Cairngorms National Park Authority Gaelic Language Plan

Approved by Bòrd na Gàidhlig - March 2013

Contents

Summary

The Cairngorms National Park Authority (CNPA) recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life. The CNPA is committed to the objectives set out in the *National Plan for Gaelic* and has put in place the necessary structures and initiatives to ensure that Gaelic has a sustainable future in Scotland.

The CNPA recognises that the position of Gaelic is extremely fragile and if Gaelic is to be revitalised as a living language in Scotland, a concerted effort on the part of government, the public and private sectors, community organisations and individual speakers is required to:

- *enhance the status of Gaelic;*

- *promote the acquisition and learning of Gaelic;*

- *encourage the increased use of Gaelic.*

This document is the CNPA's Gaelic Language Plan prepared within the framework of the Gaelic Language (Scotland) Act 2005. It sets out how we will use Gaelic in the operation of our functions, how we will enable the use of Gaelic when communicating with the public and key partners, and how we will promote and develop Gaelic.

The CNPA's Gaelic Language Plan has been prepared in accordance with statutory criteria set out in the 2005 Act, and having regard to the *National Plan for Gaelic* and the *Guidance on the Development of Gaelic Language Plans*.

Structure of the Gaelic Language Plan

The key components of our Gaelic Language Plan are:

Chapter 1 – Introduction

This chapter provides the background and context relating to the preparation of Gaelic Language Plans under the 2005 Act and the structure of the CNPA's main areas of operation. It also provides a summary of the demography of the Gaelic language.

Chapter 2 – Core Commitments

This chapter sets out how the CNPA will use, and enable the use of Gaelic in relation to our main business functions. It covers key areas of operation such as corporate identity, signage, communication with the public and the use of Gaelic on our website. This chapter sets out the basic minimum level of Gaelic language provision to which we are committed to providing in the lifetime of the Plan.

Chapter 3 – Policy Implications for Gaelic: implementing the National Plan for Gaelic

This chapter sets out how the CNPA will help implement the *National Plan for Gaelic*. It also shows how we intend promoting the use of Gaelic in policy areas, such as recruitment. This chapter also considers how we will take account of Gaelic and our Gaelic Language Plan when drafting new policies and considering new strategies.

Chapter 4 – Implementation and Monitoring

This chapter sets out how the implementation of our Gaelic Language Plan will be taken forward, and how implementation and outcomes will be monitored.

CHAPTER 1 - INTRODUCTION

Setting the Context for Developing Gaelic Language Plans

The Gaelic Language (Scotland) Act 2005 and the issuing of a notice:

The Gaelic Language (Scotland) Act 2005 was passed by the Scottish Parliament with a view to securing the status of the Gaelic language as an official language of Scotland commanding equal respect to the English language.

One of the key features of the 2005 Act is the provision enabling Bòrd na Gàidhlig to require public bodies to prepare Gaelic Language Plans. This provision was designed to ensure that the public sector in Scotland plays its part in creating a sustainable future for Gaelic by raising its status and profile and creating practical opportunities for its use.

Consultation on a draft Gaelic Plan:

The 2005 Act requires public bodies to bring the preparation of its Gaelic Language Plan to the attention of all interested parties. The CNPA consulted on its draft Plan during November and December 2010.The document was available on the CNPA website, at the CNPA offices, libraries and other accessible points as required. Letters were also sent to key stakeholders and Gaelic interest groups informing them of the consultation and highlighting the link on the website.   There were a total of 14 responses to the Plan. Following the consultation some of the representations were taken into and changes made to the Plan. The Plan was formally approved by the CNPA board in January 2011.

Approval of the Cairngorms National Park Authority's Gaelic Language Plan:

Once approved by the Board the CNPA's Gaelic Language Plan will be submitted to Bòrd na Gàidhlig for approval in February 2011.

Overview of the functions of *the Cairngorms National Park Authority* and the use of Gaelic within our area of operation

Background Information about the Public Authority

The Cairngorms National Park was established in September 2003 and the Cairngorms National Park Authority (CNPA) became fully operational – taking on all its statutory powers – on 1 September 2003.

The CNPA is designed to be an enabling organisation, promoting partnership working and giving leadership to all those involved in the Park. We do not duplicate the work of other organisations, such as the enterprise agencies or Scottish Natural Heritage, but ensure there is a joined-up approach to projects and initiatives that help to meet the four aims of the Park.

