

Plana Gàidhlig Gaelic Language Plan 2016-2021

Chaidh am plana seo ullachadh fo earrann 3 de dh'Achd na Gàidhlig (Alba) 2005
This plan has been prepared under section 3 of the Gaelic Language (Scotland) Act 2005

Air aontachadh le Bòrd na Gàidhlig 22 Ògmhios 2016
Approved by Bòrd na Gàidhlig 22 June 2016



Scottish Natural Heritage
Dualchas Nàdair na h-Alba

All of nature for all of Scotland
Nàdar air fad airson Alba air fad

BÒRD NA
GÀIDHLIG



Foreword

Gaelic is an integral part of Scotland's culture and heritage, and it reflects the longstanding connection between people and nature through language. Like all parts of government in Scotland, Scottish Natural Heritage has a duty to develop a Gaelic Language Plan and to help deliver the national objectives for the language.

This is our second Gaelic Language Plan, and it demonstrates how we intend to build on the achievements of and the experience gained from our first Plan. We continuously endeavour to be supportive and generous to Gaelic development across the organisation and, in doing so, are committed to the principle of equal respect for both languages. Throughout this Plan, we will strive to increase our recognition of the language and contribute to its development, while also actively enabling its use in our business and in our communications.

During the period of our first Plan, we adopted a bilingual approach to communications across our operations, and we will extend this further to reflect the growing demand for Gaelic in Scotland. We will continue to work in partnership with Gaelic development organisations to promote Gaelic learning and usage, for example through our popular 'Gaelic in the Landscape' series of publications and through outdoor projects with younger Gaelic users. We will further contribute to the richness of the language through development of our 'Faclan Nàdair', a Gaelic language dictionary of nature. And we will look for partnerships with other government organisations to share expertise and resources, working together to strengthen practice.

Gaelic is an important and unique part of Scottish culture, but its position, like many of Scotland's natural habitats and species, is a fragile one. This second Gaelic Language Plan will continue to help SNH to support its development.

Ian Jardine
Chief Executive Officer

Content

| Section | Page |
|---|-------------|
| Summary | 2 |
| Structure | 3 |
| Introduction The context for developing Gaelic Language Plans Overview of SNH's functions Gaelic within SNH's area of operations Gaelic within SNH | 4 |
| Our commitments Structure The Scottish Government's strategic objectives Who we are How we communicate Printed and digital publications Our people | 7 |
| Policy implications for Gaelic and implementation of the National Gaelic Language Plan Policy implications for Gaelic Overview of the National Gaelic Language Plan Commitment to the National Gaelic Language Plan | 24 |
| Implementation and monitoring Timetable Publicising the Plan Administrative arrangements for implementation Resourcing the Plan Monitoring implementation Contact details | 28 |

Summary

Scottish Natural Heritage recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life. We are committed to the objectives set out in the National Gaelic Language Plan and have put in place the necessary structures and initiatives to enable us to play our part in ensuring that Gaelic has a sustainable future in Scotland.

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

- enhance the status of Gaelic
- promote the acquisition and learning of the language
- encourage the increased use of Gaelic.

This document is SNH's second iteration of its Gaelic Language Plan, prepared within the framework of the Gaelic Language (Scotland) Act 2005, having regard also to the National Gaelic Language Plan and Bòrd na Gàidhlig's Guidance on the Development of Gaelic Language Plans. It sets out how we will:

- use Gaelic in the operation of our functions
- enable the use of Gaelic when communicating with the public and key partners
- promote and develop Gaelic.

Structure

The four key components of our Gaelic Language Plan are:

1. Introduction

This sets the background and context relating to the preparation of Gaelic Language Plans in accordance with the Gaelic Language (Scotland) Act 2005 and the structure of Scottish Natural Heritage's main areas of operation. It also provides a summary of the demography of the Gaelic language in Scotland.

2. Core commitments

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

3. Policy implications for Gaelic and implementation of the National Gaelic Language Plan

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

4. Implementation and monitoring

Here we set out how the implementation of our Gaelic Language Plan will be taken forward, and how its implementation and outcomes will be monitored.

Introduction

The context for developing Gaelic Language Plans

Gaelic Language (Scotland) Act 2005

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 the same respect as the English language.

One of the key features of the Act is the provision enabling Bòrd na Gàidhlig (the Scottish Government's principal Gaelic development body) 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.

