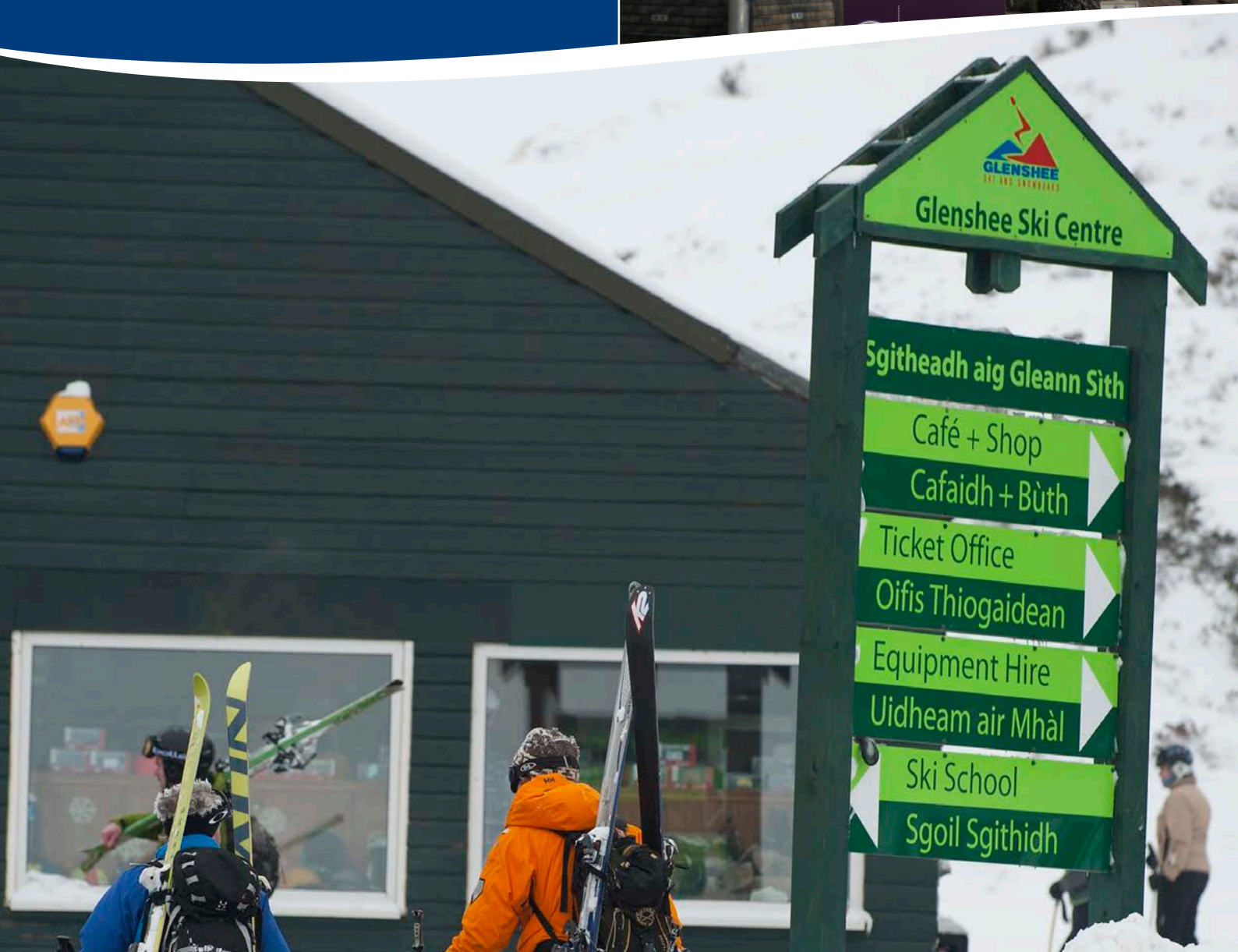


CAIRNGORMS
NATIONAL PARK AUTHORITY

ÙGH DARRAS PÀIRC NÀISEANTA A'
MHONAIDH RUAIDH

Cairngorms National Park Authority

Gaelic Language Plan 2018 - 2022



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Foreword

The Gaelic language was historically very widely spoken in the Cairngorms, and is still spoken in the region today. The language is also highly visible in the area, with a very large number of Gaelic place names present. Visitors, especially those with Scottish ancestry, are keen to experience Gaelic while in Scotland, and the Cairngorms provide an excellent opportunity for people to do so through our culture and landscapes.

Cairngorms National Park residents also embrace the Gaelic language. Today, three per cent of the Park population have some Gaelic language ability – twice the national average. The Gaelic dialects of Strathspey and Badenoch are in regular use with four locations providing Gaelic medium education and the local communities are rich in Gaelic music, shinty and heritage interpretation.

Gaelic plays a valuable role in delivering the National Park's long term outcomes:

- Conservation: a special place for people and nature with natural and cultural heritage enhanced;
- Visitor experience: people enjoying the Park through outstanding visitor and learning experiences;
- Rural development: a sustainable economy supporting thriving businesses and communities.

I am delighted that our second Gaelic Language Plan 2018 - 2022, created under the Gaelic Language (Scotland) Act, sets out the Cairngorms National Park Authority's commitment and contribution to its development.

Peter Argyle
Convener

Cairngorms National Park Authority board

Introduction

Background information about the Cairngorms National Park Authority

The Cairngorms National Park was established in March 2003 and the Cairngorms National Park Authority (CNPA) became fully operational – taking on all its statutory powers – on 1 September 2003. We are designed to be an enabling organisation, promoting partnership working and giving leadership to all those involved in managing 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, which are:

- to conserve and enhance the natural and cultural heritage of the area;
- to promote sustainable use of the natural resources of the area;
- to promote understanding and enjoyment (including enjoyment in the form of recreation) of the special qualities of the area by the public;
- to promote sustainable economic and social development of the area's communities.

Our statutory duties are planning and development, outdoor access and the production of a Local Development Plan and a National Park Partnership Plan for the Cairngorms National Park.

Other areas of work such as economic development, ranger services, visitor information centres, path signage and interpretation are delivered through partnership working. For example, we do not employ rangers, but instead fund ranger services in the Park and work with them.

In education, we support five Local Authorities (Aberdeenshire, Angus, Highland, Moray and Perth & Kinross) and Education Scotland to develop projects that will help them deliver the Curriculum for Excellence and continued professional development.

We also make clear commitments about what we (the CNPA) will deliver as a corporate organisation in terms of the Gaelic Language Plan, and will work and agree with partners Gaelic deliverables for the Cairngorms National Park.

The CNPA has around 70 staff plus 19 board members. 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 – Aberdeenshire (2), Angus (1), Highland (2), Moray (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. The CNPA has offices in Grantown-on-Spey and Ballater.

Summary of Gaelic in Scotland

The Cairngorms National Park Authority (CNPA) recognises that Gaelic is an integral part of Scotland and the Park's heritage, identity and cultural life. We are committed to the objectives set out in the National Plan for Gaelic and have put in place the necessary structures and initiatives to ensure that Gaelic has a sustainable future in Scotland and the Cairngorms National Park. We recognise 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. It has been prepared in accordance with statutory criteria set out in the 2005 Act, and having regard to the National Gaelic Language Plan 2018-2023 and the Guidance on the Development of Gaelic Language Plans.

Gaelic within the Cairngorms National Park Authority's area of operation

The Cairngorms National Park is the largest National Park in the UK at 4,528sq km, has a population of over 18,000 residents, and covers five local authority areas:

- Aberdeenshire
- Angus
- Highland
- Moray
- Perth & 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, 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, the local dialect of Doric is widely spoken in the community and adds to the culture and history of the area.

According to the 2011 census, 657 people aged three or more living in the Park (3.6 per cent of the Park's population and 0.8 per cent of Scotland's total Gaelic population) can speak, read and/or understand Gaelic; 146 said they used Gaelic in the home (0.8% of the Park's population and just under a quarter of Gaelic speakers in the area). The majority of those live in Badenoch & Strathspey. Information compiled by Bòrd na Gàidhlig for the 2016 - 2017 academic year found that there were pupils in Gaelic medium

early years and nursery education and 32 pupils in Gaelic medium primary school education in Newtonmore. There were also 10 fluent speaking pupils studying Gaelic through the medium of the language in Kingussie High School. Gaelic is a second learner language in Grantown Primary School. There are a number of Gaelic companies and voluntary groups operating in or near to the Park offering services in Gaelic language and culture (a number of which are supported and/or part-funded by the CNPA). Gaelic voluntary groups in the Park include Sinne (Strathspey & Badenoch Gaelic Group), which provides learning and sharing events for Gaelic learners and fluent speakers and Gàidhlig anns a' Phàirc, a Gaelic action group.

The CNPA funds a number of the activities and courses including support through Cairngorms LEADER Action Group for the Comunn na Gàidhlig Spòrs Gàidhlig project, providing scope for outdoor activity experiences in Gaelic and Gaelic language courses. We have also run a number of Gaelic awareness courses through the Land Management Training Project for members of the public, board members and staff.

In terms of Scotland, the total number of people aged three or more recorded as being able to speak read and/or understand Gaelic in the 2011 census was 87,056 (1.9% of the Scottish population). Of these, the total number of people who could speak Gaelic was 57,602 (1.1% of the Scottish population).

