

An Post National Lottery Company
Scheme 2008-2011 under Section 11 of the Official Languages Act 2003

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Chapter 1

Introduction

On the 22nd March 2006, the Director of An Post National Lottery was requested by the Minister for Community, Rural & Gaeltacht Affairs to prepare a draft Scheme under Section 11 of the Official Languages Act 2003 (“the Act”) and to present it to him for confirmation on or before 22nd September 2006.

Section 11 of the Act provides for the preparation by public bodies of a statutory Scheme detailing the services 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 the body through the medium of the Irish language will be so provided within an agreed timeframe.

1.1 Preparation of Scheme

The Scheme was drawn up by An Post National Lottery Company having regard to the Guidelines prepared under Section 12 of the Act by the Department of Community, Rural & Gaeltacht Affairs and in particular that the provision of services in the Irish language should be based on the following:

- The underlying level of demand for specific services in the Irish language in the context of positive provision
- The resources, including human and financial resources, and the capacity of the public body to develop or access the necessary language capability.

In accordance with Section 13(1)(a) of the Act the National Lottery published a notice of intention to prepare a draft Scheme. Bilingual advertisements inviting submissions were published in the national press on 8th June 2006, on the National Lottery website, and notices in Irish were published in Foinse on 12th June 2006. This information was also conveyed to National Lottery personnel on our intranet. A response was received from seven parties.

Some of the suggestions made in the submissions received have been incorporated in the Scheme with others suggestions which were not achievable at this time noted for future implementation.

A survey was undertaken of National Lottery Retail Agents and those surveyed were asked about their requirements for service in Irish. A total of 350 Retail Agents were surveyed through our Tele-Sales function and of those 10% expressed an interest in a service through the Irish language.

In our Claims Validation, Accounts and Customer Services functions a survey of callers was undertaken to determine the demand for services through the Irish language. In all 90 customers were surveyed of which approximately 20% expressed an interest in the provision of services through the Irish language.

In respect of the customer surveys undertaken it was interesting to note that there appeared to be a reluctance on the part of the customer to opt for services through the Irish language due to their lack of confidence in our ability to adequately deliver such a service. This underlying survey finding will form one of the issues to be addressed in our Irish language scheme.

1.2 Scheme Objectives

An Post National Lottery Company has where possible, provided an “on demand” service in Irish to those who request it. We are committed to the Official Languages Act 2003 and its requirements and the preparation of this Scheme reflects our ongoing commitment to respond to the changing demands of our customer base. The delivery of our commitments in this Scheme will need to be viewed against the fact that with a headquarters personnel of approximately 73 people we are somewhat limited in developing language resources across the Company as would be possible in a larger organisation. Having said this we will encourage and make available resources for the development of Irish in the organisation.

The broadcast of our successful EuroMillions draw activity on TG4 is just one example of this commitment.

The Scheme builds on the existing service provision, identifies specific areas where improved Irish language service can be provided and puts in place structures to assist in this achievement.

The implementation of the provisions of the Official Languages Act 2003 will be achieved incrementally in the National Lottery, beginning with our first Scheme and expanding over subsequent Schemes. Document translation, printing, personnel training and software redevelopment will have to be undertaken to fulfil our obligations under the Act.

We will monitor the demand for services through the Irish language during the course of our first Scheme with a view over time to the provision of service in Irish in line with the level of demand identified.

1.3 Commencement Date of Scheme

This Scheme has been confirmed by the Minister for Community, Rural and Gaeltacht Affairs. The Scheme will commence with effect from 2nd January 2008 and shall remain in force for a period of 3 years from this date, or until a new Scheme has been confirmed by the Minister pursuant to Section 15 of the Act, whichever is the earlier.

1.4 Overview of An Post National Lottery Company

1.4.1 Our Vision

To provide exciting and engaging lottery games that bring fun and entertainment to everyone. As a result, we aim to be the best-known brand in Ireland.

1.4.2 Our Mission

To operate a world-class lottery for the people of Ireland, raising funds for good causes, on behalf of the Government.

1.4.3 Our Values

- **Integrity**

We're fair and honest in everything we do and operate to the highest professional standards in all our activities.