Requirement to prepare a Gaelic Language Plan

The requirement for a public body to prepare a Gaelic Language Plan is initiated by Bòrd na Gàidhlig issuing a formal notice to that effect under section 3 of the Act. The Act requires public authorities to review their Gaelic Language Plans at least every five years. Scottish Natural Heritage's first Gaelic Language Plan came into operation in December 2010.

Consultation on a draft Gaelic Language Plan

The Act requires public bodies to bring the preparation of their Gaelic Language Plans to the attention of all interested parties. To do so, we consulted with both the public and with staff on our draft Gaelic Language Plan between August and September 2015. The draft was available electronically and, upon request, in hard copy format.

Approval of SNH's Gaelic Language Plan

Once feedback from the consultation had been received and resulting changes made, a final draft of our 2016–2021 Gaelic Language Plan was submitted to Bòrd na Gàidhlig for approval in December 2015.

Overview of our functions

SNH was set up under the Natural Heritage (Scotland) Act 1991 and came into being on 1 April 1992. We are the government's agency for natural heritage in Scotland. We are funded by the Scottish Government, and Scottish Ministers appoint our Chairperson and

members of our Board.

Our mission is that 'SNH is the leading organisation in Scotland that seeks to inspire, enthuse and influence others to manage our natural resources sustainably'.

Our main purposes, which come from the Natural Heritage (Scotland) Act, are to:

- conserve and improve Scotland's natural heritage
- promote understanding and make it easier for people to enjoy Scotland's natural heritage
- help to make sure that its use and management are sustainable.

We aim to work in partnership with others to deliver our remit. Our main partners are the Scottish Government, local authorities, agencies, voluntary and representative organisations and, most importantly, the people of Scotland. We deliver our remit through a dispersed network of 37 offices, including National Nature Reserves.

Gaelic within our area of operation

We believe that there are opportunities to connect people with nature through Gaelic and to foster a greater understanding of the inseparable link between the language and our natural heritage.

Our area of operation covers all of Scotland. Therefore, all of Scotland's Gaelic users and Gaelic communities are within the area in which we operate.

The 2011 census recorded 87,056 people (1.7% of the Scottish population) as having Gaelic language ability (understanding, speaking, reading or writing) and 57,602 able to speak Gaelic. Although this number has decreased since the previous census, the decline in the number of Gaelic speakers between 1991 and 2001 was 11% but the rate of decline between 2001 and 2011 was 1.2%.

Gaelic speakers are spread throughout Scotland. According to the 2011 census the council areas with the highest proportions able to speak Gaelic were found to be in Na h-Eileanan Siar (52%), Highland (5%) and Argyll & Bute (4%). There is also a high number of Gaelic speakers living in the urban centres of Aberdeen, Edinburgh, Greater Glasgow and Inverness.

There are 4,022 primary and secondary school pupils in Gaelic medium education at present, with a further 1,052 anticipated in Gaelic-medium nurseries. In addition to this, there are 7,772 English-medium primary schools pupils learning Gaelic through Gaelic Learners in Primary School (GLPS) and 3,020 secondary pupils are studying Gaelic as a subject.

We will liaise with other national bodies that have a Gaelic Language Plan in order to explore options for sharing expertise and resources. This will include bodies such as

Forestry Commission Scotland, Crofting Commission, National Park Authorities and the Scottish Parliament, as well as Gaelic organisations including Bòrd na Gàidhlig, Comunn na Gàidhlig and Ainmean-Àite na h-Alba (Gaelic Place-Names of Scotland).

Gaelic within SNH

SNH's first Gaelic Language Plan was approved by Bòrd na Gàidhlig on 14 December 2010 and covered the period 2010-2015. Since 2010, we have enhanced our delivery of services and resources to Gaelic language users.

Many of the commitments set out in our first Plan have become part of our day-to-day work, and are marked as 'ongoing' in the tables below. We are committed to offering Gaelic services, ensuring that where Gaelic services are available Gaelic users are made aware of their existence and are encouraged to use them.

During 2016 we will complete a staff survey to assess the current level of Gaelic skills within SNH. We will determine the number of:

- Gaelic-speaking staff within SNH
- staff who are learning Gaelic
- staff who have expressed a desire to learn Gaelic
- staff who can speak, read and write Gaelic.

The results of the survey will enable us to consider how to use and enhance the skills of our current staff.

We will ensure that these data are kept up to date by carrying out an audit every three years.

