

**CAIRNGORMS**  
NATIONAL PARK AUTHORITY

ÙGH DARRAS PÀIRC NÀISEANTA A'  
**MHONaidH RUaidH**

Cairngorms National Park Authority  
**Draft Gaelic Language Plan 2018 - 2022**

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Ùghdarras Pàirc Nàiseanta a' Mhonaìdh Ruaidh  
**Dreachd Plana Gàidhlig 2018 - 2022**

**Public Consultation**

Monday 6 November - Friday 15 December 2017

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**Co-chomhairle Poblach**

Diluain 6 Samhain - Dihaoine 15 Dùbhlachd 2017

## **Cairngorms National Park Authority Draft Gaelic Language Plan 2018 - 2022 Public Consultation Monday 6 November – Friday 15 December 2017**

Under the Gaelic Language (Scotland) Act 2005, the Cairngorms National Park Authority (CNPA) was notified by Bòrd na Gàidhlig on behalf of the Scottish Government of their legal obligation to produce a Gaelic Language Plan which seeks to demonstrate the CNPA's commitment to Gaelic and increase awareness and usage of the language.

The Cairngorms National Park Authority is asking for your views on the second Draft Gaelic Language Plan 2018 – 2022. The Plan sets out the CNPA's aims and ambitions for Gaelic over the next five years and how these will be achieved. The outcome of this consultation will inform how the CNPA supports the development of the Gaelic language.

### **Where you can view the documents and how to comment**

The draft Plan is available to view on the CNPA website, at the CNPA offices and at libraries throughout the Park.

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You can comment online or complete a form and post/email it to us:

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**All comments must be received by 5pm on Friday 15 December 2017.**

### **What happens next**

Consultation responses will be collated and a report of the consultation published on [www.cairngorms.co.uk](http://www.cairngorms.co.uk). The CNPA's final Gaelic Language Plan 2018 - 2022 will be submitted to Bòrd na Gàidhlig for approval in March 2018.

This document is available in large print and other formats, on request. Please contact the Cairngorms National Park Authority on 01479 873535. It is also available to view at [www.cairngorms.co.uk](http://www.cairngorms.co.uk)

### **Data Protection**

Details provided in response to the consultation will only be used for purposes associated with the Cairngorms National Park Authority Gaelic Language Plan 2018 – 2022. You may request to see personal information held by the CNPA at any time.

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## Introduction

### Public Consultation

The Cairngorms National Park Authority's Draft Gaelic Language Plan 2018 – 2022 is now out for public consultation. The Plan sets out the Park Authority's aims and ambitions for Gaelic over the next five years and how these will be achieved. The outcome of this consultation will inform how we support the development of Gaelic language as the Cairngorms National Park Authority.

The Cairngorms National Park Authority's draft Gaelic Language Plan 2018 – 2022 has been prepared under section 3 of the Gaelic Language (Scotland) Act 2005. The final version of the CNPA Gaelic Language Plan will be published bilingually.

### Background information about the 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 Draft 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 Plan for Gaelic 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 and Kinross

The Cairngorms National Park has a rich history and culture of languages. Gaelic became the dominant language of the Cairngorms area over 1,000 years ago (superseding the Pictish language and culture) and because of this the majority of the current place-names within the Park are Gaelic in origin. However, 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 Scots, 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 over 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 Spors 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 3000 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).

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

- 65,000 speakers and 4,000 children enrolled annually in GME by 2021
- 75,000 speakers and 10,000 children in GME by 2031
- 100,000 speakers and 50,000 children in GME by 2041

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

### **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, over the last five year plan, whilst there has been no change in the level of Gaelic language skills, 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, to date no job application forms have been received in Gaelic.

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 & signage, publications, web content, support materials, educational resources, events, media & 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 Spors Gaidhlig project, to be delivered by Comunn na Gaidhlig, 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 Progress Report](#)).