With a staff of around 60 plus 19 board members, the Park Authority has several statutory duties including managing outdoor access in the Park, planning and development management, the production of a Local Plan and the publication of a National Park Plan.

We are funded by the Scottish Government and Scottish Ministers appoint seven of our board members. Another seven board members are nominated to the board by the five councils in the Park area - Highland (2), Aberdeenshire (2), Moray (1), Angus (1) and Perth & Kinross (1) - and five are elected locally. Through our board we are responsible to the Minister and so to the Scottish Parliament.

Gaelic within the Authority's area of operation

The Cairngorms National Park has a population of over 17,000 residents, is 4,528 sq km and covers five local authority areas:
- Highland
- Moray
- Aberdeenshire
- Angus and
- Perth and Kinross

The Cairngorms National Park has a rich history and culture of languages.   Gaelic became the dominant language of the Cairngorms area over 1,000 years ago (superseding the Pictish language and culture) and because of this the majority of the current place-names within the Park are Gaelic in origin. However, there was a gradual decline of the language and by the 18th and 19th centuries many people in the Cairngorms area were bilingual, speaking Scots as well as Gaelic. On the east side of the Park, Doric is still spoken and adds to the culture and history of the area.

According to the 2001 census of 583 people living in the Park (3.1 per cent of the Park's population and 0.6 per cent of Scotland's total Gaelic population) have some Gaelic ability. The majority of these live in the Newtonmore and Kingussie area.

Information compiled by Bòrd na Gàidhlig for the 2009-2010 academic year found that there were three pupils in Gaelic-medium nursery education and 23 pupils in Gaelic-medium

primary school education in the Park. There were also 11 fluent speaking pupils studying Gaelic at secondary school.

There are a number of Gaelic bodies operating throughout the Park, offering services in Gaelic language and culture (a number of which are supported and/or part-funded by the CNPA).

In terms of Scotland, the total number of people recorded as being able to speak and/or read and/or write and/or understand Gaelic in the 2001 census was 92,400 (1.9% of the Scottish population). Of these, the total number of people who could speak Gaelic was 58,652 (1.15% of the Scottish population).

While the number of Gaelic speakers declined overall since the previous census, the number of people able to speak and also to read and write Gaelic increased between 1991 and 2001, reflecting a growth in Gaelic literacy and growing numbers of Gaelic learners. The number of children aged 5 – 15 able to speak Gaelic also increased between 1991 and 2001.

There is no authoritative figure for the number of non-fluent adult learners. However, a national study in 1995 for Comunn na Gàidhlig, the Gaelic development agency, found that there were roughly 8,000 in Scotland.

There are around 2,500 primary and secondary school children in Gaelic-medium education (GME) nationally at present, with a further 700 children in Gaelic-medium nurseries. Within English-medium education, between 2,500 and 3,000 learners study Gaelic as a secondary subject each year between S1 and S6. Many children in English-medium primary schools take part in the *Gaelic Language in the Primary School* scheme each year, with around 6.500 children in the 2005/6 session. (Gaelic Medium Unit information extracted from Scottish Schools Online)

Bòrd na Gàidhlig's *National Plan for Gaelic* sets out clear targets for numbers of Gaelic speakers over the next 35 years, as follows:-

65,000 speakers & 4000 children enrolled annually in GME by 2021

75,000 speakers & 10,000 children in GME by 2031; and

100,000 speakers & 50,000 children in GME by 2041

Regardless of overall numbers of Gaelic speakers, it can be expected that the trends of increased literacy, increase in numbers of fluent learners and increase in GME will continue, leading to greater demand for services.

Gaelic within the Cairngorms National Park Authority:

The CNPA recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life and we are already committed to a number of activities, with staff and partners and the public, which help to enhance the Gaelic language and culture.

At present there is no record of how many staff are fluent Gaelic speakers, learning Gaelic or have the ability to read or write Gaelic, though there are varying degrees of Gaelic amongst CNPA staff and board.

A core commitment of the Language Plan will be to carry out a survey to establish the number of staff who can speak, read and/or write Gaelic, and also the number of learners and those interested in learning. This information will allow us to use and enhance the skills of our current staff and also to strengthen the level of Gaelic used by staff.

The CNPA fund and run a number of projects, training courses and events which promote, develop and increase the Gaelic language and culture, both for staff and the public.

We previously funded a Gaelic language course for staff. This was available to all staff and we are also currently funding Gaelic Language training for staff who identified it as a training need during their appraisal. During the preparation of this draft plan we will run a series of Gaelic Awareness courses, which all staff and board will be encouraged to attend.