Our commitments

The following high level aims have been supported by Bòrd na Gàidhlig as our key priorities in support of the current national Gaelic Language Plan and National Outcomes:

- Inclusion of all commitments from previous iterations of SNH's Gaelic Language Plan
- Promote a Gaelic ethos within the organisation
- Ensure equal respect for Gaelic and English through each service and resource
- Make Gaelic services and resources available, ensuring that Gaelic users are made aware of their existence and are encouraged to use them
- Refresh SNH's Gaelic skills audit and use the audit's results to inform staff training plans
- Increase the presence of Gaelic with reception services
- Continue to adhere to the latest Gaelic Orthographic Conventions and place-names as advised by Ainmean-Àite na h-Alba
- Maintain and support collaboration with other RAFE organisations in developing plans
- SNH's bilingual logo will be the only corporate logo
- Continue to increase the visibility of Gaelic in internal and external signage (including temporary signage)
- Set a clear standard for the acceptable level of Gaelic to be included within all publications, advertising campaigns and events.

We are committed to achieving these aims through the implementation of this Gaelic Language Plan.

Structure

The commitments in this section relate to the core areas of service delivery in which we will use, and enable the use of, Gaelic. These will be divided into the following:

Who we are

- Corporate identity
- Signage

How we communicate

- Reception
- Telephone
- Mail and e-mails
- Forms
- Public meetings
- Complaints procedures
- External/internal communications

Printed and digital publications

- Published materials
- Public relations and media
- Websites
- Interpretation, exhibitions & events

Our people

- Training
- Recruitment
- Advertising

The opening paragraph for each core area explains the language planning context. This is provided by Bòrd na Gàidhlig and is highlighted in italic text.

For each area, this Plan will outline SNH's current practice, highlighting the achievements made under our first Gaelic Language Plan, along with development actions for the five years ahead. All commitments from the first Plan will stand as appropriate.

Our core commitments set out the minimum level of Gaelic language provision that we are committed to providing over the lifetime of this Plan. Where we have committed to making a service or resource 'bilingual' we will continue to ensure that there is equal respect for Gaelic and English.

These commitments will apply to all areas of our operation, excluding only the Northern Isles (Orkney and Shetland). While colleagues based in Shetland and Orkney are encouraged to contribute to the Plan's implementation, for the lifetime of this Plan they are exempt from all but two of the mandatory commitments outlined below. This decision has been arrived at in consultation with area colleagues. The only obligations for colleagues in the Northern Isles are on the use of our (bilingual) corporate logo (see

p11) and managing responses to Gaelic enquiries (see p14).

We will provide an enhanced level of provision in areas where there is growth in the number of Gaelic users and demand for service.

The Scottish Government's strategic objectives

We are committed to achieving the Scottish Government's strategic objectives. We will identify the strategic objectives that our Gaelic Language Plan will assist and link these with our core commitments in this chapter.

The strategic objectives are:

1. Wealthier and fairer
2. Smarter
3. Healthier
4. Safer and stronger
5. Greener

Who we are

The presence of Gaelic in the corporate identity and signage 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.

SNH recognises the importance of extending the visibility of Gaelic and increasing its status within Scottish public life.

| CORPORATE IDENTITY | | |
|---|---|------------------|
| <p>Current practice</p> <ul style="list-style-type: none"> - We have a bilingual (English and Gaelic) logo and strapline, which is now used as standard across the organisation. - All corporate offices (Inverness, Battleby, Clydebank and Edinburgh) and some area offices have bilingual letterheads, compliment slips and business cards. | | |
| Actions | Lead Officer | Timescale |
| Wherever the SNH logo and strapline appear, it will be bilingual. Guidance on the use of our logo will continue to be included in our branding guidelines. | Communications Unit | Ongoing |
| We will review the introduction of bilingual letterheads, compliments slips and business cards, and intend to expand bilingual coverage in consultation with staff. | Gaelic Officer Business Support Services | By April 2018 |
| Scottish Government's strategic objectives assisted: 1 and 2 | | |

| SIGNAGE (internal and external) | | |
|--|--------------------------------------|------------------|
| <p>Current practice</p> <ul style="list-style-type: none"> - Our bilingual logo is displayed at most offices. - Internal and external fixed signage at our corporate offices generally appears bilingually. - Bilingual external signage appears at some of our area offices. - Generic signage (e.g. fire exit) and temporary notices are monolingual throughout the organisation. - Some National Nature Reserves (NNRs) have bilingual signage. | | |
| Actions | Lead Officer | Timescale |
| All our offices will display our bilingual logo when signage needs replaced. | Communications Unit Property Team | Ongoing |