While the number of Gaelic speakers continued to decline overall since the previous census, the number of people able to speak and also to read and write

Gaelic again increased between 2001 and 2011, presumably reflecting a growth in Gaelic literacy and growing numbers of Gaelic learners. The number of young people under the age of 25 able to speak Gaelic also increased between 2001 and 2011. There is no authoritative figure for the number of non-fluent adult learners.

However, an annual study in 2016 for Bòrd na Gàidhlig estimated that there were 3,467 in Scotland. There are around 4,500 primary and secondary school children in Gaelic medium education (GME) nationally at present, with a further 1,000 children in Gaelic medium nurseries. Within English medium education, over 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 Gaelic learning as Language 2 or Language 3 each year. (Ref: Bòrd na Gàidhlig annual audit.)

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.

Internal Gaelic capacity audit

The Cairngorms National Park Authority conducts an annual audit of existing internal Gaelic capacity and the results of this audit were taken into consideration when developing commitments in the Plan, and have assisted us in ascertaining how to establish, maintain or improve practices in order to develop the use of the Gaelic language. We recognise that Gaelic is an integral part of Scotland's and the Park's heritage, national identity and cultural life and we are already committed to a number of activities with staff, partners and the public, which help to enhance the Gaelic language and culture. Our offices show that commitment and raise awareness of Gaelic. Our welcome notice boards in the Grantown-on-Spey office use the bilingual logo and a Gaelic introduction, and the leaflet holder uses the bilingual brand and Gaelic Place Names leaflet.

Our annual Gaelic capacity audit shows there are no staff who are fluent/moderate Gaelic speakers, learning Gaelic or have the ability to read or write Gaelic. However, 50% of staff confirmed they have an interest in developing Gaelic language skills.

The CNPA funds and runs 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 offer Gaelic training through a variety of programmes including the Land Management Training Project and funded a Gaelic awareness training course for staff and board. This

was a half-day course, which raised awareness and celebrated Gaelic in the Park.

Staff are also offered Gaelic training and learning through the appraisal system and we continue to encourage and offer these opportunities as they arise. Gaelic language guidance has been provided for all staff which includes how to handle enquiries received in Gaelic to help staff use and feel confident in Gaelic. To date we have dealt with two Gaelic enquiries which were responded to within our regular response times.

Our recruitment and selection policy states:

'Knowledge/experience of the Park's traditional languages like Gaelic should be a desirable criterion where it will make an effective contribution to the National Park Partnership Plan's aims. Where a certain level of Gaelic skills is part of the job description, the post should be advertised bilingually.'

To date six jobs have been advertised with Gaelic as a desirable criterion, however, there were no applicants who met this criteria. No jobs were advertised as essential as no job description met this requirement. Gaelic monitoring on job application forms has been introduced from May 2015.

We have a new bilingual CNPA corporate logo which demonstrates equal respect and is used on our corporate publications, webpages, letters, compliment slips and business cards. Our Gaelic Place Names leaflet helps residents and visitors to appreciate which place names in the Park have Gaelic language origins and what they mean. This has

proved to be extremely popular and has had several reprints for distribution across the National Park. We also provide a Gaelic foreword in all our statutory and policy publications.

The Cairngorms National Park has its own brand. This is separate to the CNPA corporate logo and reflects the identity of the National Park not the CNPA. There is a standard brand identity (logo) as well as a bilingual version (which was improved in 2015) and we have used this on a variety of our projects including the point of entry markers, our website and interpretation materials. The CNPA board has overall responsibility for the Park brand which is available for anyone to use if they sign up to the Brand Charter guidelines. Gaelic is celebrated through the bilingual version of the brand identity around the Park. It is used on various point of entry markers and on panoramas (both of which are produced and funded by the CNPA). The panoramas are on display at ranger and visitor information centres and those in communities also include a welcome and introduction in Gaelic. The Gaelic version of the brand can be seen at locations around the Park and we provide advice and support to encourage increased use of Gaelic where this is relevant.

We monitor and evaluate all our Gaelic activities, including Gaelic and bilingual corporate materials and signage, publications, web content, support materials, educational resources, events, media and social media and educational projects such as the John Muir Award which is offered in Gaelic. The Cairngorms LEADER project also

supports Gaelic projects such as Spòrs Gàidhlig project, to be delivered by Comunn na Gàidhlig, with funding of up to £90,000. This is included in our annual progress report sent to Bòrd na Gàidhlig and is published on our website. (See our [Gaelic Language Plan Progress Reports](#).)

The Gaelic Language Plan in the Corporate Structure

This Plan is the policy of the Cairngorms National Park Authority and has been endorsed both by our senior management team and board members. The senior officer with operational responsibility for overseeing preparation, delivery and monitoring of the Cairngorms National Park Authority's Gaelic Language Plan is:

Grant Moir
Chief Executive

Cairngorms National Park Authority
14 The Square
Grantown-on-Spey PH26 3HG
01479 870509
grantmoir@cairngorms.co.uk

The officer with operational responsibility for the day-to-day operation of the Cairngorms National Park Authority's Gaelic Language Plan is Head of Communications & Engagement. Questions about the day to day operations of the Plan should be addressed to:

Francoise van Buuren
Head of Communications & Engagement

Cairngorms National Park Authority
14 The Square
Grantown-on-Spey PH26 3HG
01479 870523
francoisevanbuuren@cairngorms.co.uk

The group designated to regularly monitor the implementation of the Plan within the CNPA is the Organisational Management Group:

Francoise van Buuren
Head of Communications & Engagement

francoisevanbuuren@cairngorms.co.uk

Gavin Miles

Head of Planning & Rural Development

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Kate Christie

Head of Organisational Development

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Pete Crane

Head of Visitor Services

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Will Boyd Wallis

Head of Land Management & Conservation

willboydwallis@cairngorms.co.uk

All staff receive an annual update on progress made against our Gaelic Language Plan along with an action plan for the next 12 months. This identifies specific actions, deadlines and who is responsible for delivery. All staff were invited to contribute to the Gaelic Language Plan consultation process. We don't have a dedicated Gaelic Language Officer as the delivery of the Gaelic Language Plan is embedded in staff work plans across the organisation. In addition as part of both this Gaelic Language Plan and our Youth Strategy, we offer a Gaelic speaker a three month internship every two years (budget permitting) which allows us to benefit from a Gaelic student who is dedicated to delivering the Gaelic Language Plan while supporting a Gaelic student into employment.

We proactively provide advice and support for businesses and community groups within the Park to make use of Gaelic as an Asset through our Make it Yours campaign, guidelines provided on our website and through direct engagement with specific projects taking place in the Park, eg Snow Roads scenic route.

Planning and Policy Implications for Gaelic

We recognise that the various priority areas identified in the National Gaelic Language Plan will be primarily implemented through our Gaelic Language Plan but that opportunities will arise to promote and develop the language through existing policy measures.

We will examine current policy commitments to identify areas where Gaelic can be proactively promoted and the priorities of the National Gaelic Language Plan 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, we will consider the commitments made in this Gaelic Language Plan, and ensure that the impacts on Gaelic will be in line with the National Gaelic Language Plan.

Mainstreaming Gaelic into the CNPA

To embed Gaelic into the way the CNPA carries out its business, the Gaelic Language Plan is overseen by the CEO and the implementation of the Plan is monitored by the Organisational Management Group. Annual Gaelic Language Action Plans allocate specific actions to staff from across the organisation as part of their normal work plans and responsibilities. Each year a progress report is prepared and published on the CNPA website. This report will include any actions identified and delivered through the National Park Partnership Plan and the impact this has made to increase the visibility and use of the Gaelic language.

The National Gaelic Language Plan

The National Gaelic Language Plan focuses on six key development areas, all of which have a vital contribution to make in increasing the numbers of people learning, speaking and using Gaelic in Scotland, and identifies key development outcomes within each.

The National Gaelic Language Plan

Development Area	Key Outcomes
Home & Early Years	An increase in the acquisition and use of Gaelic by young people in the home and increased numbers of children entering Gaelic medium early years education.
Education	<p>Schools & Teachers</p> <p>An increase in the number of children enrolling in Gaelic medium education (GME), doubling the current annual intake to 800 by 2017.</p> <p>A year on year increase in the number of pupils engaged in Gaelic learner education (GLE) in both primary and secondary schools.</p> <p>An expansion in the availability of Gaelic medium subjects in secondary schools.</p> <p>Post-school Education</p> <p>An increase in the number of adults acquiring Gaelic from the current total of around 2,000 to 3,000 by 2017 and enhanced language skills among fluent Gaelic speakers.</p>
Communities	More opportunities for communities and networks of Gaelic speakers of all kinds to use Gaelic and increased use of the language in community activities and services.
Workplace	Expansion of the use of Gaelic in places of work and an increase in employment opportunities where Gaelic skills are required in order to enable service delivery in the language.
Arts & Media; Heritage & Tourism	<p>Development of Gaelic arts and media as a means of promoting the language, attracting people to it and enhancing their commitment through opportunities to learn, use and develop Gaelic.</p> <p>An increased profile for Gaelic in the heritage and tourism sectors and increased use of Gaelic in the interpretation of Scotland's history and culture.</p>
Corpus	Coordination of the initiatives of parties active in Gaelic language corpus development to achieve enhanced strength, relevance, consistency and visibility of the Gaelic language in Scotland.

