language and to improve services to the public through Irish. We welcome the preparation of this second scheme as an opportunity to formalise the services already offered through Irish and to expand on the measures delivered in the first scheme.

Chapter 3: Details of services currently being provided in English only, in Irish only or bilingually

Provision of Services			
Name of Service	In English Only	In Irish only	Bilingually
Responses to written correspondence received in Irish		√	
Marketing Communications	√		
Live public announcements or paging announcements to passengers	√		
Publication of daa's Annual Report			√
daa letterheads and stationery			√
Road Signage (in accordance with the Road Traffic Act 1961)			√
Way Finding Signage			√
Automated email response for Customer Service queries received via email			√
Recorded Oral Announcements including automated telephone answering services			√
Limited data on daa websites and social media sites			√
All other data on daa websites and social media sites	√		
Limited press releases issued by daa			√
All other press releases issued by daa	√		

Chapter 4: Enhancing the provision of Irish Language Services

daa is committed to the ongoing improvement of the services it provides to the general public through the medium of Irish, in line with requirements of the Act. In its second scheme daa will adopt the following specific measures:

4.1 Communication with the Public

- For the duration of the Scheme all press releases pertaining to social / cultural events will be issued bilingually and posted to the daa website. Also, upon request by local and/or national media, press releases will be made available in Irish
- 10% of press releases published on the daa corporate website will be issued in Irish and English
- All press releases and statements connected with the issuing of bilingual reports (such as the annual report) will be issued bilingually for the duration of the Scheme
- Upon request by local and/or national media, daa will aim to ensure that an Irish speaking spokesperson, of sufficient authority, will be available for media interviews at the launch of its annual report
- Over the duration of the Scheme, the corporate website, the Dublin Airport website and the Cork Airport website will be continually monitored and updated to provide additional bilingual customer information on airport facilities and passenger services
- Email disclaimers will be available in both languages
- daa will continue to encourage staff members to use a bilingual (non-system generated) email “out of office” auto reply

4.2 Customer Service

- Staff who are able to provide a service through Irish will be identifiable through Badges indicating their Irish Language capability ‘Cúpla Focal’ / ‘Fáinne Óir’ / ‘Fáinne Airgid’. Staff will be reminded of the availability of Fáinne badges through Internal Communications i.e. Intranet/staff magazine
- The Dublin Airport bilingual information leaflet will be reviewed and updated as required and will continue to be made available at the Dublin Airport Information desks and on the daa websites
- Switchboard staff and customer service staff, if requested, will direct customers to the appropriate office or staff member who can provide the required service through Irish
- Switchboard staff will be provided with a list of basic greetings in Irish and will be encouraged to use these greetings
- daa will participate in Seachtain Na Gaeilge and celebrate the event by promoting the use of Irish throughout the airports and via social media. Staff will also be encouraged during this period to communicate in their daily tasks through the medium of Irish

4.3 Staff Training / Improving the daa's Irish Language Capability

- Where staff express an interest they will be facilitated to pursue an Irish language training course. Staff will be reminded periodically of courses that are available to them through local Business Partners and Internal Communications
- The company employee handbooks will continue to be made available bilingually on the company intranet site
- daa will continue with the Irish Language Award Scheme to recognise staff who have demonstrated the greatest capability or improvement in the use of the Irish Language in their work. The award scheme will be based on nominations from Business Units
- daa will continue to maintain a directory of staff that can assist/provide a service through the medium of Irish. The directory will be monitored and updated as required. Staff will be reminded that this directory is in place and will be encouraged, through Internal Communications i.e. Intranet/staff magazine, to put their name forward for inclusion

Chapter 5: Monitoring and Review

The implementation of the scheme will be monitored and reviewed by the Irish Language Project Leader, Gary Clooney, daa Corporate Services Department.

A formal system for monitoring the Scheme will be recorded in the company Sustainability Report.

Chapter 6: Publicising of Agreed Scheme

This scheme will be publicised both internally and externally, through a press release. A bilingual version of the scheme will be made available on our website.

The English language version of this scheme is the original version.

A copy of the agreed scheme will be forwarded to the Office of An Coimisinéir Teanga.