## 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](mailto: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  
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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  
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**Will Boyd Wallis** Head of Land Management & Conservation  
[willboydwallis@cairngorms.co.uk](mailto: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 also invited to contribute to the Gaelic Language Plan consultation process. 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 Plan for Gaelic will be primarily implemented through our Gaelic Language Plan but that opportunities will arise to promote and develop the language through existing policy measures. We will examine current policy commitments to identify areas where Gaelic can be proactively promoted and the priorities of the National Plan for Gaelic initiated through additional methods. We see this development as corresponding to the normalisation principle which aims to include Gaelic as an everyday part of life in Scotland. In the formation, renewal and monitoring of policies, 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.

## **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.

Development Area	Key Outcomes
<b>Home &amp; Early Years</b>	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.
<b>Education</b>	<p><b>Schools &amp; Teachers</b> 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><b>Post-school Education</b> 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>
<b>Communities</b>	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.
<b>Workplace</b>	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.
<b>Arts &amp; Media; Heritage &amp; Tourism</b>	<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>
<b>Corpus</b>	Co-ordination 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 influence this within the powers the Authority holds and our spheres of influence in our operations. 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 two years;

- 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](http://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 & 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 two years;
- reception staff receive Gaelic Awareness training every two years

(alongside Loch Lomond & the Trossachs National Park Authority reception staff) 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 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;
- 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 and Arts; Heritage and 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, heritage and 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 the 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 HIE 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.

Development Areas	#	National Outcome
Home & Early Years	4	Our young people are successful learners, confident individuals, effective contributors and responsible citizens
	5	Our children have the best chance in life and are ready to succeed
Education	3	We are better educated, more skilled and more successful, renowned for our research and innovation
Community	2	We realise our full economic potential with more and better employment opportunities for our people
	7	We have tackled the significant inequalities in Scottish society
	11	We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others
	16	Our public services are high quality, continually improving, efficient and responsive to local people's needs
The Workplace	7	We have tackled the significant inequalities in Scottish society
	13	We take pride in a strong, fair and inclusive national identity
	16	Our public services are high quality, continually improving, efficient and responsive to local people's needs
Media and Arts; Heritage and Tourism	12	We value and enjoy our built and natural environment and protect it and enhance it for future generations
Corpus	3	We are better educated, more skilled and more successful, renowned for our research and innovation
	13	We take pride in a strong, fair and inclusive national identity

## 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 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 co-ordinated 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 National Outcomes (see above). Appendix 1 (p20) 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 (p27) sets out the proposed outcome, current practice, action required and target date for each core area of service delivery.

Area	Function
<b>Visibility</b>	corporate logo
	signage
<b>Staffing</b>	advertising of posts
	recruitment of Gaelic speakers
	Gaelic language learning
	Gaelic awareness training
<b>Day-to-day Operations</b>	encouraging the use of Gaelic in the workplace and internal communication
	telephone service
	written correspondence
	forms
	frontline services to the public
<b>Communications</b>	public meetings
	media and public relations
	printed materials
	website and social media
<b>Corpus</b>	events & exhibitions
	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](http://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 the number of news releases, news articles and interviews in the Gaelic media and press. 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.

## Contact Details

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

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Chief Executive  
Cairngorms National Park Authority  
14 The Square  
Grantown-on-Spey  
PH26 3HG

T: 01479 870509

E: [grantmoir@cairngorms.co.uk](mailto:grantmoir@cairngorms.co.uk)

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

Francoise van Buuren  
Head of Communications and Engagement  
Cairngorms National Park Authority  
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Grantown-on-Spey  
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T: 01479 870523

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## **Appendices**

<b>Appendix 1 High Level Commitments</b>	<b>20</b>
<b>Appendix 2 Service Standard Commitments</b>	<b>27</b>
<b>Appendix 3 Internal Gaelic Capacity Audit</b>	<b>30</b>