We are committed to ensuring that the National Plan for Gaelic is implemented, as far as we are able to within the powers and influence of the Park Authority. In this section we set out how we aim to support achievement of the National Gaelic Language Plan.

Home and Early Years

We recognise that the sustainable future of Gaelic requires more people to learn the language and that attention requires to be focused on the home and early years 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 the home and early years in Scotland:

- promote opportunities for visitors/families to enjoy a Gaelic experience in the Park (eg Gaelic Place Names leaflet, interpretation, promotion and communication through support materials, social media and our website);
- promote and support family John Muir Awards in Gaelic.

Education

We recognise that the sustainable future of Gaelic requires increasing the number of people able to speak the language. We recognise the importance of education, training and life-long learning to achieve this goal. We will take the following steps to help create a supportive environment for growing the number of Gaelic speakers in Scotland:

- work in partnership with the Loch Lomond & The Trossachs National Park Authority education team to deliver a Gaelic education project/s;

- Gaelic awareness raising and language skills is included in the CNPA education team's work;
- develop clear working practices with partners involved in learning that highlight the relevance of Gaelic in the National Park and agree ways Gaelic can be incorporated into the delivery of partner's engagement with education groups;
- engage with Gaelic speaking education groups operating in the National Park to learn from, and promote their activity;
- monitor and update our education resources and increase Gaelic promotion where this is low;
- continue to promote use of Gaelic John Muir Award resources in the Park through Newtonmore Primary School.

Community

We recognise that the status of a language is affected by its use in the daily environment and the extent to which it is valued and perceived to be valued by those institutions which play an important role in our daily lives. The Cairngorms National Park Authority also 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. We will take the following steps to help create a supportive environment for increasing Gaelic usage in communities across Scotland:

- increase the use of our bilingual corporate logo and bilingual Park brand identity and increase the number of Park brand charter holders;
- review internal and external bilingual signage of our corporate offices in Grantown-on-Spey and Ballater;
- corporate identity/logo, letterhead, signage at CNPA offices, information 'About the Authority' on our website will demonstrate equal respect for Gaelic and English;
- staff are able to deal with enquiries (reception, telephone, email, mail, forms, public meetings, complaints) received in Gaelic and to respond within normal timescales (until we have a fluent Gaelic speaker working for the CNPA responses will need to be supported by a partner organisation and/or professional translation services), and promote and monitor these services and provide front office staff with Gaelic awareness training every year;
- increase our use of Gaelic through our media relations and social media activities, corporate publications, on our website and our support materials at events;
- CNPA Gaelic Language Plan and annual progress reports published on www.cairngorms.co.uk and promoted in our annual review;
- continue to produce and distribute the Gaelic Place Names leaflet and develop knowledge of Gaelic place names in and around the Park to improve understanding of past land use and guide future land use;
- provide Gaelic awareness training for local community groups and businesses every two years;
- engage with Gaelic community groups operating in the National Park to learn from, and promote their activity.

The Workplace

We recognise that Gaelic is an important skill adding value to our workforce and that formal and open recognition of Gaelic skills will have a positive impact on the Gaelic labour market more widely. We will take the following steps to increase our Gaelic capacity and the use of Gaelic as a workplace language in Scotland:

- staff and board Gaelic awareness training offered every year;
- reception staff receive Gaelic awareness training every year and guidance on how to deal with enquiries from Gaelic speakers for all staff;
- publicise Gaelic training opportunities being offered outwith the organisation and support staff and board attendance by providing time to attend training courses and payment of associated costs;
- continue our recruitment policy that recognises Gaelic as desirable or essential attribute subject to the nature of the role – if the ability to speak or write Gaelic is an occupational requirement then the linguistic ability will be properly taken into account and will be advertised bilingually;
- as part of our Youth Employment strategy we will develop a Gaelic

language project to be offered as a student three month internship opportunity;

- provide Gaelic awareness training as part of induction for volunteer rangers/volunteers;
- provide guidelines to help staff increase their use of Gaelic in their daily operations;
- annual Gaelic awareness staff audit;
- annual Gaelic awareness month to develop knowledge about the Gaelic Language Plan and instil enthusiasm for Gaelic with all staff;
- Gaelic Language Plan annual progress reports promoted with staff and board and published on our website and in our annual review;
- prepare an annual action plan to deliver the Gaelic Language Plan.

Media & Arts and Heritage & Tourism

We recognise the central role played by the media, arts, heritage and tourism industries in sustaining and growing engagement and increased use of Gaelic across Scotland. Also, we recognise the significant contribution that these areas make to the Scottish economy. We will take the following steps to help create a supportive environment for the growth of Gaelic (media & arts and heritage & tourism) in Scotland and internationally:

- continue to provide Gaelic branded events material and information about Gaelic's role in the culture and history of the Park for events;
- provide advice and guidance on opportunities to use Gaelic to increase its visibility across the Park, focusing on visitor attractions and

information points;

- work with Bòrd na Gàidhlig / Creative Scotland Gaelic Arts and Culture Officer in order to advance and enhance Gaelic arts and culture within the Park;
- work with VisitScotland's Gaelic Marketing Officer to promote Gaelic experiences within the Park;
- work with Highlands and Islands Enterprise to promote 'Gaelic as an Asset' via the website for partner organisations, local businesses and educational bodies to use and benefit from;
- increase our use of Gaelic through our media relations and social media activities, corporate publications, on our website and our support materials at events.

Corpus

We recognise the need to strengthen the relevance and consistency of Gaelic, the importance of facilitating quality translation services and to promote research into the language. We will take the following steps to strengthen Gaelic corpus in Scotland:

- continue to produce and distribute the Gaelic Place Names leaflet and develop knowledge of Gaelic place names in and around the Park to improve understanding of past land use and guide future land use;
- continue to use quality translation services to produce our Gaelic translations needed to deliver our corporate public services.

Scottish Government national priorities

The CNPA is committed to achieving the objectives and Performance Framework outcomes established by the Scottish Government. The table below identifies the performance outcomes that our Gaelic Language Plan development areas will assist within the new National Performance Framework launched by the First Minister in 2018.

Development Areas	National Outcome
Home & Early Years	We live in communities that are inclusive, empowered, resilient and safe. We are creative and our vibrant and diverse cultures are expressed and enjoyed widely.
Education	We are creative and our vibrant and diverse cultures are expressed and enjoyed widely.
Community	We live in communities that are inclusive, empowered, resilient and safe.
Workplace	We have a globally competitive, entrepreneurial, inclusive and sustainable economy.
Media & Arts; Heritage & Tourism	We value, enjoy, protect and enhance our environment.
Corpus	We live in communities that are inclusive, empowered, resilient and safe.

Local government priorities

We will work with the five Local Authorities that cover the Cairngorms National Park: Aberdeenshire, Angus, Highland, Moray and Perth & Kinross, to identify opportunities our Gaelic Language Plan can contribute to priorities set out in Community Planning Partnerships, Single Outcome Agreements and their own Gaelic Language Plans.

Cairngorms National Park Partnership Plan priorities

We will work with the [Cairngorms National Park Partnership Plan](#) delivery partners to identify opportunities our Gaelic Language Plan can contribute to priorities set out in the Cairngorms National Park Partnership Plan 2017-2022 including:

- deliver coordinated conservation action through the Tomintoul and Glenlivet Landscape Project;
- deliver a consistent high quality visitor welcome through new and improved information, support for ranger services and partnership working to support businesses, communities and visitor attractions;
- complete the Snow Roads scenic route and develop a similar experience along the A9;
- deliver outdoor learning programmes, eg John Muir Award and junior rangers;
- provide opportunity for children across Scotland to visit the Cairngorms National Park during their school life to learn about and connect with the Park in conjunction with National Nature Reserves and Loch Lomond and the Trossachs National Park;
- develop and promote learning resources and training opportunities that make it easier for education providers to use the National Park;
- create a 'Park for All' by reducing barriers and inspiring diversity of people to engage with and care for their National Park through life-long learning;
- work collaboratively through community planning structures to provide support and information for communities;
- establish a new spatial priority initiative to provide enhanced assistance/collaboration to the Dalwhinnie, Kingussie, Laggan and Newtonmore area from 2019/20, making the most of the A9 dualling project;
- maximise the opportunities for businesses, communities and visitors from the A9 dualling project.

Plan Commitments

High level commitments

Bòrd na Gàidhlig informed the Cairngorms National Park Authority on 3 March 2017 of the high level aims identified for inclusion in the renewal of our Gaelic Language Plan. The high level aims have been agreed by Bòrd na Gàidhlig and John Swinney, Deputy First Minister of Scotland and Cabinet Secretary for Education & Skills. These high level aims support the current National Gaelic Language Plan and Scottish Government national outcomes (p16).

Appendix 1 (p21) sets out the proposed outcome, current practice, action required and target date for each aim.

Service standard commitments

Creating the right environment for the use of Gaelic in public life is one of the key components of language regeneration. Bòrd na Gàidhlig identified five core areas of service delivery that it wishes public authorities to address when preparing Gaelic Language Plans, and specific functions or actions that can be taken in each area.