We have a Gaelic version of the corporate logo and it is used on publications, web, letters, compliment slips and business cards. There is also Gaelic on the Park's entry point signage and markers (it should be noted that the CNPA has no statutory requirements in terms of signage or interpretation).

We also produce the bi-lingual Place Names leaflet, which helps residents and visitors to appreciate which place names in the Park have Gaelic language origins and what they mean.

We also provide a Gaelic foreword in our statutory and policy publications.

CHAPTER 2 - CORE COMMITMENTS

In its statutory *Guidance on the Development of Gaelic Language Plans*, Bòrd na Gàidhlig notes that creating the right environment for the use of Gaelic in public life is one of the key components of language regeneration. The Bòrd has identified four core areas of service delivery that it wishes public bodies to address when preparing Gaelic Language Plans:-

Identity: *corporate identity*
                         signage

Communications: *reception*
                         telephone
                         mail and e-mail
                         forms
                         public meetings
                         complaints procedures

Publications: *public relations and media*
                         printed material
                         websites
                         exhibitions

Staffing: *training*
                         language learning
                         recruitment
                         advertising

This section of the Plan will detail the CNPA's commitments in relation to the Bòrd's Guidance on Development of Gaelic Language Plans.

Each function is structured as follows:
1.   Information on current practice
2.   Key areas of development
3.   Targets
4.   Timescale
5.   Lead Officer

Implementation of the Scottish Government's Strategic Objectives and National Performance Framework

The CNPA is committed to achieving the objectives and Performance Framework established by the Scottish Government. We will identify the strategic objectives that our Gaelic Language Plan will assist and will insert these under each action, with a number relating to the relevant strategic objective.

Strategic Objectives:

1. Wealthier & Fairer
2. Smarter
3. Healthier
4. Safer & Stronger
5. Greener

National Performance Framework outcomes:

1. We live in a Scotland that is the most attractive place for doing business in Europe.
2. We realise our full economic potential with more and better employment opportunities for our people.
3. We are better educated, more skilled and more successful, renowned for our research and innovation.
4. Our young people are successful learners, confident individuals, effective contributors and responsible citizens.
5. Our children have the best start in life and are ready to succeed.
6. We live longer, healthier lives.
7. We have tackled the significant inequalities in Scottish society.
8. We have improved the life chances for children, young people and families at risk.
9. We live our lives safe from crime, disorder and danger.
10. We live in well-designed, sustainable places where we are able to access the amenities and services we need.
11. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.
12. We value and enjoy our built and natural environment and protect it and enhance it for future generations.
13. We take pride in a strong, fair and inclusive national identity.
14. We reduce the local and global environmental impact of our consumption and production.
15. Our public services are high quality, continually improving, efficient and responsive to local people's needs.

Section 1 - Identity

Rationale:

The presence of Gaelic in the corporate identity and signs of a public authority greatly enhances the visibility of the language, increases its status and makes an important statement about how Gaelic is valued and how it is given recognition. Developing the use of Gaelic through signage can also enrich the vocabulary of Gaelic users, raise public awareness of the language and contribute to its development.

> *The CNPA recognises the importance of extending the visibility of Gaelic and increasing its status.*

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Corporate Identity					
Current practice	We have a Gaelic version of the corporate CNPA logo and have guidance on its use. The Gaelic logo is featured on our website, letters, compliment slips, business cards and publications. The Park entry point signage also uses Gaelic. The approved National Park brand for the Park is in English but provision has been made to also use Gaelic on a case by case basis for specific and relevant visitor-facing purposes. There is one version of the family CNP brand which uses Gaelic.				
Key areas of development	Re-issue logo guidance to all staff and training where necessary/requested	Issue guidance	Staff able to use Gaelic version of logo without advice/assistance	Communications team	Throughout Plan period
	We will continue to use our bi-lingual logo and brand		Increase visibility of Gaelic	Communications team	Throughout Plan period
	We will work with partners to develop a methodology for use of Gaelic in the Park brand	Guidance to be produced and Gaelic version of brand used	Increase use of Gaelic in brand opportunities	Sustainable Rural Development Team	Throughout Plan period
Relevant Strategic Objectives assisted		Objectives 1,2 Outcomes 7, 11, 12, 13, 15			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Signage (internal and external):					
Current practice	No guidance currently available for use of Gaelic on signage				
Key areas of development	We will develop guidance on the use of Gaelic on internal and external signage	Guidance to be produced and issued to staff	Guidance produced and increased visibility of Gaelic in CNPA offices	Corporate Services	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted:		Objectives 1,2 Outcomes 7, 11, 12, 13, 15			

Section 2 – Communications

Rationale:

The use of Gaelic at the initial point of contact that members of the public have with a public authority increases the visible and audible presence of the language, and contributes to the sense that the use of Gaelic is possible and welcome. In addition to raising the profile of the language, it also creates opportunities for its practical use and encourages members of the public to use Gaelic in subsequent dealings with the public authority.

