



# **Language Scheme** **2019-2022**

under Section 11 of the  
Official Languages Act 2003

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## **1. Introduction**

This is the first Language Scheme prepared by Bus Átha Cliath under section 11 of the Official Languages Act 2003 (“the Act”).

Section 11 of the Act provides for the preparation by public bodies of a statutory 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 to be adopted to ensure that any service not provided by Bus Átha Cliath through the medium of the Irish language shall be provided within an agreed timeframe.

## **2. Preparation for the Language Scheme**

This scheme has been prepared at the request of the Minister for Culture, Heritage and the Gaeltacht affairs under Section 11 of the Act and, in accordance with the guidelines under section 12 of the same Act.

In preparation for this scheme, an internal Irish Language Committee across the CIÉ Group was established to address the various areas of the scheme, taking into account what is achievable over the coming years.

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Under section 13 of the Act, a public notice was published for our intention to prepare a draft scheme under the Official Languages Act, 2003. Fifteen submissions were received and examined, and these were reviewed in preparing this scheme.

## **3. The content of the Language Scheme**

The scheme aims to improve and enhance the service that Bus Átha Cliath has traditionally provided in the Irish language. It contains an outline of the services currently available in Irish and plans to improve the provision of services over the course of this three year scheme.

#### **4. Commencement date of the Language Scheme**

The Scheme has been confirmed by the Minister for Culture, Heritage and the Gaeltacht. The Language Scheme will commence with effect from 21 January 2019 and shall remain in force for a period of three years from that date or until a new Language Scheme is confirmed by the Minister, pursuant to Section 15 of the Act, whichever is later.

#### **5. Overview of Bus Átha Cliath**

Bus Átha Cliath, which is a wholly owned subsidiary of the state-owned Córas Iompar Éireann Group, operates the Public Service Obligation network in the Dublin Area along with some Commercial Services. It covers a region from Newcastle in County Wicklow to the south, Balbriggan in the North County Dublin and Maynooth in County Kildare to the west.

Carrying 139 million customers a year, Bus Átha Cliath provides an extensive range of bus services, cross city, radial, orbital, DART feeder, Airlink, express limited stop commuter services, Nitelink and Sightseeing Tours.

Bus Átha Cliath employs over 3,500 people and has a fleet of over 1,020 buses all of which are low floor wheelchair accessible and have free Wi-Fi. Bus Átha Cliath covered over 58 million kilometres in 2017.

Bus Átha Cliath is currently governed by a Board of seven members, five of whom were appointed by the Minister for Transport, Tourism and Sport and two members who are worker directors and were appointed by employees.

The current Board members are:

- Ultan Courtney (Chairman)
- Joe Quinn
- Professor Patricia Barker
- Professor Kevin Rafter
- Siobhan Madden
- Thomas O'Connor
- Stephen Hannon
- Elaine Howley

## **6. Commitment to service delivery in Irish**

Bus Átha Cliath supports the principles of Irish, English and duality, as outlined in the Official Languages Act 2003, and is committed to facilitating and accommodating its customers who wish to conduct their business through Irish.

Bus Átha Cliath also recognises the duties under the Transport Act 1950 with regards to the language used in public notices and tickets which shall be in the Irish language but may be in both the Irish and English languages.

Bus Átha Cliath is committed to promoting the Irish language and improving its services to the public through Irish and welcomes the preparation of this Scheme as an opportunity to formalise the services already offered through Irish and to expand on the availability of services through Irish.

### **6.1 Principal means of communication with the public**

- Face to face contact
- Telephone services
- Email & Electronic Direct Email
- Website
- Social media
- Press publicity
- Letter

### **6.2 Services currently provided by Bus Átha Cliath through Irish**

#### **Employee training and development**

Irish language training courses have been provided for a number of employees in Bus Átha Cliath's Customer Information Bureau and a number of employees in Head Office by Gaelchultúr. Gaelchultúr was chosen by the state agency Foras na Gaeilge to develop and provide Irish language courses for the public sector. The course is a FETAC/QQI accredited course and was conducted over a 10 week period for a half a day duration, and will increase the capability of Bus Átha Cliath's employees in

dealing with customers who want to correspond in Irish. Employees will also be sent on an annual refresher training course.