Appendix 2 (p29) sets out the proposed outcome, current practice, action required and target date for each core area of service delivery.

Area	Function
Visibility	corporate logo signage
Staffing	advertising of posts recruitment of Gaelic speakers Gaelic language learning Gaelic awareness training encouraging the use of Gaelic in the workplace and internal communication
Day-to-day operations	telephone service written correspondence forms frontline services to the public public meetings
Communications	media and public relations printed materials website and social media events and exhibitions
Corpus	adhere to Gaelic orthographic conventions observation of correct place names translating and interpreting service standards

Implementation and Monitoring

Timetable

This Gaelic Language Plan will formally remain in force for a period of five years from the date it was approved by Bòrd na Gàidhlig. By no later than the end of this period we will review the Plan, make such amendments as necessary and submit it to the Bòrd for approval. In Plan Commitments we have set out the individual target dates for when we expect to implement specific commitments.

Publishing the Plan

The final CNPA's Gaelic Language Plan will be published bilingually on www.cairngorms.co.uk.

Publicising the Plan

External

- issue a press release announcing the Plan
- promote it via our social media accounts
- make the Plan available in our public offices and reception areas
- make the Plan available on our website
- make copies available on request

Informing other organisations

- distribute links to the Plan to non-departmental public bodies and agencies, agents and contractors
- distribute links to the Plan to the National Park Partnership Plan partner organisations
- distribute links to the Plan to Gaelic organisations
- distribute links to the Plan to other interested bodies

Internal

- make the Plan known to employees and board members
- share an annual progress report and action plan with all employees and board members

Resourcing the Plan

Normal activities will be included and resourced through budgets agreed annually. We will also apply to relevant funding bodies for a contribution to specific items where these can be identified.

Monitoring 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 our Gaelic media and social media activity. Each year we will also prepare an action plan which sets out what actions will be taken forward, by when and by whom. This annual review will be sent to Bòrd na Gàidhlig, all employees and interested partners, and will be published on our website. Any services delivered by third parties will adhere to the principles of the Cairngorms National Park Authority Gaelic Language Plan 2018-2022 where Gaelic is a required part of the contract.

Contact details

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

Grant Moir

Chief Executive

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Moray PH26 3HG

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E: grantmoir@cairngorms.co.uk

Queries about the day-to-day operation of the CNPA's Gaelic Language Plan should be addressed to:

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Head of Communications and Engagement

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Appendix I High Level Commitments

High Level Aim	Proposed Outcome	Current Practice	Action Required	Target Date
Throughout the Plan	<p>All commitments from the first CNPA's Gaelic Language Plan which remain within the Authority's remit are carried forward and included</p> <p>Gaelic services and resources demonstrate equal respect for Gaelic and English</p> <p>All Gaelic services and facilities are actively offered and promoted</p> <p>Gaelic facilities and services are monitored and promotion is increased where this is low</p>	<p>See latest Gaelic Language Plan Progress Report</p> <p>Gaelic services are delivered and measured against our agreed performance standards</p> <p>Gaelic services are promoted on our corporate web pages</p> <p>Gaelic services and activities are monitored and reported on annually</p>	<p>All commitments from the first CNPA's Gaelic Language Plan which remain within the Authority's remit are carried forward and are reported on annually</p> <p>Front office staff training every year and guidelines to deal with enquiries (reception, telephone, email, mail, forms, public meetings, complaints) in Gaelic, to respond within normal standards, treat with equal respect and promote and monitor these services</p> <p>Increase use of our bilingual logo and Park brand, our Gaelic media/social media coverage, in corporate publications, on our website, on our support materials, at events</p>	<p>Ongoing</p> <p>Annual</p> <p>Ongoing</p>
Public Services	<p>CNPA support for Gaelic promoted with Park Partnership Plan partners</p> <p>CNPA advice and guidance increases shared cultural, linguistic and social belonging in the Park through increased communication in Gaelic with the public, educational bodies and partner organisations</p>	<p>Gaelic Language Plan and progress report published on our website, update in our annual review</p> <p>CNPA advice/guidance provided for businesses and communities re best use of the Park brand and to increase the visibility/use of Gaelic with a focus on visitor facing organisations</p>	<p>Review opportunities with partners how our Gaelic Language Plan can support national and local priorities including the Cairngorms National Park Partnership Plan</p> <p>Gaelic as an Asset section provided on our website and promoted via Make it Yours campaign, one to one advice and guidance focusing on high visitor footfall locations</p>	<p>CNPPP review meetings</p> <p>Autumn 2018 onwards</p>

High Level Aim	Proposed Outcome	Current Practice	Action Required	Target Date
Public Services	<p>The Park brand is rendered bilingual, demonstrating equal respect for Gaelic and English, at the first opportunity on rebranding/renewal</p> <p>Increased visibility/status of Gaelic across the Park focussing on:</p> <ul style="list-style-type: none"> • paths/buildings/centres with a high visitor footfall • high status buildings/centres • paths/buildings/centres frequently visited by schools • visitor surveys include questions on Gaelic language and culture 	<p>Cairngorms National Park brand has been revised to increase the visibility of Gaelic, and guidelines in place</p> <p>VisitScotland survey includes questions on Gaelic language and culture</p>	<p>Support and advice for the Badenoch Great Place Project to include Gaelic</p> <p>Development of a Gaelic version of the Park brand, guidelines and monitor its use</p> <p>VisitScotland Gaelic survey results to be used in Gaelic as an Asset project work – Gaelic language and culture questions added to visitor surveys at events which include Gaelic</p>	<p>2018 onwards</p> <p>Autumn 2018</p> <p>Autumn 2018 onwards</p>
Home and Early Years	<p>Promote the National Park as a resource for outdoor learning for Gaelic family learning</p> <p>Address the barriers for Gaelic families and pre-school children to engage with the National Park</p>	<p>Gaelic Place Names leaflet distributed across the Park</p> <p>John Muir Award available in Gaelic</p> <p>Advise partners to use Gaelic in promotion of special qualities of the Park where possible (eg Snow Roads scenic route)</p>	<p>Promote opportunities for visitors/families to enjoy a Gaelic experience in the Park (eg Gaelic Place Names leaflet, interpretation, promotion and communication through support materials, social media and our website)</p> <p>Promote and support family John Muir Awards in Gaelic</p>	<p>Annually</p> <p>Ongoing</p>

High Level Aim	Proposed Outcome	Current Practice	Action Required	Target Date
Education	School children are enabled to learn about the Park through the medium of Gaelic	Posters and postcards promoting the Park through the medium of Gaelic distributed to all schools in the Park and Gaelic medium schools in Scotland	Work with LL&TTNPA education team to deliver a Gaelic education project/s	2018 onwards
	All school children are informed (via partners) about the Gaelic heritage of the Park		Gaelic awareness raising and language skills are included in the CNPA education team's work	2018 onwards
	Increased capacity to deliver Gaelic through education programmes, learning resources and research – monitor uptake and increase promotion where this is low	Promote the use of Gaelic John Muir Award resources in the Park through Newtonmore Primary School	Develop clear working practices with partners involved in learning that highlight the relevance of Gaelic in the National Park and agree ways Gaelic can be incorporated into the delivery of partners' engagement with education groups	2022
	Gaelic awareness raising and language skill is included in the CNPA education team's work	Support through interaction with LEADER LAG for Comunn na Gàidhlig Spòrs Gàidhlig project, providing scope of outdoor activity experiences in Gaelic and Gaelic language heritage courses	Engage with Gaelic speaking education groups operating in the National Park to learn from, and promote their activity	2018 onwards
	CNPA and LL&TTNPA education teams deliver a joint Gaelic education project(s)		Monitor and update our education resources and increase Gaelic promotion where this is low	Annual Progress Report
			Continue to promote use of Gaelic John Muir Award resources in the Park through Newtonmore Primary School	Ongoing

High Level Aim	Proposed Outcome	Current Practice	Action Required	Target Date
Community	CNPA empowers and strengthens communities to understand their own heritage and increase their sense of belonging by including Gaelic in community projects	Support through interaction with LEADER LAG for Comunn na Gàidhlig Spòrs Gàidhlig project, providing scope of outdoor activity experiences in Gaelic and Gaelic language heritage courses	Increase the use of our bilingual corporate logo and bilingual Park brand and number of charter holders	Ongoing
	The number of Gaelic-inclusive projects increase over time		Review internal and external bilingual signage of our corporate offices	July 2018
	CNPA encourages, supports and promotes the use of Gaelic as a living language within the Park	Capercaillie Framework bid includes use of Gaelic	Corporate logo, letterhead, signage at CNPA offices, information 'About the Authority' on our website will demonstrate equal respect for Gaelic and English	Ongoing
	CNPA preserves the Park's cultural heritage into the future by supporting the Gaelic community into the future	Tomintoul & Glenlivet Landscape Project includes use of Gaelic	Staff able to deal with enquiries (reception, telephone, email, mail, forms, public meetings, complaints) in Gaelic and respond within normal standards – promote and monitor these services and provide front office staff with Gaelic awareness training every year	Ongoing/annual
		Snow Roads scenic route project includes use of Gaelic		
		Gaelic Place Names leaflet distributed around the Park	Increase our use of Gaelic through our media relations and social media activities, corporate publications, on our website and our support materials at events	Ongoing
		Gaelic awareness training for local community groups and businesses interested in promoting Gaelic	Continue to produce and distribute the Gaelic Place Names leaflet and develop knowledge of Gaelic place names in and around the Park to improve understanding of past land use and guide future land use	Ongoing