The use of Gaelic in interactions with the authority by mail, e-mail and by telephone is important in creating practical opportunities for the use of the language, and in contributing to the sense that its use is possible and welcome. The presence of Gaelic in a wide range of bilingual forms and Gaelic only forms can also greatly enhance the visibility and prestige of the language. The preparation of Gaelic versions of forms, applications and similar documents, can also assist in expanding the range of Gaelic terminology and the awareness of the Gaelic-speaking public of such terminology, thus helping the development of the language itself.

> *The CNPA recognises the importance of creating opportunities for the practical use of Gaelic in a wide range of everyday situations and is committed to increasing its level of provision in this area.*

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Reception:					
Current practice	No guidance currently available for dealing with enquiries in Gaelic				
Key areas of development	Staff, including reception staff, given opportunity to attend Gaelic awareness training	Training to be provided for staff and board	1. Gaelic Awareness courses run for staff. 2. Staff have increased	Corporate Services	April 2011

			understanding of Gaelic Language and Culture		
	We will develop guidance for reception staff on how to deal with enquiries from Gaelic users.	Produce guidance for reception staff.	1. Monitor and record the number of enquiries made in Gaelic. 2. Staff able to deal with Gaelic enquiries	Communications Team	June 2011
	We will actively promote our commitment to deal with enquiries from Gaelic users	Statement on website, forms and in offices	Statement clearly visible on website, forms and in offices	Communications Team and Corporate Services	June 2011
Relevant Strategic Objectives and Outcomes assisted:	Objectives 1,2 Outcomes 7, 11, 12, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Telephone:					
Current practice	No guidance currently available for dealing with telephone calls in Gaelic				
Key areas of development	We will develop guidance for staff on how to deal with calls in Gaelic	Produce guidance for staff.	Monitor and record the number of calls made in Gaelic.	Communications Team	June 2011
	We will actively promote our	Statement on	Statement clearly visible	Communications	June 2011

	commitment to deal with enquiries from Gaelic users	website, forms and in offices	on website, forms and in offices	Team and Corporate Services	
Relevant Strategic Objectives and Outcomes assisted:		Objectives 1,2 Outcomes 7, 11, 12, 15			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Mail and E-mail:					
Current practice	Bi-lingual logo is used on letter heads.				
Key areas of development	We will develop guidance for staff on how to deal with letters and emails in Gaelic	Produce guidance for reception staff	Monitor number of emails/letters in Gaelic	Communications Team	June 2011
	All Gaelic letters or emails sent to staff member and/or reputable translation service for response	1. Promote our acceptance for receiving and responding to communications in Gaelic 2. Contract with reputable translation service	Monitor number of emails/letters in Gaelic	Communications team	Throughout Plan period
	We will provide guidance and translation for staff who wish to use Gaelic in their emails and letters	1. Produce guidance for staff 2. Contract	Monitor number of emails/letters in Gaelic	Communications Team	Throughout Plan period

		with reputable translation service			
	Continue with bilingual letter-heading	On-going			Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted:		Objectives 1,2 Outcomes 7, 11, 12, 15			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Forms:					
Current practice	No guidance currently available for use of Gaelic in forms				
Key areas of development	We will develop guidance for staff on how to deal with forms from Gaelic users.	Produce guidance for staff	Monitor and record number of forms in Gaelic	Communications Team	June 2011
	We will actively promote our commitment to accept forms in Gaelic.	Statement on job, grant and training applications, website and offices	Statement clearly visible on forms and website.	Communications Team and Corporate Services	June 2011
	Accept all forms completed in Gaelic and respond in Gaelic using assistance of translation service	1. Produce guidance to staff 2. Contract with reputable	Monitor and record number of forms	Communications Team	June 2011