| | | |
|--|---|-----------------------------|
| Internal and external fixed signage at all our offices will be bilingual as and when signage needs replaced. | Communications Unit Property Team | Throughout lifetime of Plan |
| We will agree on, and implement, an approach to the use of Gaelic on generic signs and temporary notices for corporate and area offices. | Communications Unit Property Team Business Support Services | By July 2016 |
| We will review our current guidance on the use of Gaelic on NNR signage in consultation with our partners, with a view to increasing the use of Gaelic at our NNRs across Scotland, as appropriate. This signage will include our visitor orientation. | Communications Unit NNR staff | By April 2017 |
| Scottish Government's strategic objectives assisted: 1 and 2 | | |

How we communicate

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 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 and Gaelic-only documents can also greatly enhance the visibility 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.

SNH 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.

| RECEPTION | | |
|--|---------------------|-----------------------------|
| Current practice | | |
| - Reception staff direct Gaelic enquiries to our Gaelic Officer. | | |
| Actions | Lead Officer | Timescale |
| Reception staff will continue to direct Gaelic enquiries to our Gaelic Officer. | Communications Unit | Ongoing |
| Gaelic Awareness training will be offered to all reception staff. | Gaelic Officer | By April 2018 |
| We will invite all reception staff to learn basic Gaelic phrases and we will offer continued support to nurture their skills and confidence. | Gaelic Officer | By April 2017 |
| Reception staff willing to learn further Gaelic will be given the opportunity to do so. Staff who proficient in handling basic requests in Gaelic will be identified and a notice will be placed at the reception desk to raise awareness that Gaelic can be spoken. | Gaelic Officer | By April 2017 |
| We will encourage and assist reception staff across all offices to use a bilingual greeting when welcoming visitors. A | Gaelic Officer | Throughout lifetime of Plan |

| | | |
|--|-----------------|---------|
| notice will be placed at the reception desk to make Gaelic users aware that Gaelic may be spoken. | | |
| To achieve our long-term aim of providing a bilingual reception service we will continue to ensure that Gaelic is recognised as a desirable job skill for reception staff. | Human Resources | Ongoing |
| Scottish Government's strategic objectives assisted: 1 and 2 | | |

| | | |
|---|---------------------|-----------------------------|
| TELEPHONE | | |
| Current practice | | |
| - Voicemail greetings are bilingual at our corporate office in Inverness. | | |
| Actions | Lead Officer | Timescale |
| We will encourage and assist reception staff across all offices to use a bilingual greeting when answering the telephone. | Gaelic Officer | Throughout lifetime of Plan |
| We will encourage and assist reception staff across all offices to use a bilingual greeting when recording voicemail greetings. | Gaelic Officer | Throughout lifetime of Plan |
| Scottish Government's strategic objectives assisted: 1 and 2 | | |

| | | |
|---|---------------------|------------------|
| MAIL & E-MAIL | | |
| Current practice | | |
| - All correspondence received in Gaelic is responded to in Gaelic. - Our email disclaimer is bilingual. | | |
| Actions | Lead Officer | Timescale |
| We will continue to accept communications in Gaelic. We will make Gaelic users aware of this via a statement on our 'contact us' webpage. | Gaelic Officer | Ongoing |
| Where correspondence is initiated in Gaelic, we will respond in Gaelic. | Gaelic Officer | Ongoing |
| We will continue to use a bilingual version of the disclaimer that accompanies all SNH e-mails. | Gaelic Officer | Ongoing |
| We will make a standard bilingual email signature and out-of-office reply available | Gaelic Officer | By October 2017 |

| | | |
|--|--|--|
| to all staff. We will encourage and assist staff to use these. | | |
| Scottish Government's strategic objectives assisted: 1 and 2 | | |

