



Dublin Airport Authority plc Language Scheme

2013-2016

Under Section 11 of the Official Languages Act, 2003



Introduction & Background

Overview of Dublin Airport Authority plc

Dublin Airport Authority plc (“DAA”) is an Irish commercial semi state organisation employing approximately 2,500 in Ireland, while the overseas business of Aer Rianta International (ARI), a wholly owned subsidiary, employs a further 3,500 people in 12 countries across 3 continents.

Headquartered at Dublin Airport, DAA’s principal activities include airport management, operation and development, Irish and international airport retail management, and airport investment. The company’s Irish operations include the management and development of Dublin and Cork airports along with commercial activities such as property portfolio management, car parking operations and commercial and retail concessions management. Overseas investments in airports and airport retailing are undertaken by ARI. In 2012 the company’s turnover was €575 million.

Together, the company’s Irish airports, Dublin and Cork, handled in excess of 21.4 million passengers, or some 92% of international passengers arriving by air to the Republic of Ireland in 2012.

Preparation of Scheme

This Scheme was prepared by DAA, upon request of the Minister for Arts, Heritage and Gaeltacht, under Section 11 of the Official Languages Act 2003 ('the Act') and in accordance with the Guidelines under Section 12 of the same Act.

Section 11 of the Act provides for the preparation by public bodies of a draft scheme detailing the services they provide:

- Through the medium of Irish;
- Through the medium of English; and
- Through the medium of Irish and English
- The measures to be adopted to ensure that any service not provided by the body through the medium of the Irish language will be so provided within an agreed timeframe.



Dublin Airport Authority published a notice under Section 13 of the Act inviting submissions from any interested parties in relation to the preparation of the draft scheme under Section 11. This notice was also made available on DAA's website. There were 24 submissions received from the public during the consultation phase and these can be viewed at www.daa.ie. Dublin Airport Authority appreciates the time and effort devoted to contributions to this process by all concerned.

In addition, a Steering Group, comprising senior management representation and 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 developed taking into account the submissions received through the public consultation process, the views and suggestions of the cross-functional Working Group, the current situation in the Company with regard to Irish language service availability and capability, and an assessment of the demand for services through Irish over the lifetime of the Scheme.

Commencement Date of Scheme

This Scheme has been confirmed by the Minister for Arts, Heritage and Gaeltacht. The Scheme will commence with effect from 26 August 2013 and shall remain in force for a period of three years from that date or until a new Scheme is confirmed by the Minister pursuant to Section 15 of the Act.



Assessment of Provision of Services through Irish

Passengers and Customers of Dublin Airport Authority

As the largest international airports in the country, handling close to 170 scheduled and chartered routes served by 55 airlines (2012 data), Dublin and Cork serve an extensive international customer and passenger base. In a survey carried out in 2012, close to 60% of departing passengers surveyed identified themselves as non-Irish nationals while 44.3% identified themselves as Irish nationals.

DAA also 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, Dublin Airport Authority endeavours to promote the Irish Language and improve our 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.

Dublin Airport Authority supports the principles of English and Irish duality, as outlined in the Official Languages Act 2003, and is committed to making every reasonable effort to accommodate its customers who wish to conduct their business through Irish.

Principal Means of Communication with the Public

- Face to Face Contact
- Telephone Services
- Electronic Communication
- Website
- Social Media
- Press / Publicity

Services Currently Available Through Irish Only

- All written correspondence received in Irish is responded to in Irish only

Services Currently Available Through English Only

- Dublin Airport Authority websites and social media sites
- Press releases issued by Dublin Airport Authority
- Marketing Communications
- Live public announcements or paging announcements to passengers.

Services Currently Available Through Irish & English

- Publication of Dublin Airport Authority's Annual Report
- All DAA letterheads and stationery incorporate the bilingual company name and details
- 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
- In DAA's front-line service departments there are a number of staff who provide bilingual services to passengers. DAA recognises that the provision of services has been unstructured and voluntary and is dependent on these Irish speaking individuals being present and available to do so.