		translation service			
Relevant Strategic Objectives and Outcomes assisted:		Objectives 1,2 Outcomes 7, 11, 12, 15			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Public Meetings:					
Current practice	No policy currently available				
Key areas of development	Gaelic spokesperson / instant translation service to be made available at meetings where other parties, organisers or members of the public have made a request for this service, where there is a genuine need for the service and where it will make a effective contribution to the plan's aims	Introduce on a trial basis and assess success for 2013	Monitor success	Corporate Services	2013
	We will actively promote the translation service	Statement on website, forms and in offices	Statement clearly visible on website, forms and in offices	Communications Team and Corporate Services	2013
Relevant Strategic Objectives and Outcomes assisted:		Objectives 1,2 Outcomes 7, 11, 12, 15			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Complaints Procedure:					

Current practice	No guidance currently available				
Key areas of development	We will develop guidance for staff on how to deal with complaints in Gaelic	Produce guidance for staff	Monitor number of emails/letters in Gaelic	Communications Team	June 2011
	We will actively promote our commitment to accept complaints in Gaelic.	Statement on website, forms and offices	1. Statement clearly visible on website, forms and websites 2. Standard complaints monitoring procedures	Communications Team	June 2011
Relevant Strategic Objectives and Outcomes assisted:		Objectives 1,2 Outcomes 7, 11, 12, 15			

Section 3 – Publications

Rationale:

The use of Gaelic in a range of printed material can assist Gaelic development in a variety of ways. It helps increase the visibility of the language, it enhances Gaelic's status by being used in high profile publications, and it can help develop new and enhance existing terminology. The use of Gaelic in the media helps demonstrate a public authority's commitment to making important information available through the medium of Gaelic, as well as enhancing the visibility and status of the language. As more people access information about public authorities through their websites, making provision for the use of Gaelic can significantly enhance the status and visibility of the language.

> *The CNPA is committed to increasing the use of Gaelic in these areas where the subject matter is of most interest to the general public or relates specifically to Gaelic issues.*

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Public Relations and Media:					
Current practice	No guidance currently available				
Key areas of development	We will be proactive in our approach with BBC Alba and other Gaelic media channels	Identity and promote news stories of interest to Gaelic news and press	Increase in Gaelic media coverage	Communications Team	On-going
	We will produce a Gaelic translation of the CNPA's core duties in 'Notes to editors'	Create text for press release	Increase in Gaelic media coverage	Communications Team	March 2011
Relevant Strategic Objectives and Outcomes assisted:		Objectives 1,2			

			Outcomes 7, 11, 12, 13, 15		

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Printed Material: Policy and statutory documents					
Current practice	All policy and statutory documents include a Gaelic foreword				
Key areas of development	We will continue to provide Gaelic forewords in our policy and statutory documents	On-going		Communications Team	On-going
	We will provide downloadable Gaelic versions of statutory documents, where it is considered appropriate	1. Produce guidelines for publications 2. Contract with reputable translation service	Bilingual corporate publications available where it is considered appropriate	Communications team	On-going
Relevant Strategic Objectives and Outcomes assisted:		Objectives 1,2 Outcomes 7, 11, 12, 13, 15			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Printed Material: Visitor publications					
Current practice	We currently produce the Place Names of the Cairngorms, a visitor publication celebrating the Park's Gaelic place names				
Key areas of development	We will produce an updated version of the Place Names leaflet	Produce updated leaflet		Sustainable Rural Development Team	June 2011

	We will produce guidance for staff on how to include Gaelic elements (names, welcome and bilingual captions) in publications	Produce guidance	Increase in and record printed media	Communications Team	September 2011
	We will develop a methodology with partners for use of Gaelic in partner publications	Develop methodology	Increase in printed media	Communications Team	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted:		Objectives 1,2 Outcomes 7, 11, 12, 13, 15			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Websites:					
Current practice	No guidance currently available for use of Gaelic on CNPA website or Park portal, but CNPA website does feature the bi-lingual corporate logo.				
Key areas of development	We will produce a policy for staff for Gaelic on the website	Produce web policy	1. Web policy in place 2. Increased use and presence of Gaelic on website	Communications team	June 2011
	We will introduce Gaelic into the CNPA's web content and where it will make an effective contribution to the Plan's aims	Maintain content	Increased use and presence of Gaelic on website	Communications team	On-going
	The draft and approved Gaelic Language Plan will be on web-site.	Maintain content		Communications team	Throughout Plan period
	We will develop a methodology	1. Guidance to	Increased use and	Communications	Throughout