## Appendix I High Level Commitments

High Level Aim	Proposed Outcome	Current Practice	Action Required	Target Date
<b>Throughout the Plan</b>	All commitments from the first CNPA's Gaelic Language Plan which remain within the Authority's remit are carried forward and included	See latest GLP Progress Report  Gaelic services are delivered and measured against our agreed performance standards	All commitments from the first CNPA's GLP which remain within the Authority's remit are carried forward and are reported on annually	Ongoing
	Gaelic services and resources demonstrate equal respect for Gaelic and English  All Gaelic services and facilities are actively offered and promoted  Gaelic facilities and services are monitored and promotion is increased where this is low	Gaelic services are promoted on our corporate webpages  Gaelic services and activities are monitored and reported on annually	Front office staff training (every 2 years) 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  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	2018 2020 2022  Ongoing
<b>Public Services</b>	CNPA support for Gaelic promoted with Park Partnership Plan partners  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 organisation	Gaelic Language Plan and progress report published on our website, update in our annual review  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	Review opportunities with partners how our Gaelic Language Plan can support national and local priorities including the National Park Partnership Plan  Gaelic as an Asset section provided on our website and promoted via Make it Yours campaign, 1 to 1 advice and guidance focusing on high visitor footfall locations	NPPP review meetings  Autumn 2018 onwards

	<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 focusing on:</p> <ul style="list-style-type: none"> <li>• paths/buildings/centres with a high visitor footfall</li> <li>• high status buildings/centres</li> <li>• paths/buildings/centres frequently visited by schools</li> <li>• visitor surveys include questions on Gaelic language and culture</li> </ul>	<p>Cairngorms National Park brand (logo with bird) 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 identity, guidelines &amp; monitor its use</p> <p>VS 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>
<b>Home and Early Years</b>	<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>
<b>Education</b>	<p>School children are enabled to learn about the Park through the medium of Gaelic</p>	<p>Posters and postcards promoting the Park through the medium of Gaelic distributed to all schools in the Park and Gaelic medium schools in Scotland</p>	<p>Work with LL&amp;TTNPA education team to deliver a Gaelic education project/s</p> <p>Gaelic awareness raising and language skills is included in the CNPA education team's work</p>	<p>2018 onwards</p> <p>2018 onwards</p>



	<p>All school children are informed (via partners) about the Gaelic heritage of the Park</p> <p>Increased capacity to deliver Gaelic through education programmes, learning resources and research – monitor uptake and increase promotion where this is low</p> <p>Gaelic awareness raising and language skills is included in the CNPA education team's work</p> <p>CNPA and LL&amp;TTNPA education teams deliver a joint Gaelic education project/s</p>	<p>Promote use of Gaelic John Muir Award resources in the Park through Newtonmore Primary School</p> <p>Support through interaction with LEADER LAG for Comunn na Gaidhlig Spors Gaidhlig project, providing scope of outdoor activity experiences in Gaelic and Gaelic language heritage courses</p>	<p>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</p> <p>Engage with Gaelic speaking education groups operating in the National Park to learn from, and promote their activity</p> <p>Monitor and update our education resources and increase Gaelic promotion where this is low</p> <p>Continue to promote use of Gaelic John Muir Award resources in the Park through Newtonmore Primary School</p>	<p>2022</p> <p>2018 onwards</p> <p>Annual progress report</p> <p>Ongoing</p>
<b>Community</b>	<p>CNPA empowers and strengthens communities to understand their own heritage and increase their sense of belonging by including Gaelic in community projects</p> <p>The number of Gaelic-inclusive projects increase over time</p> <p>CNPA encourages, supports and promotes the use of Gaelic as a living language within the Park</p>	<p>Support through interaction with LEADER LAG for Comunn na Gaidhlig Spors Gaidhlig project, providing scope of outdoor activity experiences in Gaelic and Gaelic language heritage courses</p> <p>Capercaillie Framework bid includes use of Gaelic</p> <p>Tomintoul &amp; Glenlivet Landscape Project includes use of Gaelic</p>	<p>Increase the use of our bilingual corporate logo and bilingual Park brand identity and number of brand charter holders</p> <p>Review internal and external bilingual signage of our corporate offices</p> <p>Corporate identity/logo, letterhead, signage at CNPA offices, information 'About the Authority' on our website will demonstrate equal respect for Gaelic and English</p>	<p>Ongoing</p> <p>July 2018</p> <p>Ongoing</p>