High Level Aim	Proposed Outcome	Current Practice	Action Required	Target Date
Community		<p>Support and advice for local community groups and businesses interested in promoting Gaelic</p> <p>Promote use of Gaelic John Muir Award resources in the Park through Newtonmore Primary School</p> <p>Promote CNPA corporate services available in the Gaelic language on request</p> <p>Four new posts advertised Gaelic language skills as a desirable criterion during 2017</p> <p>CNPA Gaelic Language Plan and annual progress reports published on www.cairngorms.co.uk and promoted in our Annual Review</p>	<p>Provide Gaelic awareness training for local community groups and businesses every two years</p> <p>Engage with Gaelic community groups operating in the National Park to learn from, and promote their activity</p> <p>Promote support for local communities to deliver more Gaelic-inclusive projects</p>	<p>2018 2020 2022</p> <p>Ongoing</p> <p>Ongoing</p>
Workplace	Gaelic language skills and Gaelic awareness training programme in place for all staff and board	Gaelic awareness training offered to all staff/board and language training needs identified through appraisals	Staff and board Gaelic awareness training offered every year	Annual

High Level Aim	Proposed Outcome	Current Practice	Action Required	Target Date
Workplace	CNPA Gaelic Language Plan promoted within and outwith the organisation on a regular basis	Gaelic training offered outwith the organisation publicised, and staff and board encouraged to attend	Front office staff receive Gaelic awareness training every year (alongside LL&TTNPA) and guidance on how to deal with enquiries from Gaelic speakers in place for all staff	Annual
	CNPA's capacity to deliver Gaelic services/communications through training and recruitment policies is increased	Gaelic Language Plan progress report and action plan shared with all staff and published on website annually (July)	Publicise Gaelic training opportunities being offered outwith the organisation and encourage staff and board attendance	Ongoing
	Gaelic awareness training provided as part of induction for rangers and volunteers	Recruitment policy is in place and four posts advertised Gaelic language skills as a desirable criterion in 2017	Review internal and external bilingual signage of our corporate offices	July 2018
		Gaelic awareness training offered to all rangers working in the Park	Continue our recruitment policy that recognises Gaelic as a desirable or essential attribute subject to the nature of the role – if the ability to speak or write Gaelic is an occupational requirement, then the linguistic ability will be properly taken into account and will be advertised bilingually	Ongoing
		Annual Gaelic awareness staff audit	As part of our Youth Employment Strategy we will develop a Gaelic language project to be offered as a student, three month internship opportunity (potentially every two years)	2018 2020 2022
			Provide Gaelic awareness training as part of induction for volunteer rangers/volunteers	From 2018

High Level Aim	Proposed Outcome	Current Practice	Action Required	Target Date
Workplace			<p>Provide guidelines to help staff increase their use of Gaelic in their daily operations</p> <p>Annual Gaelic awareness staff audit</p> <p>Annual Gaelic awareness month to develop knowledge about the Gaelic Language Plan and instil enthusiasm for Gaelic with all staff</p> <p>Gaelic Language Plan annual progress reports promoted with staff and board and published on our website and in our Annual Review</p> <p>Prepare an annual action plan to deliver the Gaelic Language Plan</p>	<p>From 2018</p> <p>Annual</p> <p>From 2018 onwards</p> <p>Annual</p> <p>Annual</p>
Arts, Culture and Heritage	<p>Park visitors leave knowing more about Gaelic both as a living language of the Park and as part of its cultural heritage</p> <p>Partnership projects grow the use and presence of the Gaelic language in the arts, culture and heritage of the Park</p> <p>Collaborative working with Bòrd na Gàidhlig and Creative Scotland Gaelic Arts & Culture Officer advances/enhances Gaelic arts and culture in the Park</p>	<p>Capercaillie Framework HLF bid includes use of Gaelic</p> <p>Tomintoul & Glenlivet Landscape Project includes use of Gaelic</p> <p>Snow Road scenic route project includes use of Gaelic</p> <p>Gaelic Place Names leaflet reprinted and distributed around the Park</p>	<p>Continue to provide Gaelic branded events material and information about Gaelic's role in the culture and history of the Park, for events</p> <p>Provide advice and guidance on opportunities to use Gaelic to increase its visibility across the Park, focusing on visitor attractions and information points</p> <p>Work with Bòrd na Gàidhlig and Creative Scotland Gaelic Arts & Culture Officer to advance/enhance Gaelic arts and culture within the Park, eg produce a Gaelic Heritage leaflet/online resource similar to Gaelic Place Names leaflet</p>	<p>Ongoing</p> <p>Ongoing</p> <p>From 2018 onwards</p>

High Level Aim	Proposed Outcome	Current Practice	Action Required	Target Date
Arts, Culture & Heritage	CNPA works with partners to mainstream Gaelic into cultural and heritage tourism	Gaelic awareness training for local community groups/ businesses	Work with VisitScotland's Gaelic Marketing Officer to promote Gaelic experiences within the Park	From 2018 onwards
	CNPA and its partners raise awareness of the economic value of Gaelic to the Park area and use this to drive economic growth in the area	Support and advice for local community groups and businesses interested in promoting Gaelic	Work with HIE to promote Gaelic as an Asset via the website for partner organisations, local businesses, educational bodies to use and benefit from	From 2018 onwards
	CNPA uses VisitScotland and Highlands and Islands Enterprise data to increase recognition of the value that visitors place on Gaelic language and heritage within the Park	Gaelic support materials for events	Increase our use of Gaelic through our media relations and social media activities, corporate publications, on our website and our support materials at events	Ongoing
	Include views on Gaelic as part of visitor surveys	Promote use of Gaelic John Muir Award resources in the Park through Newtonmore Primary School		
		Posters and postcards promoting the Park through the medium of Gaelic distributed to all schools in the Park and Gaelic medium schools in Scotland		
		Park brand has been revised to increase the visibility of Gaelic and guidelines in place		

Appendix 2 Service Standard Commitments

Core Area of Service Delivery	Proposed Outcome	Current Practice	Action Required	Target Date
Visibility Corporate Identity Signage	Increased use of bilingual corporate logo and bilingual Park brand/charter holders Increase internal and external bilingual signage in our offices	CNPA bilingual logo revised to reflect equal respect Park brand revised to increase visibility of Gaelic Guidelines in place and Park brand promoted via Make it Yours campaign Eight external Gaelic signs in place	Agree to review bilingual Park brand identity to demonstrate equal respect for Gaelic and English, at the first opportunity on rebranding /renewal (rebranding/renewal will not take place during Plan period) Development of a Gaelic version of the Park brand identity, guidelines and monitor its use Review internal and external bilingual signage of our corporate offices	Ongoing Autumn 2018 July 2018
Staffing Advertising posts Recruitment of Gaelic speakers Gaelic language learning Gaelic awareness training Use of Gaelic in the workplace Internal comms	All staff are aware of how to deal with an enquiry received in Gaelic Staff Gaelic awareness increased, more staff are learning Gaelic and staff have Gaelic language skills	Staff guidelines in place Translation services in place Recruitment policy in place Staff awareness training and guidelines in place Annual staff audit	Staff training and guidelines to be enhanced for all staff and board Provide Gaelic awareness training as part of induction for volunteer rangers/volunteers Gaelic awareness month to raise awareness and instil enthusiasm Youth Employment Strategy to develop a Gaelic language project to be offered as a Gaelic student three month internship (potentially every two years)	From 2018 From 2018 From 2018 2018 2020 2022

Core Area of Service Delivery	Proposed Outcome	Current Practice	Action Required	Target Date
Day to Day Operations Telephone Service Written Correspondence Forms Frontline Public Services Public Meetings	All staff are aware of how to deal with an enquiry received in Gaelic All staff are able to increase the use of Gaelic in their daily operations	Staff guidelines in place Translation services in place Recruitment policy in place Staff awareness training and guidelines in place Annual staff audit	Staff training and guidelines to be enhanced for all staff Provide guidelines to help staff increase their use of Gaelic in their daily operations Provide Gaelic awareness training as part of induction for volunteer rangers / volunteers	From 2018 onwards From 2018 onwards From 2018 onwards
Communications Media and PR Printed Materials Website and Social Media Events and Exhibitions	Increase our use of Gaelic through media, public relations, printed materials, website, social media, events and exhibitions	All media releases sent to BBC Alba Weekly Gaelic 'tweet of the week' All corporate publications include Gaelic foreword Gaelic Language Plan and progress reports published on website and in Annual Review Gaelic promoted at corporate events via Gaelic display materials 12 corporate web pages use Gaelic	Continue to increase our use of Gaelic through our media relations and social media activities, corporate publications, on our website and our support materials at events Continue to produce and distribute the Gaelic Place Names leaflet and develop knowledge of Gaelic place names in and around the Park to improve understanding of past land use and guide future land use Continue to provide advice and guidance on using Gaelic to increase its visibility across the Park, focusing on visitor attractions and information points	Ongoing Ongoing Ongoing