- **Innovation**

We manage our business in a dynamic and progressive way that best meets the challenges of an ever-changing society.

- **Teamwork**

We work together as a team in which everyone supports and encourages each other.

1.5. Organisation Structure

An Post National Lottery Company has a personnel establishment of 89 with our headquarters at Abbey Street Lower, Dublin 1.

Our areas of function are Operations & Corporate Affairs which includes Logistics & Administration, Human Resources and Security, Finance which includes, Accounts and Prize Claim Validation, Marketing which includes Public Relations, Customer Services and Point-of-Sale, Information Technology which includes Computer Operations and Systems Development and Sales which includes the National Lottery Field Sales Representative Force, Tele-Sales and Agent Licensing.

An Post National Lottery Company services a Retail Agent network of over 3,500. This service includes scratch card order generation by our Tele-Sales section who telephone each Retail Agent on a structured call cycle, a Prize Claims Validation service for prize claims that

cannot be validated on-line for whatever reason and a visit by a Field Sales Representative to each Retail Agent premises on a pre-determined call cycle. Our Retail Agent Network is spread across the Republic of Ireland including the various Gaeltacht areas with the National Lottery Field Sales Representative force of eleven residing within their area of operation.

1.6. Assessment of level of service already available through Irish

An Post National Lottery Company is committed to provide a service where possible to those who wish to carry out their business through the medium of Irish. Some service in the Irish language is provided to those who request it.

As part of the ongoing evaluation of the An Post National Lottery Scheme the number of requests from those wishing to have their business conducted through the medium of Irish will be monitored to ensure that a level of service consistent with demand is available.

A survey carried out to establish the level of competency in the Irish language of existing An Post National Lottery personnel showed the following:

Total number surveyed		89
Total number returned		56
Not confident of communicating at a basic level of Irish		31
Able to understand the basics and communicate at a similar level		20
Leaving Certificate standard and confident to communicate in Irish at this level		5
Confident to deal with all types of Lottery business through Irish		0
Preferred trainings mode		
Unwilling	10	
During office hours	35	
Outside office hours	2 (of above)	
Gaeltacht	11 (including 9 of During office hours)	

As can be seen from the above results currently there is no member of staff in An Post National Lottery Company who consider themselves to be fluent in the Irish language. This will have to be addressed through additional Irish language training and in future recruitment.

Chapter 2

Existing language resources for the provision of general services

Reception Service/Telephone calls

Customers who contact the organisation for service in Irish are at present facilitated on an informal basis.

Correspondence

Letters, e-mails and faxes received in Irish are responded to in Irish in accordance with the provisions of Section 9(2) of the Official Languages Act 2003.

Publications

Our Annual Reports of 2004, 2005 and 2006 were printed bilingually in accordance with the provisions of Section 10 of the Official Languages Act 2003.

Chapter 3

Enhancement of services

3.1 Provision of Services in Irish

We will provide an improved service through the medium of spoken Irish through additional specific Irish language training for National Lottery personnel in our Reception, Tele-Sales and Prize Claims Validation areas. This will be achieved by assessing the language competence of existing personnel and encouraging them to avail of further Irish language training. While it is envisaged that a limited spoken Irish resource can be met from within our current personnel establishment and with a greater emphasis on spoken Irish in future selection and recruitment, the absence of commitment or the confidence from any member of current staff to attain a level of competency to do business through Irish does present a challenge. Having said this the National Lottery will provide the means for Irish language training on an ongoing basis and actively encourage personnel to avail of this training.

Our annual training needs analysis will be adapted to include training courses in the Irish language to enable an improved response by National Lottery personnel to demands of service through Irish.

Chapter 4

4.1 Provision of Bilingual Services

Our headed paper is currently bilingual and the information on the back of our Lotto, Lotto Plus 1, Lotto Plus 2, Lotto 5-4-3-2-1, EuroMillions, EuroMillions Plus and TellyBingo ticket stock is bilingual. Due to legal review and the amount of information we need to publish in relation to the playslips used for our Lotto, Lotto Plus and EuroMillions, EuroMillions Plus and the size restrictions governed by the terminals in our Retail Agent outlets we will be unable to provide these playslips bilingually, however we will have these available in Irish only and English only form by the end of Year 1 of our first Scheme.