Enhancements of Provision of Services through Irish

DAA is committed to a progressive improvement of the services it provides to the general public through the medium of Irish in line with requirements of the Act. To this end DAA will adopt the following specific measures:





Communication with the Public

- From the commencement of the Scheme, all press releases pertaining to social / cultural events will be issued and posted to the Company's website bilingually. Also, upon request by local and/or national media press releases will be made available in Irish.
- All press releases and statements connected with the issuing of bilingual reports (such as the annual report) will be issued bilingually from the commencement 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 Dublin and Cork airport websites will provide bilingual customer information on airport and passenger services and how to get to/from the airports.
- Standard email services such as disclaimers will be available in both languages. Individual staff members will be encouraged to use a non-system generated out of office reply / automated response in both Irish & English.

Customer Service

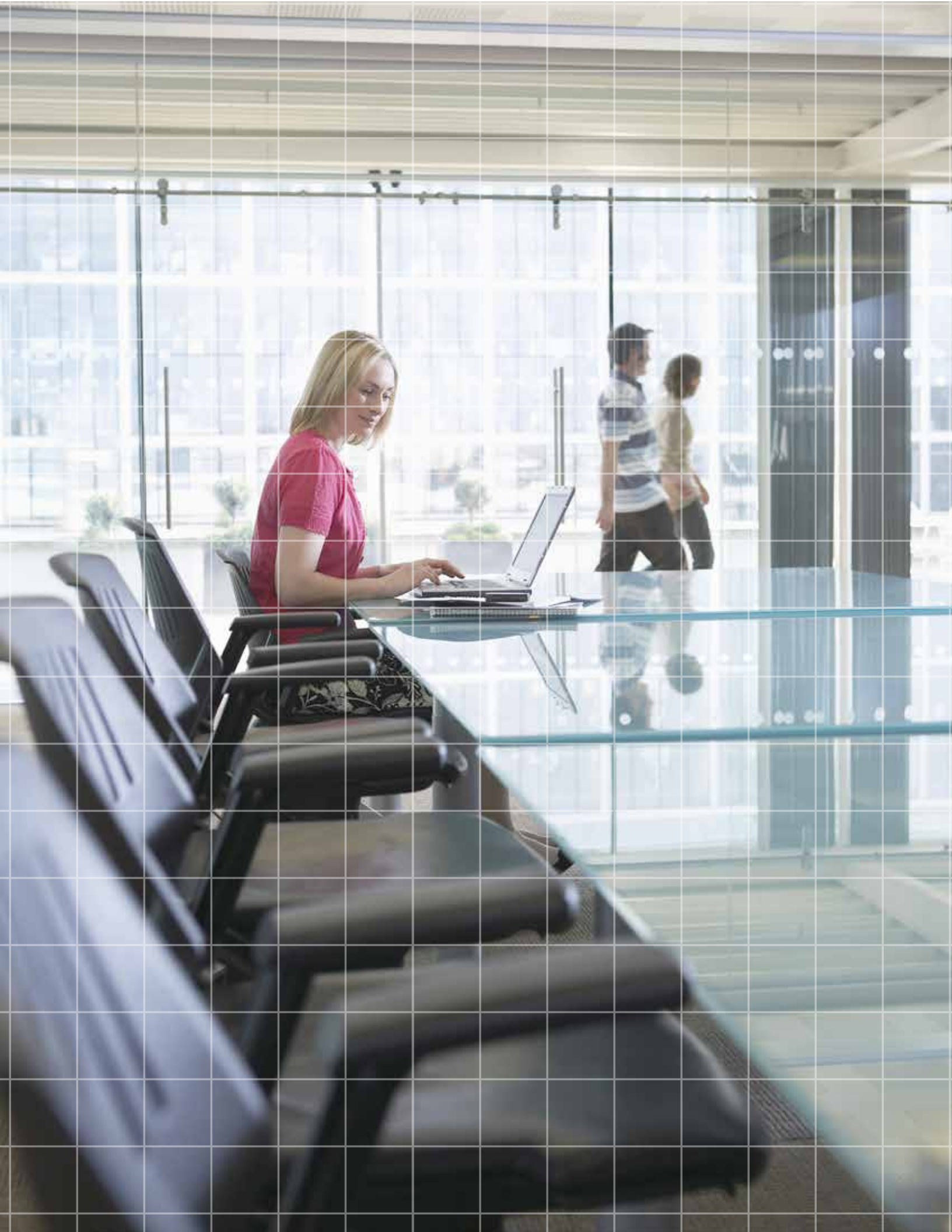
- Staff who are able to provide a service through Irish will be identifiable through Badges indicating their Irish Language capability 'Cúpla Focal' / 'Fáinne Óir' / 'Fáinne Airgid'. Upon commencement of this Scheme a communication process will be rolled out to seek volunteers for this service, for implementation in quarter two 2014.
- Over the course of this Scheme, an Irish Language Information Leaflet will be developed and made available at DAA Information Desks (and on the DAA websites) providing information to Irish and International customers on useful phrases in Irish, background information on the Irish Language and Gaeltacht areas and a brief description of services available in Irish at DAA airports.
- A directory of staff that can provide a service through the medium of Irish, if required, will be established and made available to all staff.