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
	with partners for use of Gaelic on the Park portal	be produced 2. Maintain content	presence of Gaelic on Park portal	team	Plan period
Relevant Strategic Objectives and Outcomes assisted:		Objectives 1,2 Outcomes 7, 11, 12, 13, 15			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Exhibitions:					
Current practice	No guidance currently available				
Key areas of development	We will produce guidance for use of Gaelic at events	Produce guidance	Inclusion of Gaelic in design material used at shows/events.	Communications team	June 2011
	We will continue to link with Scotland's Environment and Rural Services (SEARS) partners when attending national shows/events and develop a co-operative approach to delivering Gaelic		Increase use of Gaelic interpretation at shows attended	Communications team	On-going
	We will develop materials for events where it will make an effective contribution to the Plan's aims	Produce materials	Gaelic promotion and materials at local and national events where it will make an effective contribution to the Plan's aims	Communications team	On-going
Relevant Strategic Objectives and Outcomes assisted:		Objectives 1,2 Outcomes 7, 11, 12, 13, 15			

Section 4 – Staffing

Rationale:

In order to deliver services through the medium of Gaelic, it is necessary to develop the requisite job skills and language skills of staff. The provision of language learning for staff helps promote adult Gaelic learning and promotes Gaelic as a useful skill in the workplace. The identification of jobs in which Gaelic is a designated skill will contribute greatly to the status of the language and to identifying it as a positive skill to acquire.

The use of Gaelic in advertising also helps recognise that Gaelic should be used in public life and that Gaelic users have an important role to play within a public authority. Whatever the level of Gaelic skills required it is important that authorities ensure that Gaelic is a genuine occupational requirement. Authorities should adopt and apply objective criteria to ensure appointments are made in each case on a fair and consistent basis, and reflect the identified skills needs of the post.

> *The CNPA recognises the importance of seeing Gaelic as an important job skill and of identifying situations in which its use is essential or desirable. The CNPA also recognises the importance of enabling staff to develop their Gaelic skills if they wish to do so.*

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Training:					
Current practice	The CNPA funds Gaelic awareness and language courses for staff.				
Key areas of development	We will continue to provide a programme of Gaelic awareness courses for existing and new staff and board	Staff and board to attend Gaelic Awareness training	Skills Audit	Corporate Services	Throughout Plan period

	We will provide information to staff on Gaelic courses available	Promotion of training on intranet, staff meetings, internal notice boards	Record demand for courses and attendance	Corporate services	Throughout Plan period
	We will encourage and support staff to develop their Gaelic skills through further training	Provide funding and training opportunities	Skills Audit	Corporate services	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted:	Objectives 1,2 Outcomes 7, 11, 12, 13, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Language Learning:					
Current practice	The CNPA has funded Gaelic languages courses for staff				
Key areas of development	We will carry out a staff audit to determine Gaelic language ability amongst staff and board	Carry out audit	Skills audit	Corporate services	March 2011
	We will provide information to staff on Gaelic courses available	Promotion of training on intranet, staff meetings, internal notice boards	Monitor and record demand for courses and attendance	Corporate services	On-going
	We will encourage and support staff to develop their Gaelic skills through further training	Provide funding and training opportunities	Skills Audit	Corporate services	On-going
Relevant Strategic Objectives and Outcomes assisted:	Objectives 1,2 Outcomes 7, 11, 12, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Recruitment:					
Current practice	We adhere to the Civil Service rules on fair and open competition. This means that the best person is chosen to fill the				

Key areas of development	Adopt an appointments policy that recognises Gaelic as a desirable job attribute where it will make an effective contribution to the Plan's aims.	Produce recruitment guidance which states Gaelic as a desirable job attribute where it will make an effective contribution to the Plan's aims.	1. Appointments policy available 2. Monitor Gaelic skills of applicants	Corporate Services	March 2011
Relevant Strategic Objectives and Outcomes assisted:	Objectives 1,2 Outcomes 7, 11, 12, 15				

vacancy. If the ability to speak or write Gaelic is a genuine occupational requirement then the linguistic ability will be properly taken into account. (appears in top row)

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Advertising:					
Current practice	No guidance currently available.				
Key areas of development	We will advertise bilingually for posts where Gaelic is essential	Guidance to be written for staff on the use of Gaelic in job adverts	Monitor the number of job adverts	Corporate Services	On-going
Relevant Strategic Objectives and Outcomes assisted:	Objectives 1,2 Outcomes 7, 11, 12, 15				

Chapter 3 – POLICY IMPLICATIONS FOR GAELIC: implementation of the National Plan for Gaelic

Policy implications for Gaelic

The CNPA recognises that the various priority areas identified in the National Plan for Gaelic will be primarily implemented through our Gaelic Language Plan but that opportunities will arise to promote and develop the language through existing policy measures. The CNPA will examine current policy commitments to identify areas where Gaelic can be pro-actively incorporated where relevant and appropriate and the priorities of the National Plan for Gaelic initiated through additional methods. We see this development as corresponding to the normalisation principle which aims to include Gaelic as an everyday part of life in Scotland.