In addition to the above and based on those which are most requested we will expand the range of forms and leaflets in the Irish language and English under one cover as follows;

Retail Sales Agent Application Form
Prizewinner Claim Form
How to Play-Lotto
How to Play-LottoPlus
How to Play-Lotto 5-4-3-2-1
How to Play EuroMillions
How to Play EuroMillions Plus
How to Play TellyBingo

Printed information relating to any future new game developments will be produced bilingually under one cover.

4.1.1 Timeframe

Full range as listed above available in paper format and also available on the National Lottery website by the end of the first Scheme.

4.2 National Lottery Website

Our website is currently out to tender for redevelopment and our request for proposals includes a requirement for an Irish language option. Our redeveloped website will include an Irish language option and 70% of static content will be available in bilingual form by the end of Year 3 of our first Irish language Scheme.

4.3 Computer Systems

The existing National Lottery computer systems are language compliant and all future systems will also include this requirement.

A generic email address for Irish language queries will be established by the end of Year 1 of our first Scheme.

Disclaimers appearing at the bottom of emails will appear bilingually by the end of Year 1 of our first Scheme.

4.4.1 Interactive Services

While the National Lottery does not currently offer interactive services to the general public an interactive system has been commissioned and acceptance tested but is not yet available for use. This interactive system if made available to the general public will be upgraded to provide a bilingual service as soon as resources and pressure of other work in the I.T. area allow. In any event this upgrade will be carried out within three years of its introduction. Any new interactive services, which allow the general public make application or receive benefit will be introduced simultaneously in both languages.

4.5 Public Interface

We will ensure that by the end of our current Scheme that;

- The name of The National Lottery is given in Irish and English
- Reception staff are familiar with the basic greetings in Irish
- That arrangements are put in place to put members of the public in touch speedily with whatever office or officer is responsible for offering the service required through Irish

Our first point of contact staff in our Reception, Tele-Sales, Claims Validations and Customer Services will be afforded Irish language training on an ongoing annual basis to enhance their Irish language skills so as to ensure that a bilingual counter service is available to deal with Irish language callers by the end of our first Scheme.

4.5.1 Timeframe

Irish language training will be included in our annual training needs analysis for 2008 and targeted training will be offered and conducted annually.

Over the term of our first Scheme Irish language training should result in the upskilling of Lottery personnel to a basic level of Irish language competency with a commitment of further enhancement of spoken Irish as we progress through further schemes.

4.6 Press Releases and Communication

10% of all Press Releases will be produced bilingually for Year One and Year Two of our first Scheme.

20% of all Press Releases will be produced bilingually for Year Three of our first Scheme.

Our EuroMillions game is currently presented and transmitted on TG4. Our new EuroMillions Plus game is also communicated to the general public on TG4 and is supported by a specially commissioned TV advertisement in Irish.

In addition to the above we will utilise the voicing of the numbers drawn in the Irish language in 10% of our Lotto, Lotto Plus1 and Lotto Plus 2 draw activity in Year 1 and Year 2 of our first Scheme increasing to 20% in Year3.

Chapter 5

Services in English

All services other than those services, and the enhancement to services in Irish and bilingually will continue to be provided in English for the duration of the first Scheme.

Chapter 6

Monitoring and Review

The primary responsibility for the ongoing monitoring of the Scheme will rest with the Logistics & Administration Manager. Monitoring will be carried out by local management and will include assessment of the take up of services in Irish from the commencement date of the first Scheme. The results of these assessments will be provided to the Logistics & Administration Manager. At the end of Year Two of our first Scheme an interim review of the Scheme's operations will take place. This interim review will be conducted by the Logistics & Administration Manager.

Chapter 7

Publicising the An Post National Lottery Scheme.

The An Post National Lottery Scheme will be communicated to the general public via;

- Press release
- Advertisement
- Website
- Circulation to appropriate agencies