Core Area of Service Delivery	Proposed Outcome	Current Practice	Action Required	Target Date
Corpus Adhere to Gaelic Orthographic Conventions Observe correct place names Translate and interpret service standards	Use of Gaelic by CNPA corporate services is 'fit for purpose', consistent and observes correct place names according to the CNPA Gaelic Place Names leaflet	Professional Gaelic translation services in place Cairngorms National Park Gaelic Place Names leaflet in place	Continue to produce and distribute the Gaelic Place Names leaflet and develop knowledge of Gaelic place names in and around the Park to improve understanding of past land use and guide future land use	Ongoing

Coit Ghartain

Boat of Garten

7

Obar Neithich

Nethy Bridge

9

Baile nan Granndach

Grantown on Spey

14



An Gleann Mòr

Glenmore

4

An Càrn Gorm

Cairngorm

8

An Aghaidh Mhòr

Aviemore

13⁴

Appendix 3 Cairngorms National Park Authority Internal Gaelic Capacity Audit

The linguistic profile of the Cairngorms National Park Authority

- An annual Gaelic skills audit with all employees has been undertaken since 2014 (see pp34-35 for details)
- No employees are currently undertaking Gaelic language skills training. However two employees have expressed an interest in doing so during 2017. We expect to put this training in place during 2018. 50% of employees expressed an interest in developing their Gaelic awareness skills and a commitment to make this available every year is proposed in this next iteration of our Gaelic Language Plan.
- Six posts have been designated as ones in which Gaelic is desirable (see job titles below). None have been designated as essential.
 1. Digital Campaigns Officer
 2. Cairngorms Nature Big Weekend Development Officer
 3. Landscape Adviser
 4. Ballater Hub Administrator
 5. Business Administration Apprentice
 6. Admin Support Officer

The services/internal processes conducted through the medium of Gaelic

No services or internal processes are currently conducted through the medium of Gaelic. However, we can respond to enquiries received at reception, by telephone, email, mail, forms, complaints or at public meetings through the medium of Gaelic on request.

An inventory of existing Gaelic/ bilingual material, including publications, stationery, forms and online content

See pp35-36 for full details.

Audit of existing Gaelic and bilingual internal and external signs

We currently have eight external Gaelic signs in the office car parks.

Assessment of the Authority's translation and interpretation capacity, eg whether the organisation has designated staff who act as translators and interpreters, and any training and accreditation which they have received

We have an agreement in place with Scottish Government's Gaelic language team to provide us with support for any adhoc enquiries we may receive in Gaelic so that we can respond to these within our normal response times. To date we have received and dealt with two enquiries through the medium of Gaelic. Support for our planned Gaelic language work which requires translation is delivered by: Global Language Services (Glasgow office); Alasdair MacLeod, Facal Language Services; Annie Macsween, Lewis.

Staff skills audit results 2014, 2015, 2016 and 2017

Below are the results of the CNPA staff skills audit relating to Gaelic for 2014, 2015, 2016 and 2017. Although there has been no change in the number of 'fluent' or 'moderate' Gaelic language skills, there has been an increase in the percentage of staff declaring 'some' and 'little' skill. The number of staff who say they have 'none' has experienced a small reduction.

February 2014 - out of 70 staff surveyed

	None	Little	Some	Moderate	Fluent	Prefer not to say
Read Gaelic	52 (75%)	16 (23%)	1 (1%)	0	0	1
Write Gaelic	63 (91%)	6 (9%)	0	0	0	1
Speak Gaelic	55 (82%)	12 (18%)	0	0	0	1
Understand Gaelic	45 (66%)	22 (32%)	1 (1%)	0	0	1

2 people skipped the Speak Gaelic question (68 respondents)

1 person skipped the Understand Gaelic question (69 respondents)

February 2015 - out of 68 staff surveyed

	None	Little	Some	Moderate	Fluent	Prefer not to say
Read Gaelic	47 (71%)	17 (26%)	2 (3%)	0	0	2
Write Gaelic	59 (89%)	7 (11%)	0	0	0	2
Speak Gaelic	52 (79%)	13 (20%)	1 (2%)	0	0	2
Understand Gaelic	40 (61%)	23 (35%)	3 (5%)	0	0	2

March 2016 - out of 71 staff

	None	Little	Some	Moderate	Fluent	Prefer not to say
Read Gaelic	53 (79%)	10 (15%)	1 (1%)	0	0	3
Write Gaelic	60 (90%)	4 (6%)	0	0	0	3
Speak Gaelic	51 (76%)	12 (18%)	1 (1%)	0	0	3
Understand Gaelic	51 (76%)	12 (18%)	1 (1%)	0	0	3

February 2017 - out of 57 staff

	None	Little	Some	Moderate	Fluent	Prefer not to say
Read Gaelic	44 (77%)	10 (17.5%)	2 (3.5%)	0	0	1 (1.75%)
Write Gaelic	50 (88%)	6 (10.5%)	0	0	0	1 (1.75%)
Speak Gaelic	47 (82.5%)	9 (16%)	0	0	0	1 (1.75%)
Understand Gaelic	40 (70%)	15 (26%)	1 (1.75%)	0	0	1 (1.75%)

Inventory of all existing Gaelic and bilingual materials**Publications**

- Active Cairngorms - Outdoor Access Strategy
- A Park for All leaflet
- Cairngorms Landscape Toolkit (various settlement place names translations)
- Cairngorms National Park Core Paths Plan
- Cairngorms National Park Partnership Plans 2012-2017 and 2017-2022
- Cairngorms National Park Partnership Plan 2017-2022 Summary leaflet
- Cairngorms Nature Action Plan
- Cairngorms Nature Action Plan Summary leaflet
- CNPA Annual Reviews 2015/16 and 2016/17 (includes bilingual Foreword and Gaelic Language Plan update)
- CNPA Gaelic Language Plan 2013-2018 (fully bilingual)

- Deer Framework for the Cairngorms National Park
- Forests of the Cairngorms: Cairngorms National Park Forest and Woodland Framework
- Gaelic Place Names leaflet
- Our Outstanding Heritage and Nature infographic
- Our Outstanding National Park infographic
- Our Outstanding Visitor Experience infographic
- Tourism: Action + Change - Tourism Action Plan for the Cairngorms National Park 2017-2022

Bilingual Banners

- A Park for All
- Cairngorms Local Produce
- Cairngorms National Park panorama displays x 3
- Cairngorms Nature Big Weekend powerflags x 8
- Cairngorms Nature Big Weekend stands x 8
- Cairngorms Nature Farm Awards
- Capercaillie infographic
- CNPA Aims x 1
- CNPA Looking to the Future x 3
- Grantown 250 banners x 5
- Grantown 250 bilingual banner
- Grantown 250 power flags x 12

Bilingual web pages

- About the Authority
- About the Board/Board meetings
- Cairngorms Landscape Toolkit (various settlement place names translations)
- Contact Us promoting Gaelic language services
- Freedom of Information and Complaints
- Gaelic Language Plan and Monitoring Report
- Publications - Place Names leaflet
- Scottish Government Gaelic Language Plan consultation response
- Visiting the Park - Place Names leaflet