Destination	Flight	Time
ROME CIA	FR0432	17:11
LONDON LOM		17:12
MADRID		17:13
SOUTHAMPTON		17:13
BARCELONA		17:14
GLASGOW		17:14
COPENHAGEN		17:14
LONDON LHR		17:14
EASTMIDLANDS		17:14
FRANKFURT HAN		18:11
ISLE OF MAN		18:11
MILAN MXP		18:11
BERLIN SXF		18:11
FRANKFURT FRA		18:11
LONDON LCY		18:11

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Staff Training / Improving the DAA's Irish Language Capability

- The commitments made by DAA in this Scheme will be brought to the attention of staff through an internal communications campaign.
- Employee Handbook will be available bilingually. The handbook will include a reference to DAA's Language Scheme and the commitments to the Irish Language under both the Scheme and the Act. The handbook will be made available electronically via the company intranet site mid 2014.
- In-house Irish Language training programmes to be provided to staff who wish to partake. The focus of these language training programmes will be airport relevant training to specifically increase the capability of DAA staff in dealing with Irish Language customer requests. The course will be run annually and will initially commence in November 2013.
- DAA will initiate an 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 begin following the completion of two consecutive language training programmes i.e. second quarter 2015 and will take place annually thereafter.
- DAA proposes to enhance the celebration of certain public / cultural events in Irish such as Saint Patrick's Day with a particular focus on celebrations through and promotion of the Irish Language. DAA will participate in Seachtain na Gaeilge where all staff will be encouraged to communicate in their daily tasks through the medium of Irish.

Implementation of Scheme

Implementation, Monitoring and Review

The overall responsibility for overseeing the implementation of the Scheme will be assigned to an Irish Language Project Leader.

The head of each functional area of the DAA will be responsible for working with the Irish Language Project Leader to ensure the implementation of the Scheme and to monitor demand for Irish Language services in their respective areas.

The Irish Language Project Leader will report into the Company Secretary giving regular updates on progress which will be monitored against:

- The timetable in the Scheme
- The incident and nature of complaints
- The implementation of staffing and training measures set out in the Scheme
- Recorded suggestions for improvements

Scheme progress will be reported in the Company's Sustainability Report which is published annually.

Publicising of Agreed Scheme

The content of this Scheme along with the commitments and provisions of the Scheme will be publicised to staff and the general public by means of:

- Press Release
- Advertisement
- Circulation to the appropriate agencies
- The company website(s) and Intranet site

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

For more information contact:

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