| | | |
|---|---------------------|-----------------------------|
| FORMS | | |
| Current practice | | |
| <ul style="list-style-type: none"> - We encourage the completion of forms in Gaelic. - We have various forms available in Gaelic. - Our internal templates for memos and other documents have bilingual headings. | | |
| Actions | Lead Officer | Timescale |
| We will continue to encourage the completion of forms and the submission of comments in Gaelic by having a statement to this effect on all forms. When a response is required, those completed in Gaelic will be replied to in Gaelic. This will include application and customer relation forms. | Gaelic Officer | Ongoing |
| We will audit all existing forms (those used both internally and externally) and produce a plan to include Gaelic on all forms, including those online, via a prioritisation programme. Forms most commonly used will be bilingual. | Gaelic Officer | By April 2016 |
| Guidance will be provided on the use of Gaelic for all new forms. | Gaelic Officer | Throughout lifetime of Plan |
| We will continue to use bilingual headings on all internal templates for memos and other documents. | Gaelic Officer | Ongoing |
| Scottish Government's strategic objectives assisted: 1 and 2 | | |

| | | |
|---|---------------------|------------------|
| PUBLIC MEETINGS | | |
| Current practice | | |
| <ul style="list-style-type: none"> - We provide, where requested, a Gaelic-speaking staff member at public meetings in the Western Isles and the Inner Hebrides. | | |
| Actions | Lead Officer | Timescale |
| We will provide, where requested, a Gaelic-speaking staff member at public meetings in areas where 20% of the population speak Gaelic, or when | Gaelic Officer | Ongoing |

| | | |
|---|--|--|
| meetings directly relate to Gaelic. We will promote this opportunity in advance of such meetings (e.g. on meeting adverts). | | |
| Scottish Government's strategic objectives assisted: 1 and 2 | | |

| | | |
|---|---------------------|------------------|
| COMPLAINTS PROCEDURE | | |
| Current practice | | |
| <ul style="list-style-type: none"> - Our 'Comments, Compliments and Complaints' leaflet is available in Gaelic. | | |
| Actions | Lead Officer | Timescale |
| We will continue to make our 'comments, compliments and complaints' guidance available in Gaelic and will encourage comments, compliments and complaints in Gaelic by including a statement to this effect. We will advise staff to forward all comments to our Gaelic Officer. | Gaelic Officer | Ongoing |
| Scottish Government's strategic objectives assisted: 1 and 2 | | |

| | | |
|---|---------------------|------------------|
| EXTERNAL/INTERNAL COMMUNICATIONS | | |
| Current practice | | |
| <ul style="list-style-type: none"> - Our internal communications strategy includes reference to our Gaelic Language Plan. - Our Gaelic microsite contains all policies, guidance notes and information relating to relevant Gaelic activity and is accessible to all staff. | | |
| Actions | Lead Officer | Timescale |
| We will ensure that our internal communications strategy continues to include reference to our Gaelic Language Plan and has a commitment to advise staff about Gaelic activities contained within the Plan. | Gaelic Officer | Ongoing |
| We will continue to maintain and update our Gaelic microsite for staff, ensuring that all policies and guidance notes on Gaelic are stored on the site. | Gaelic Officer | Ongoing |
| To assist with the implementation of this Plan at a local level, we will explore the potential for local staff to volunteer as 'Gaelic champions'. We will assess the | Gaelic Officer | By October 2016 |

| | | |
|--|--|--|
| success of this approach before 2021. | | |
| Scottish Government's strategic objectives assisted: 1 and 2 | | |

Printed and digital publications

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 because it is seen to be 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 websites, making provision for the use of Gaelic online can significantly enhance the status and visibility of the language.

SNH 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.

| PUBLICATIONS | | |
|---|---------------------|------------------|
| Current practice | | |
| <ul style="list-style-type: none"> - We have produced a variety of publications in Gaelic, including various corporate documents, leaflets and educational resources. - We have produced a series of 'Gaelic in the Landscape' booklets. - Our biannual magazine and monthly e-newsletter feature dual language articles | | |
| Actions | Lead Officer | Timescale |
| We will develop written guidelines for including Gaelic within publications. This will include a renewed commitment to produce all corporate publications, such as the Corporate Plan, bilingually and a minimum standard for all other publications. We will address the design challenges between printed and digital publications. | Gaelic Officer | By April 2016 |
| We will increase the use of Gaelic across our range of publications. | Gaelic Officer | Ongoing |
| We will continue to explore and promote the connection between Gaelic and the natural landscape, building upon our existing 'Gaelic in the Landscape' series of publications. | Gaelic Officer | Ongoing |
| We will continue to use our magazine and e-newsletter to promote Gaelic by featuring regular dual language articles and through the dissemination of Gaelic-related information. | Gaelic Officer | Ongoing |