### **Communication**

All written correspondence to the company in Irish will be responded to in Irish. This includes letters and emails. An Irish speaking spokesperson, of sufficient authority is available for media interviews.

### **Dedicated Irish Language Officer**

Bus Átha Cliath has a dedicated Irish Language Officer who is responsible for ensuring that all requirements under the Official Languages Act 2003 are met.

## **6.3 Services currently available through Irish & English**

### **Publications**

Publication of Bus Átha Cliath's Annual Report.

Bus Átha Cliath's Customer Charter.

### **Correspondence**

All Bus Átha Cliath's letterheads, stationery and business cards incorporate the bilingual company name and details.

### **Signage**

Permanent road signage (in accordance with the Road Traffic Act 1961) is bilingual.

Bus Átha Cliath's Head Office and all customer wayfinding & information signage is bilingual.

Bus Átha Cliath's Lost Property Office customer wayfinding signage is bilingual.

On board fares information is displayed in both Irish and English.

Internal digital displays on buses are in both Irish and English.

External scrolls on buses are in both Irish and English.

**On board announcements**

All on board announcements on Bus Átha Cliath's Public Service Obligation network services (on a fleet of 1,020 buses) are bilingual.

**Real time passenger information**

Real time passenger information units at over 607 bus stops in the Greater Dublin Area currently display bilingual information.

**Brochures**

The majority of Bus Átha Cliath's customer information brochures are available in both Irish and English. Examples include:

- How to collect your change

- Real Time Passenger Information

- Quick Guide to Fares

- Nitelink

- Dublin Bus Guide to Accessibility

- Travel Assistance Scheme

- Mobility Scooter Permit

- On-board - How to use the bus

- On-board - Standard fare penalty

- Core Route Map- Quick guide to key routes and destinations

**On street information**

Headline information and routing on, on street timetables, bus poles and bus shelters is bilingual.

**Email disclaimers**

Standard messages on Bus Átha Cliath's email, such as disclaimers of responsibility, are in both Irish and English.

**Dublin Bus Sightseeing Tours**

Dublin Bus Sightseeing Tours provide pre-recorded multilingual tours in 10 languages, including Irish.

**Ticketing**

All Bus Átha Cliath paper tickets are in Irish and English

## **DoDublin**

All on board announcements on DoDublin Airlink services are bilingual. This includes all information messages and next stop announcements

The on-screen visuals (monitors on lower and upper deck) display information in both Irish and English

### **6.4 Services currently available through English only**

All other services are delivered through English only.

## **7. Enhancement of Service to be provided bilingually**

### **7.1 Correspondence**

In addition to fulfilling its legal obligation to reply in Irish to correspondence received in Irish, Bus Átha Cliath will initiate correspondence in Irish with those who are known to prefer correspondence in Irish.

*Timeframe for completion: From the commencement of this Scheme*

### **7.2 Email messages**

Individual employees shall be encouraged to use the non-system generated part of out of office replies in both Irish and English.

*Timeframe for completion: From the commencement of this Scheme*

### **7.3 Social media**

Customers who post queries on Bus Átha Cliath social media accounts in Irish will receive an acknowledgment in Irish.



## **7.4 Employee training and development**

Bus Átha Cliath will carry out an annual survey to assess levels of proficiency amongst employees to ascertain whether it needs to extend its offering of Irish language training courses to additional employees.

*Timeframe for completion: From the commencement of this Scheme*

## **8. Monitoring and review of the Scheme**

The overall responsibility for overseeing the implementation of the scheme shall be assigned to the Media and Communications Department.

Regular updates on progress shall be reported to the Board of Bus Átha Cliath.

It is intended that the operation of this scheme will be reviewed from 18 months of its commencement and again at the end of the three year period to ensure delivery of agreed targets and adequate provision of services and initiatives through Irish in line with present and future demand from the industry and the Official Languages Act 2003.

## **9. Publication of agreed scheme**

The contents of the final approved scheme along with the commitments and provisions of the scheme shall be publicised to employees and the general public by means of:

- Yammer
- Intranet
- Internal email
- Company website

A copy of the Scheme has been forwarded to the Office of An Coimisinéir Teanga.