	CNPA preserves the Park's cultural heritage into the future by supporting the Gaelic community into the future	Snow Roads Scenic Route 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 two years	Ongoing
		Gaelic Place Names leaflet distributed around the Park		
		Gaelic Awareness Training for local community groups and businesses	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
		Support and advice for local community groups & businesses interested in promoting Gaelic		
		Promote use of Gaelic John Muir Award resources in the Park through Newtonmore Primary School	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
		Promote CNPA corporate services available in the Gaelic language on request	Provide Gaelic Awareness Training for local community groups and businesses (every two years)	2018 2020 2022
		Four new posts advertised Gaelic language skills as a desirable criterion during 2017	Engage with Gaelic community groups operating in the National Park to learn from, and promote their activity	Ongoing
	CNPA Gaelic Language Plan and annual progress reports published on <a href="http://www.cairngorms.co.uk">www.cairngorms.co.uk</a> and promoted in our annual review			

<b>Workplace</b>	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 two years	2018 2020 2022
	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 two years (alongside LL&TTNPA) and guidance on how to deal with enquiries from Gaelic speakers in place for all staff	2018 2020 2022
	CNPA's capacity to deliver Gaelic services/communications through training and recruitment policies is increased	GLP, 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

			<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>
<b>Arts, Culture &amp; Heritage</b>	<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 &amp; Culture Officer advances/enhances Gaelic arts and culture in the Park</p>	<p>Capercaillie Framework HLF bid includes use of Gaelic</p> <p>Tomintoul &amp; Glenlivet Landscape Project includes use of Gaelic</p> <p>Snow Roads 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 the Bòrd na Gàidhlig/Creative Scotland Gaelic Arts and Culture Officer to advance and 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>

	<p>CNPA works with partners to mainstream Gaelic into cultural and heritage tourism</p> <p>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</p> <p>CNPA uses VisitScotland and Highlands &amp; Islands Enterprise data to increase recognition of the value that visitors place on Gaelic language and heritage within the Park</p> <p>Include views on Gaelic as part of visitor surveys</p>	<p>Gaelic Awareness Training for local community groups/businesses</p> <p>Support and advice for local community groups and businesses interested in promoting Gaelic</p> <p>Gaelic support materials for events</p> <p>Promote use of Gaelic John Muir Award resources through Newtonmore Primary School</p> <p>Posters / postcards promoting the Park through the medium of Gaelic distributed to all schools in the Park and Gaelic medium schools in Scotland</p> <p>Park brand (logo with bird) has been revised to increase the visibility of Gaelic/guidelines in place</p>	<p>Work with VisitScotland's Gaelic Marketing Officer to promote Gaelic experiences within the Park</p> <p>Work with Highlands and Islands Enterprise to promote <i>Gaelic as an Asset</i> via the website for partner organisations, local businesses, educational bodies to use and benefit from</p> <p>Increase our use of Gaelic through our media relations and social media activities, corporate publications, on our website and our support materials at events</p>	<p>From 2018 onwards</p> <p>From 2018 onwards</p> <p>Ongoing</p>
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## Appendix 2 Service Standard Commitments

Core area of Service Delivery	Proposed Outcome	Current Practice	Action Required	Target Date
<b>Visibility</b> 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  8 external Gaelic signs in place	Agree to review bilingual Park brand (bird) 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 Park brand identity, guidelines and monitor its use  Review internal and external bilingual signage of our corporate offices	March 2018   Autumn 2018  July 2018
<b>Staffing</b> 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

<p><b>Day-to-day Operations</b></p> <p>Telephone service</p> <p>Written correspondence</p> <p>Forms</p> <p>Frontline public services</p> <p>Public meetings</p>	<p>All staff are aware of how to deal with an enquiry received in Gaelic</p> <p>All staff are able to increase the use of Gaelic in their daily operations</p>	<p>Staff guidelines in place</p> <p>Translation services in place</p> <p>Recruitment policy in place</p> <p>Staff awareness training and guidelines in place</p> <p>Annual staff audit</p>	<p>Staff training and guidelines to be enhanced for all staff</p> <p>Provide guidelines to help staff increase their use of Gaelic in their daily operations</p> <p>Provide Gaelic awareness training as part of induction for volunteer rangers/volunteers</p>	<p>From 2018 onwards</p> <p>From 2018 onwards</p> <p>From 2018 onwards</p>
<p><b>Communications Media &amp; PR</b></p> <p>Printed materials</p> <p>Website &amp; SM</p> <p>Events &amp; exhibits</p>	<p>Increase use of Gaelic through media, public relations, printed materials, website, social media, events and exhibitions</p>	<p>All media releases sent to BBC Alba</p> <p>Weekly Gaelic 'tweet of the week'</p> <p>All corporate publications include Gaelic Foreword</p> <p>GLP and progress reports published on website and in annual review</p> <p>Gaelic promoted at corporate events via Gaelic display materials</p> <p>12 corporate webpages use Gaelic</p>	<p>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</p> <p>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</p> <p>Continue to provide advice and guidance on using Gaelic to increase its visibility across the Park, focusing on visitor attractions and information points</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>