In the formation, renewal and monitoring of policies, the CNPA will ensure that the impacts on Gaelic will be in line with the National Plan for Gaelic.

Overview of the National Plan for Gaelic

The National Plan for Gaelic identifies four interlinking aspects of language development which need to be addressed, and within them sets out a number of priority action areas:

*1.	Language Acquisition*

Increasing the number of Gaelic speakers by ensuring the language is transferred within families and by securing effective opportunities for learning Gaelic, through:

- increasing the use and transmission of Gaelic in the home
- increasing the number of children acquiring Gaelic in the school
- increasing the uptake and availability of Gaelic-medium education
- increasing the number of adult Gaelic learners progressing to fluency

*2.	Language Usage*

Encouraging greater use of Gaelic, providing opportunities to use the language, and promoting access to Gaelic forms of expression, through:

- increasing the use of Gaelic in communities
- increasing the use of Gaelic in tertiary education and places of work
- increasing the presence of Gaelic in the media
- increasing the promotion of Gaelic in the arts
- increasing the profile of Gaelic in the tourism, heritage and recreation sectors

*3.	Language Status*

Increasing the visibility and audibility of Gaelic, enhancing its recognition and creating a positive image for Gaelic in Scottish public life, through:

- increasing the number of bodies preparing Gaelic Language Plans
- increasing the profile and prestige of Gaelic
- increasing the visibility and recognition of Gaelic

4.   Language Corpus

Strengthening the relevance and consistency of Gaelic and promoting research into the language, through:

- increasing the relevance and consistency of the Gaelic language
- increasing the quality and accessibility of Gaelic translations
- increasing the availability of accurate research information

Commitment to the Objectives of the National Plan for Gaelic

The CNPA is committed to ensuring that the National Plan is implemented, and in this section we set out how we will achieve that aim.

1. Language Acquisition

Rationale:

The CNPA recognises that a sustainable future for Gaelic requires more people to learn the language and that attention requires to be focused on the home, education and adult learning as the key means of achieving this. We will take the following steps to help create a supportive environment for growing the number of Gaelic speakers in Scotland.

- Our commitment to continue to produce and increase Gaelic content in our publications and website will increase the usage of Gaelic both in the home and in education by enabling Gaelic users and learners access to more resources.
- We will update our Place Names leaflet, which is available to the public and supports Gaelic awareness and learning
- We will continue our commitment to provide Gaelic classes and training for staff and board, which will increase the number of adults learning Gaelic and its use within the work place and communities
- Over the past few years we have funded and/or run a number of Gaelic language and cultural courses and events for the public and we will continue with this commitment
- We will work with all our partners to develop, where appropriate and relevant, Gaelic learning opportunities in our projects

2. Language Usage

Rationale:

The CNPA recognises that creating a sustainable future for Gaelic requires not only increasing the number of people able to speak the language, but increasing actual usage. We recognise the importance of enabling more people to use Gaelic as their preferred and normal mode of communication in an increasingly wide range of daily activities.

- Our commitment to provide Gaelic Awareness and language training for staff, board and the public will help staff to improve their Gaelic skills and increase the use of Gaelic in communities and the workplace
- A commitment to accept and respond to Gaelic communications will provide Gaelic users more opportunities to communicate with the CNPA in Gaelic and increase the use of Gaelic in communities and the work place
- Our commitment to provide bi-lingual documents and Gaelic content on our website and other communications, where it will make an effective contribution to the Plan's aims and where there is a genuine need, will increase the presence of Gaelic in the media
- Our commitment to developing a methodology on the use of Gaelic in the Park brand and on the Park portal will increase the presence of Gaelic in the media
- Our continued use of the bi-lingual CNPA logo and commitment to develop a methodology with partners on the use of Gaelic in the Park brand and portal will increase the profile of Gaelic in tourism, heritage and recreation
- Updating the Place Names leaflet will increase profile of Gaelic in tourism, heritage and recreation

3. Language Status

Rationale:

The CNPA recognises that the status of a language is affected by its presence in the daily environment and the extent to which it is used, valued and perceived to be valued by those institutions which play an important role in our daily lives.