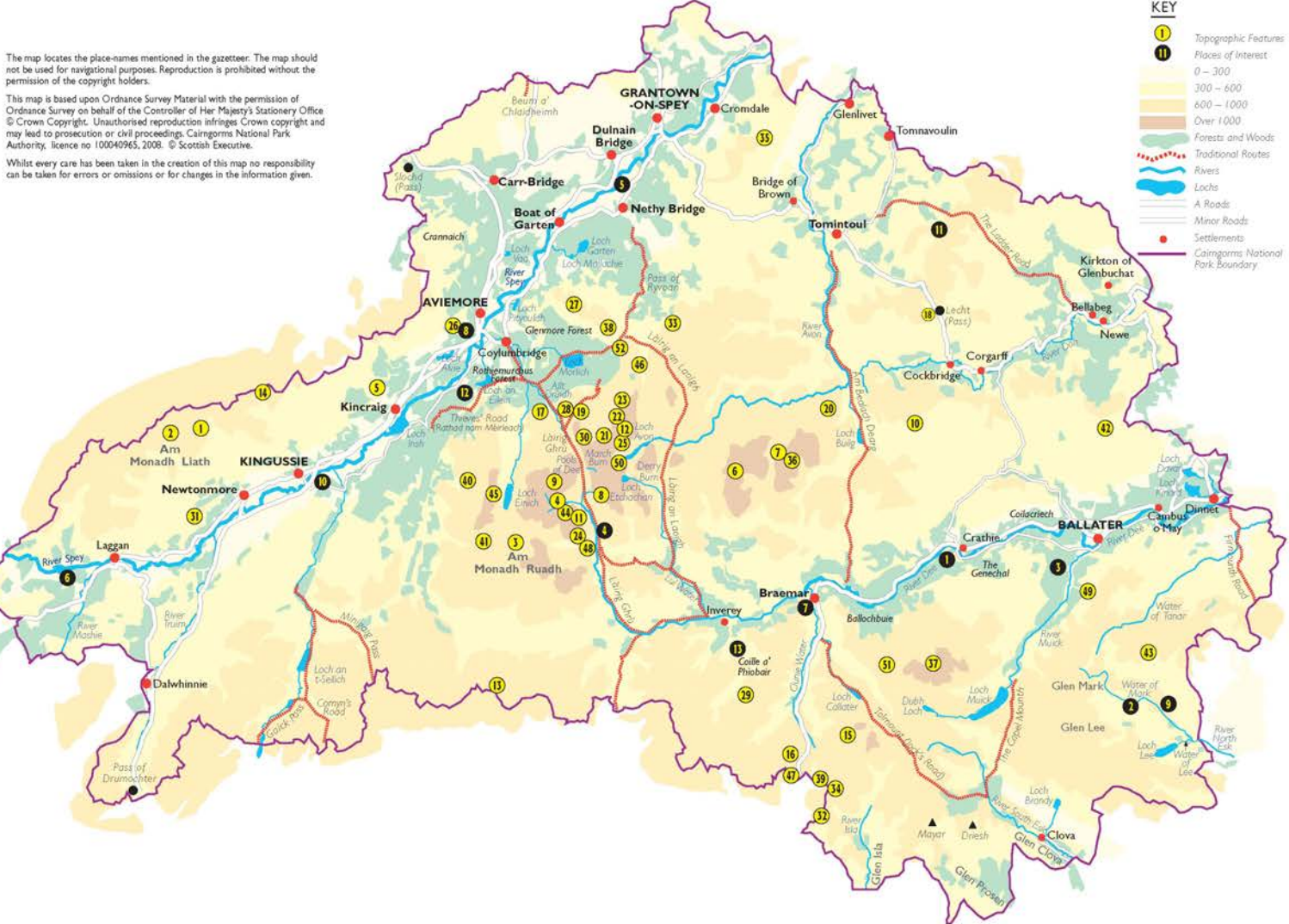
Other

- 450 education posters and 700 education postcards
- John Muir Award certificates use the bilingual Park brand (over 25,000)
- Make it Yours campaign presentation and support pack
- 1,000 x 'tear off' map pads

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Settlements

Aviemore (awee MOAR): An Aghaidh Mhòr (in aghaidh VOAR) - this may be connected with the old Gaelic word *adhaidh* meaning 'dwelling place'.
Ballater (BALitir): Bealadhar (BYALitir) - may be from Bealadh Dobhar - Pass Water.
Bellabeg (bellBEG): Am Baile Beag (im baile BECK) - The Little Town.

Boat of Garten (boat i GARTIN): Coit a' Ghartain (coitich GHARTin) - ferry-place of the area called Garten.

Braemar (BrMAR): Bràigh Mhàir (brey VAR) - The Upland of Mar - the town of Braemar consists of two settlements, Baile a' Chastell (Castell) and Aghaidh an Droighinn (The Field of the Thornbush).

Cambus O'May (camb i MB): Camas a' Mhàigh (camb i YE) - The River Bend of the Plain.

Carn-Bridge (CARBridg): Drochaid Chàrn (drochaid CHAR) - Bridge of the Boggy Place.

Cockbridge (COCKbridg): Drochaid a' Chòlach (drochaid a' CHILLeach) - was also referred to locally as Ceann Drochaid - Bridge-end.

Corgariff (corGARiff): pronounced (cor GARee) in Gaelic, possibly from Core a' Gharaich - Corrie of the Animals Den.

Coylumbridge: Locally known as Coylum (COylum), probably from Gaelic, Coimh-Leum - Double Leap (lit. leaping together).

Crathie (CRATHie): Craichidh (CRACHie) - Shaking (boggie) Place.

Cromdale (CROM day): pronounced CROMMál in Gaelic, probably from Crom-Dhal - Crooked River Meadow.

Dalwhinnie: Dail Chaimhinn (dal CHOONnye) - probably means River Meadow of Champions.

Dinnert (DINN): possibly from Duinnid (DOOENidh) meaning 'Brown Place'.

Dulnain Bridge (DULNin): Drochaid Thuidheir (drochaid HOULyn) - Bridge of the Floody River.

Grantown-on-Spey: Baille nan Granndach (dal ning GRANNach) - Town of the Grants. Often referred to locally as Am Baile Ùr (im baile OOR) meaning 'The New Town'.

Inverey (inVERie): Inbhir Eòidh (inr E) - The Mouth of the Ey (river).

Kincraig (cinCRAG): Gearran na Greige (gown na GRAGE) - The End of the Rock.

Kingussie (cinYOOSie): Gearran a' Ghàidheach (gown i YOOSie) - The End of the Pine Wood.

Kirkton of Glenbuchat (GLENBUChat): The Kirkton of Buchach's Glen (Buchach is an old Gaelic personal name).

Laggan (LAGan): Lagan (LAKan) originally Lagan Channach - St Kenneth's Hollow.

Nethy Bridge: Locally known in Gaelic as Obair Nethy (obair NYAthee) - The Mouth of the Nethy (river).

Newe (nyow): locally known as The Newe - from An Neimheadh (in NYOW) - The Sacred Place.

Newtonmore (nyoo tin MOAR): Baile Ùr an t-Sleith (bal cor an tSLie) - The New Town of the Moor. Often referred to locally as An Slàth (in SLEEew) meaning 'The Moor'.

Tomintoul (taminTOOL): Tom an t-Sabhal (tam i TOWW) - The Knoll of the Barn.

Tomnavoulin (tam : nì VOOLin): Tomnan a' Mhuilinn (obair NYAthee) - The Little Knoll of the Mill.

Rivers and Burns

Alt Druidh: Alt Dru (alt DROO) - probably means 'The Stream of the Drenching/Oozing'.

Avon (Aan): Uisge Athfhrinn (ooshk: Aoen) - Water of the Very Bright One.

Calater Burn (CALitir BURN): Uisge Chaladhar (ooshk: CHALitir) - Caladhar may mean 'Hard Water' or 'Calfing Water'.

Clunie Water (CLOONee): Uisge Chluinaidh (ooshk: CHLOONee) - Water of the pasture.

Dee: Uisge Dhè (ooshk: YAT) - Water of Dè (possibly a deity).

Derry Burn: Uisge an Dòire (ooshk: in DIR) - Water of the Cope.

Dorn: Uisge Dheathain (ooshk: YEN) - Water of Deathan (possibly a deity).

Elie (ELi): Uisge Ìle (ooshk: EE) - Water of the High Bank.

Lee: Uisge Lì (ooshk: LEE) - possibly Water of Flood.

Liver (LEEvir): Donnadh (LEEvir) - 'Shining or Flooding one'.

Lui (LOOee): Looigh - Calf one (possibly a deity).

March Burn: Alt na Gàidhe (alt na CREECH) - Stream of the Boundary/March. Marks the old boundary between Strathpey and Deeside.

Mashie: Muthaidh - Crag Meadow River.

Muck (mick): Uisge Muck (ooshk: MOOich) - Water of Pig One (possibly a deity).

North/South Esk: Eagh Thruath/Eagh Dheas (esk: HOOU i esk-YAis) - North/South Bog Stream.

Spey (epay): Uisge Spè (ooshk: SPÈ) - possibly River of Howthorn.

Tanar (TANir): Uisge Thannar (ooshk: HANGir) - possibly connected to Tananas, a British/Gaulish thundergod.

Truim (TROOem): Elder Tree River.

Lochs

Loch Alvie (ALVee): Loch Allmhagh (loch ALVee) - possibly means Loch of the Rock Plain.

Loch an Eilein (loch in YAlen): The Loch of the Island.

Loch an t-Sellich (loch in tCHAYeeth): The Loch of the Willow tree.

Loch Brandy: Loch Brandubh (loch BRANdooe) - Brandubh's Loch. (Brandubh is an old Gaelic personal name).

Loch Bulg (loch BOOLEek): Loch of Bog (ie. bog-shaped).

Loch Dava (DÀwin): Loch an Dàbhair (loch in DÀvin) - Loch of the area called Dava.

Loch Einich (loch : ENeesh): should be Loch Enoch - Loch of the Boggy Area.

Loch Garten (GARTin): Loch a' Ghartain (loch GHARTin) - Loch of the area called Garten.

Loch Insh: Loch Inne (loch: EEnsh) - Loch of the Island or Loch of the Water Meadow.

Loch Kinord (loch in ORD): Loch Ceannard (loch KYANir) - Loch of Head-Water.

Loch Mallaich (MALAach): Loch Mallaichadh - The Loch of the Crag.

Loch Morlich (loch MORLeach): may be from Loch Mòr-leach - Loch of the Big Hillock.

Loch Pìrighall (loch pìRYOllah): Loch Pìr Ghàidheal - The Loch of the Settlement of the Bright Place.

Loch Vay: Loch a' Bhàth - The Loch of the Drowning.

Pools of Dee: Lochaidh Lohadan: Dubha na Làirge (loch don na LAARge) - The Little Black Loch of the Pass.

GAZETTEER

The gazetteer gives the pronunciation and meanings of a selection of the many thousands of place-names in the Park, associated with its settlements, glens, hills, woodlands, rivers and lochs. More information can be found in some of the literature and websites listed.

The gazetteer includes place-names which appear on maps in their original Gaelic form and names of main features which were Gaelic in origin, but which have been anglicised or translated into English/Scots over the years. Spelling follows accepted conventions.