| | | |
|--|-----------------------------|---------|
| We will continue to add bilingual versions of NNR leaflets online. | Gaelic Officer NNR staff | Ongoing |
| Scottish Government's strategic objectives assisted: 1 and 2 | | |

| PUBLIC RELATIONS AND MEDIA | | |
|--|---------------------|-----------------------------|
| Current practice | | |
| <ul style="list-style-type: none"> - Our Gaelic Officer provides media interviews in Gaelic. - We issued bilingual press releases when the subject matter relates to Gaelic. - We produce social media content in Gaelic. | | |
| Actions | Lead Officer | Timescale |
| Our Gaelic Officer will be available for Gaelic media interviews. | Gaelic Officer | Ongoing |
| Press releases primarily related to our Gaelic development objectives will be bilingual and sent to Gaelic media contacts and posted on the newsroom of our website. | Gaelic Officer | Ongoing |
| When press releases are of national interest, or specifically relate to areas where 20% of the population are Gaelic speakers, we will increase the frequency of bilingual press releases. | Gaelic Officer | Throughout lifetime of Plan |
| Reference to SNH's Gaelic provision will be included in 'Notes to Editors' at the end of all press releases. | Gaelic Officer | By October 2016 |
| We will continue to increase the use of Gaelic on our social media outlets. | Gaelic Officer | Ongoing |
| We will increase the use of Gaelic in appropriate national and regional advertising and marketing campaigns. In areas where 20% of the population are Gaelic speakers, locally specific advertising will be bilingual. | Communications Unit | Ongoing |
| Scottish Government's strategic objectives assisted: 1 and 2 | | |

| WEBSITES |
|--|
| Current practice |
| <ul style="list-style-type: none"> - We have a Gaelic-specific section on our corporate website, which includes our |

| <p>'Faclan Nàdair' (Dictionary of Gaelic Nature Words) and other Gaelic resources and corporate publications.</p> <ul style="list-style-type: none"> - Some general content pages of our corporate website are available in Gaelic. | | |
|--|---------------------|-----------------------------|
| Actions | Lead Officer | Timescale |
| We will review existing Gaelic content on our corporate and Gaelic-specific websites to assess how well it meets customer expectations. | Gaelic Officer | By April 2016 |
| We will continue to include Gaelic on our corporate website. We will produce guidelines that will ensure that our Gaelic content is responsive to the needs of Gaelic users. | Communications Unit | By April 2017 |
| We will continue to add to our 'Faclan Nàdair' (Dictionary of Gaelic Nature Words). | Gaelic Officer | Ongoing |
| We will explore opportunities to increase Gaelic awareness on our NNR website and SNH intranet. | Gaelic Officer | Throughout lifetime of Plan |
| Scottish Government's strategic objectives assisted: 1 and 2 | | |

| INTERPRETATION, EXHIBITIONS & EVENTS | | |
|---|---------------------|------------------|
| <p>Current practice</p> <ul style="list-style-type: none"> - Interpretation materials at some NNRs use Gaelic. - Some of our exhibitions and events include Gaelic. | | |
| Actions | Lead Officer | Timescale |
| We will produce a methodology, taking account of Bòrd na Gàidhlig's 'Using Scots Gaelic in Heritage Interpretation', to agree on the level of Gaelic to be included (up to bilingual provision) in our interpretation materials, on a new or replacement basis. | Gaelic Officer | By April 2017 |
| We will produce and implement guidance on the minimum level of Gaelic content for exhibitions and events. | Gaelic Officer | By April 2017 |
| Sharing Good Practice events will continue to include Gaelic. As a minimum, leaflets, flyers, forms and course information will use our bilingual logo. | Gaelic Officer | Ongoing |

| | | |
|--|----------------|-----------------------------|
| We will encourage and assist Board members and senior staff to use Gaelic greetings when speaking at events. | Gaelic Officer | Throughout lifetime of Plan |
| Scottish Government's strategic objectives assisted: 1 and 2 | | |

Our people

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 speakers 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 that appointments are made in each case on a fair and consistent basis, and that they reflect the identified skills needs of the post.