- The preparation of a Gaelic Language Plan is evidence of our commitment to enhancing the status of the language and how the CNPA will use and enable the use of Gaelic in relation corporate identity, communications, publications and staffing
- We will create a positive image for Gaelic by implementing the actions in the Plan and ensure they are of a comparable standard and quality to those provided in English
- We will increase the visibility of Gaelic by the continued and increased use of it on our signage, logo, website and publications

4. Language Corpus

Rationale:

The CNPA recognises the need to strengthen the relevance and consistency of Gaelic, the importance of facilitating translation services and to promote research into the language

- Updating our Place Names leaflet and providing guidance for staff on the use of Gaelic in communications will strengthen Gaelic orthographic, terminological and place name development
- Developing a methodology with our partners on the use of Gaelic in the Park brand will also strengthen Gaelic orthographic, terminological and place name development
- We will use reputable translators to assist with the Gaelic translation of our services

CHAPTER 4 – IMPLEMENTATION AND MONITORING

Timetable

This Gaelic Language Plan will formally remain in force for a period of 5 years from this date or until a new plan has been put in place. In Chapter 2 – *Core Commitments* and Chapter 3 – *Policy Implications for Gaelic,* we have set out the individual target dates for when we expect to implement specific commitments.

Publicising the Plan

The CNPA's Gaelic Language Plan will be published bilingually on the CNPA website **www.cairngorms.co.uk** . In addition, we shall:

- issue a press release announcing the plan;

- make copies of the plan available in our public offices and reception areas,

- make the plan known to employees via the CNPA's Intranet;

- distribute copies of the plan to Non-departmental Public Bodies and agencies, agents and contractors;

- distribute copies of the Plan to Gaelic organisations;

- distribute copies of the plan to other interested bodies; and

- make copies available on request.

Administrative Arrangements for Implementing the Gaelic Language Plan

This plan is the policy of the CNPA's and has been endorsed both by our senior management team and board members.

Overall Responsibility:

The Chief Executive will be responsible ultimately for ensuring that the CNPA delivers on the commitments set out in this Plan.

Individual Staff members:

Guidance will be produced and made available to staff outlining what the Plan means for them, including information on identity, communications, publications and staffing. Staff will be encouraged to comment on it during the consultation period and to make suggestions for improvements throughout the period of the plan.

Services delivered by third parties

The CNPA will seek to ensure that, where appropriate, agreements or arrangements made with third parties which relate to the delivery of its services to the public follow the terms of this Plan. This commitment includes services that may be contracted out. Where the third party does not have a Gaelic Language Plan in place, we shall encourage them to follow the terms of the Gaelic Language Plan and to ensure that their staff are informed of the terms of the Plan. We will also develop methodology with our partners on use of Gaelic in the Park brand and portal.

Informing other organisations of the Plan

We will publish the Gaelic Language Plan on our website and we will advise consultees and other external organisations and third parties of the publication of the draft and approved Gaelic Language Plan.

Resourcing the Plan

Normal activities will be included and resourced through budgets agreed annually. We will also apply to the Gaelic Language Act Implementation Fund for a contribution to specific items where these can be identified.

Monitoring the Implementation of the Plan

In monitoring the implementation of the Gaelic Language Plan, we will produce an annual review of the Plan and report on the successful implementation or otherwise of the Plan. All Gaelic enquiries received will also be logged and responded to; our Gaelic skills audit will monitor the number of staff learning and their training needs, which will inform future staff training requirements and we will monitor the number the number of news releases, news articles and interviews in the Gaelic media and press

Contact details

The senior officer with operational responsibility for overseeing preparation, delivery and monitoring of the CNPA's Gaelic Language Plan is:

> **Jane Hope**
> **Chief Executive**
> **Cairngorms National Park Authority**
> **14 The Square**
> **Grantown-on-Spey**
> **Moray**
> **PH26 3HG**
>
> **01479 870 509**
> **janehope@cairngorms.co.uk**

Queries about the day-to-day operation of the plan should be addressed to:

> **Stephanie Bungay**
> **Communications and Information Manager**
> **Cairngorms National Park Authority**
> **14 The Square**
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