The pronunciation of the Gaelic place-names is based on that found in the local Gaelic dialects of the Cairngorm area. One characteristic of these dialects is the tendency to drop final unstressed syllables, so 'monadh' tends to be shortened to 'mòr' and 'uisge' to 'uis'.

In the phonetic system below, the letters are to be pronounced as in Scottish English. The syllables on which the main stress or emphasis lies will be shown in capital letters. The following indicates how the different sounds are to be pronounced:

ay : 'may'	ey : 'eye'	ow : 'cow'	u : 'sun'
a : 'car'	ee : 'keen'	oy : 'boy'	ch : 'loch'
e : 'bell'	i : 'tin'	o : 'cord'	tch : 'itch'
ei : 'height'	oa : 'soar'	oo : 'moon'	ng : 'sing'

Traditional Routes

Am Bealach Dearg (im bialach JErick) The Red Pass.
Beum a' Chlaidheimh (beim i CHLEe) The Gash of the Sword.

Cannyn's Road (CUM-neen road): Rathaidh nan Cumneach (rat ning COOMneach).

Gaick Pass: Gog (Gweed) - a defile.
Làirg an Laoigh: should be Làirg Looigh (lareek: LOOee) - Pass of Lui (also known locally as An Làirg Shìce (The Eastern Pass)).

Làirg Ghriù: should be Làirg Dhù (lareek: GROO) - The Pass of Dù (also known locally as An Làirg Shìce (The Western Pass)).

Rathad nan Mairleach (rat nim MYARich): The Thieves' Road (ie cattle raiders). Includes the Pass of Ryoan, from Rughie a' Bhòthan (ree VOAn) - The Slope of the Botth.

Slochd (sloch): An Slac (in SLOCH) - The Pit/Den. Also known as: Slac Mùth (The Wild Pig's Den).

The Capel Mounth (CAPil mounth): Monadh Chapol (nim i CHAPil) - The Mounth of Hares.

The Firmounth (FERmounth): Am Monadh Guthas (i mion GYOOch) - The Mounth of Pines.

The Ladder Road (LAADir): Monadh an Abhaidh (nim in ABIE) - The Mounth of the Ladder.

The Lecht: An Leac (in LECHir) - The Deddity.

The Mingie Pass: Mingie is locally Monadh Ghlig (mion GAleed) - The Mountain Range of Gaid.

The Pass of Drumochter (drimOOCHir): Drum Uchdhar (droom OOCHir) - Ridge of the High Ground. Often referred to in Gaelic poetry as Drum Uchdhar nan Bà (Drum Uchdhar of the Cows) or Drum Uchdhar an Fheir (Drum Uchdhar of the Grass).

The Tolmounth (TOLmounth): An Dul Monadh (in DOOLmun) - meaning uncertain. This is also known as Jock's Road - named after John Winter, who fought for the right to walk over these mountains.

Places of Interest

Balmoral (BALmORAl): may be from Both Mhòr (bal MOR) - Dwelling of the Great (Forest). Clearing Highland home of the Royal Family.

Balnamoon's Cave: hideout of Captain James Carnegie of Balmamoon, who served in Bonnie Prince Charlie's army.

Forests and Woods

Ballochbuie (balchBOOE): Am Bealach Buidhe (im BYALach BOOE) - The Yellow Pass.

Collicreigh (col i CHRECH): probably Colle a' Chritich (col i CHRECH) - The Wood of the Aspen.

Colle a' Phiobar (col i FEEper): A' Channach (i CHANneach) - The Place of Straight Trees.

Glenmore Forest (glennMOAR): Colle a' Ghlinne Mhòr (col i gliney MOAR) - The Forest of the Big Glen.

Rothiemurchus Forest (rotheeMURchis): Colle Ròr Mhurchas (col roth VOORchis) - The Forest of the Place of Murchas' Fort.

The Genechal (JEnichil): An t-Seann-Chad (in JOONG chis) - The Old Wood.

Topographic Features

A' Chailleach (i CHALYach): The Old Woman.

Am Monadh Liath (im mion LEEa): The Grey Mountain Range.

Am Monadh Ruadh (im mion ROOig): The Sunset-coloured Mountain Range.

An Garbh-Choirie (ing : GARichor): The Rough Corrie.

An Suidhe (in SOOEe): The Seat.

Beinn a' Bhuid (being : i VOORd) - The Mountain of the Table.

Ben Avon (ben AN): Beinn Athfhrinn (being Aeng) - Mountain of River Avon.

Ben MacDui: Beinn MacDuibh (being mach DOOE) - The Mountain of the sons of Duff.

Braerach (bray REAch): Am Bràigh Ròbhadh (im brey REAch) - The Brinded Upland.

Brown Cow Hill: more commonly known in Scots as The Brown Cow and in Gaelic as A' Bhò Dhonn (i voo GOON).

Cairn Toul (caym TOWil): should be Cairn an t-Sabhal (cam TOWil) - The Barn-shaped Mountain.

Cairngorm (caym GORim): An Cairn Gorm (in cam GORim) - The Blue Mountain.

Càrn an Fhìdhleir (cam : in YEIEir): The Mountain of the Fiddler.

Càrn an Fhìreacadain (cam in RAYCHitir): The Mountain of the Watch (ie look-out).

Càrn an Tuirc (cam in TOORCHitir): The Mountain of the Wild Boar.

Càrn Aodsa (cam : NOOeesh): should perhaps be Cairn Naos - Naos' Mountain.

Càrn Eilrig: Cairn Eileig (cam YOOLirich) - Mountain of the Deer Trap.

Càrn Mhic an Toisich (cam veschik in TOISheeh): Macdonald's Mountain.

Chalamain Gap: should be Eag Coire na Camhaidh (eck cor nì CLAch) - The Ravine of the Corrie. The Peak of the Little Green Lochna known in English as Gaoth's Peak.

Coire an t-Sneachda: locally Coire an t-Sneachda (cam DRECHKee) - The Corrie of the Snow.

Coire Cas: An Coire Cas (ing cor CAS): The Deep Corrie.

Coire na Ciste (cor nì CEESHTCH): The Corrie of Deep Narrow Shape.

Coire Odhar (cor OYVil): An Coire Odhar (ing cor OYVil) - The Dun-coloured Corrie.

Coire Raibeir: locally Coire Raibhaidh (cor ROPEe) - Robbie's Corrie.

Craigellachie (crag Elieche): should be Crag Eileachadh (crag ELiech) - The Crag of the Ruddy Place - the sloop of the Glen Grant.

Craigowrie: probably Crag Ghobharaidh (crag GOWree) - Crag of the Goat.

Creag a' Chalamain: Creag : a' Chalmain (crag : i CHALmin) - The Crag of the Dove.

Creag an Fhuathais (crag in OOEyeh): The Crag of the Spectre.

Creag an Leth-choin (crag in LEchin): The Luther's Crag.

Creag Dubh (crag DOO): Newtownmore.

Creag Dhuth (i chreack: GOO) - The Black Crag - The sloop of the Glen Macherson.

Creag Leacach: A' Cheag Leacach (i chreack: LECH-kach) - The Sloop Crag/Crag abounding in slabs.

Eag a' Mhaidh (eck i VALee): The Ravine of the Wolf.

Glas Maok: should be An Glas-Mheall (ing glass VYOW) - The Green Hill.

Hills of Cromdale: Beinn Chromdail (being CHROWMbil) - The Mountain of Cromdale.

Leabaidh an Daibh Bhuidhe (leypies in deay VOOEe): The Bed of the Yellow Stag.

Lochnagar (lochniGAR): probably Lochan na Gàine - The Little Loch of the Noddy Sound. This name actually refers to the loch in the eastern corrie of Lochnagar. The mountain is Beinn nan Ciochan (being ning CEECHin) - Mountain of the Paps (Breasts).

Meall a' Bhuchaille (myowl VOOACHieel): The Hill of the Hermans.

Meall Odhar: Am Meall Odhar Mòr (im myowl cor VALee) - The Big Dun-coloured Hill.

Meall Tioraid (myowl TIOCHENil): Hill of Gathering.

Mòine Mhòr: A' Mhòine Mhòr (i woyl VOAR) - The Big Peat Bog.

Morven (MURvin): Mòrhearn (MOR veeng) - Big Mountain.

Mount Keen (mun KEEN): possibly from Monadh Coimh - Smooth Mountain.

Sgòr an Lochain Uaine (sgorm lochan OOEyeh): The Peak of the Little Green Lochna known in English as Gaoth's Peak.

Sgòr Anghal (sgor GOOEe): Peak of Wind.

Stac na h-Iolaine (stachik nì HYOOLin): The Precipice of the Eagle.

The Cairmwell: Cam bhàig (cam VALick) - Mountain of Bog-shaped Lumps.

The Devil's Point: should be Bod an Deamhain (bod in JOEen) - The Devil's Penis.

The Lang Straucht (Scots): The Long Straight.

The Shelter Stone: known in Gaelic as Clach Dhìona (clach YEEn) - Stone of Shelter.

The Snugglers' Shank (Scots): The (whisky) Snugglers' Shank.

Tom Dà Choinhead (tomm dà CHOYit): The Knoll of the Two Views. Known locally as Srean Dà Choinhead (Srean dà CHOYit) - The Fairy Hill of the Two Views.

CAIRNGORMS
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