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

| TRAINING | | |
|---|---------------------|-----------------------------|
| Current Practice | | |
| <ul style="list-style-type: none"> - We provide Gaelic Awareness and Interpreting the Gaelic Landscape training and offer weekly language classes for staff. | | |
| Actions | Lead Officer | Timescale |
| Using the results of our staff survey, we will produce and implement a strategy for Gaelic language training that will cater for both new learners and those with existing Gaelic skills. We will prioritise staff who have regular contact with the public and those who deal with Gaelic users as part of their work. | Gaelic Officer | By December 2016 |
| We will continue to provide a programme of Gaelic Awareness and Interpreting the Gaelic Landscape training. | Gaelic Officer | Ongoing |
| We will actively seek opportunities to share language classes where we share office space. | Gaelic Officer | Throughout lifetime of Plan |
| We will promote opportunities for staff to learn Gaelic, and for those offices in which we are able to provide training we are committed to making training available during working hours. | Gaelic Officer | Ongoing |

| | | |
|--|----------------|-------------------|
| We will ensure that staff involved in delivering customer-facing services will be encouraged to use, learn or develop their Gaelic skills. | Gaelic Officer | Ongoing |
| We will actively promote our interactive Gaelic toolkit to all staff. | Gaelic Officer | Ongoing |
| In order to identify training gaps, we will complete a staff survey to audit Gaelic skills every three years. | Gaelic Officer | Every three years |
| We will develop guidance notes for all staff on our Gaelic Language Plan and new policies and procedures as they develop, and we will make them available to all staff via our intranet. | Gaelic Officer | Ongoing |
| We will include information about our Gaelic Language Plan within our staff induction programme. | Gaelic Officer | By April 2017 |
| Scottish Government's strategic objectives assisted: 1 and 2 | | |

| | | |
|---|-----------------------------------|------------------|
| RECRUITMENT | | |
| Current practice | | |
| <ul style="list-style-type: none"> - Our Gaelic Officer post is designated 'Gaelic essential'. - Gaelic is a desirable requisite for other posts. | | |
| Actions | Lead Officer | Timescale |
| We will continue to ensure that Gaelic is recognised as a desirable job skill within our recruitment policy. | Human Resources | Ongoing |
| We will review our approach to designating vacant posts as 'Gaelic essential' and 'Gaelic desirable' to ensure that it meets with our long-term aim of increasing the use of Gaelic across the organisation. | Human Resources Gaelic Officer | By April 2018 |
| We will review posts in which Gaelic would be a particularly important job skill (e.g. reception staff) and will highlight the importance of Gaelic language skills to these posts by including a statement to this effect within the job vacancy pack. | Human Resources Gaelic Officer | By April 2018 |
| We will identify opportunities to | Human Resources | By April 2017 |

| | | |
|--|-----------------|---------|
| incorporate Gaelic into careers days materials and events. | Gaelic Officer | |
| We will continue to employ a dedicated Gaelic Officer to assist with the implementation of our Gaelic Language Plan and Gaelic development duties. | Human Resources | Ongoing |
| Scottish Government's strategic objectives assisted: 1 and 2 | | |

| | | |
|--|-----------------------------------|------------------|
| ADVERTISING | | |
| Current practice | | |
| - Posts deemed as 'Gaelic essential' are advertised bilingually. | | |
| Actions | Lead Officer | Timescale |
| 'Gaelic essential' posts will continue to be advertised bilingually. | Human Resources | Ongoing |
| We will explore ways in which Gaelic could be incorporated into all job adverts. | Gaelic Officer Human Resources | By April 2017 |
| Scottish Government's strategic objectives assisted: 1 and 2 | | |

Policy implications for Gaelic and implementation of the National Gaelic Language Plan

Policy implications for Gaelic

SNH recognises that the priority areas identified in the National Gaelic Language Plan will be primarily implemented through our Gaelic Language Plan, but that opportunities will also arise to promote and develop the language through existing policy measures. SNH will examine current policy commitments to identify areas into which Gaelic can be proactively incorporated and the priorities of the National Gaelic Language Plan initiated through additional methods. We see this development 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, SNH will ensure that the impact on Gaelic will be in line with the specifications of the National Gaelic Language Plan.

Overview of the National Gaelic Language Plan

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

1. Language acquisition

Increasing the number of Gaelic speakers by ensuring that 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 at 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 organisations 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 quality and accessibility of Gaelic translations
- increasing the availability of accurate research information

Commitment to the National Gaelic Language Plan's objectives

SNH is committed to ensuring that the National Gaelic Language Plan is implemented, and in this section we set out how we intend to achieve that aim.

1. Language acquisition

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

- We are committed to enabling Gaelic speakers and learners access to resources by producing Gaelic publications and maintaining our Gaelic website.
- We are increasing the number of adults learning Gaelic by providing Gaelic classes and training for staff.
- We will continue to provide Gaelic nature workshops for schools.

- We will continue to add to our Faclan Nàdair resource online to allow easy access to nature terminology in Gaelic.

2. Language usage

SNH recognises that creating a sustainable future for Gaelic requires not only to increasing the number of people able to speak the language but also its 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 are committed to accepting all Gaelic communications.
- By making training available to staff we provide Gaelic users with more opportunities to communicate with us in Gaelic.
- We will expand the use of Gaelic in the workplace by increasing the use of Gaelic signage at our offices.
- We provide a Gaelic service to Gaelic media by employing a Gaelic Officer to provide Gaelic interviews.
- Our promotion of NNRs will provide Gaelic facilities and leaflets for visitors.
- The Gaelic version of the Scottish Outdoor Access Code will increase the use of Gaelic in tourism, heritage and recreation.

3. Language status

SNH 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 that play an important role in our daily lives.

- The breadth of activity within our Gaelic Language Plan is evidence of our commitment to enhancing the status of the language.
- We will create a positive image for Gaelic by implementing the actions in the Gaelic Language Plan and promoting these actions.
- We are committed to increasing the visibility of Gaelic by using it in our logo, signage, website, marketing and publications.

4. Language corpus

SNH recognises the need to strengthen the relevance and consistency of Gaelic, as well as the importance of facilitating translation services, and to promote research into the language.

- We are committed to the use of the 'Gaelic Orthographic Conventions' as

standard in all of our translation work.

- Our 'Gaelic in the Landscape' booklets and membership of Ainmean Àite na h-Alba ensure consistent orthography in Gaelic place-names.
- We will continue to contribute to corpus development through our 'Gaelic in the Landscape' series and management of corpus projects to research and publicly consult on agreed standard nomenclature for plants and animals in Scotland.
- We will strengthen Gaelic interpretation by providing the language at a range of our NNRs over the duration of this Plan, as and when signage is in need of renewal.

Implementation and monitoring

Timetable

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

Publicising the Plan

Our Gaelic Language Plan will be published bilingually in a prominent place on our website. In addition, we will:

- issue a news release announcing the approval and publication of the Plan
- arrange for media interviews to be offered in Gaelic and English
- use social media to announce the Plan
- make the Plan known to employees via our intranet
- make printed copies available on request
- send a copy to Bòrd na Gàidhlig.

Administrative arrangements for implementation

This Plan is the policy of SNH and has been approved by a sub-group on behalf of our Board.

Overall responsibility

Our Chief Executive will be ultimately responsible for ensuring that we deliver on the commitments set out in this Plan.

Communications Unit

Our Communications Unit is responsible for leading and developing Gaelic policy matters within SNH.

Individual staff members

Guidance will be produced and made available on our intranet that will explain to staff what this Plan means for them. This general guidance will be built upon to include

information on the handling of Gaelic correspondence and telephone calls and the production of bilingual communications.

Services delivered by third parties

We will seek to ensure that, where appropriate, agreements or arrangements made with third parties that relate to the delivery of services to the public are shaped by 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 will encourage it to follow the terms of the SNH Gaelic Language Plan and to ensure that its staff are informed of the terms of the Plan.

Resourcing the Plan

This Plan has been devised based on the current resources available to us. Should the current resources change, we will make appropriate provision and amendments for the resourcing of this Plan with regard to those services delivered directly by us.

Monitoring implementation

In monitoring the implementation of SNH's Gaelic Language Plan, we will focus on the following:

- the implementation of our core commitments
- our contribution towards implementing the National Gaelic Language Plan
- Gaelic enquiries received
- Gaelic materials published
- our annual monitoring report to Bòrd na Gàidhlig.

Contact details

The senior officer with operational responsibility for overseeing preparation, delivery and monitoring of our Gaelic Language Plan is:

Alison Bell
Communications Unit Manager
Scottish Natural Heritage
Great Glen House
Leachkin Road
Inverness
IV3 8NW
01463 725088
alison.bell@snh.gov.uk

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

Robyn Ireland
Gaelic Officer
Scottish Natural Heritage
Great Glen House
Leachkin Road
Inverness
IV3 8NW
01463 725148
robyn.ireland@snh.gov.uk