<p><b>Corpus</b> Adhere to Gaelic orthographic conventions</p> <p>Observe correct place names</p> <p>Translate and interpret service standards</p>	<p>Use of Gaelic by CNPA corporate services is 'fit for purpose', consistent and observes correct place names according to the Gaelic Place Names leaflet</p>	<p>Professional Gaelic translation services in place</p> <p>Cairngorms National Park Gaelic Place Names leaflet in place</p>	<p>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</p>	<p>Ongoing</p>
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## 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 below for full 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 two years is proposed on the next iteration of our Gaelic Language Plan starting in 2018. Both employees are based at our Grantown-on-Spey office.
- 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 enquires 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 materials, including publications, stationery, forms and on-line content

See pp32-33 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 Park 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.

#### In Feb 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)

#### In Feb 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

#### In Mar 2016 – out of 71 staff surveyed

	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

**In Feb 2017 – out of 57 staff surveyed**

	None	Little	Some	Moderate	Fluent	Prefer not to say
Read Gaelic	44 (77.19%)	10 (17.54%)	2 (3.51%)	0	0	1 (1.75%)
Write Gaelic	50 (87.72%)	6 (10.53%)	0	0	0	1 (1.75%)
Speak Gaelic	47 (82.46%)	9 (15.79%)	0	0	0	1 (1.75%)
Understand Gaelic	40 (70.18%)	15 (26.32%)	1 (1.75%)	0	0	1 (1.75%)

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

- CNPA Gaelic Language Plan 2013-2018 (fully bilingual)
- CNPA Annual Reviews 2015/16 & 2016/17 (includes bilingual Foreword & Gaelic Language Plan update)
- Cairngorms National Park Partnership Plans 2012-2017 and 2017-2022
- Tourism: Action + Change – Tourism Action Plan for the Cairngorms National Park 2017-2022
- Cairngorms Nature Action Plan
- Active Cairngorms – Outdoor Access Strategy
- Cairngorms National Park Core Paths Plan
- The Forests of the Cairngorms: Cairngorms National Park Forest and Woodland Framework
- Deer Framework for the Cairngorms National Park
- Gaelic Place Names leaflet
- A Park for All leaflet
- Cairngorms Nature Action Plan Summary leaflet
- Cairngorms National Park Partnership Plan 2017-2022 Summary leaflet
- Our Outstanding National Park infographic
- Our Outstanding Heritage and Nature infographic
- Our Outstanding Visitor Experience infographic
- Cairngorms Landscape Toolkit (various settlement place names translations)

**Bilingual Banners**

- CNPA Aims x 1
- CNPA Looking to the Future x 3
- CNP Panorama displays x 3
- Park for All
- Grantown 250 Banners x 5

- Cairngorms Nature Big Weekend stands x 8
- Cairngorms Nature Big Weekend powerflags x 8
- Cairngorms Nature Farm Awards
- Cairngorms Local Produce
- Capercaillie Infographic
- G250 bilingual banner (School Artwork of Grantown-on-Spey)
- G250 Power flags x 12

### **Bilingual web pages**

- Visiting The Park – Place Names leaflet
- Publications – Place Names leaflet
- Cairngorms Landscape Toolkit (various settlement place names translations)
- Gaelic Language Plan and Monitoring Report
- Scottish Government Gaelic Language Plan consultation response
- Contact Us promoting Gaelic Language Services
- Cairngorms Landscape Toolkit (various settlement place names translations)
- Contact Us
- About the Authority
- About the board/board meetings
- FOI and Complaints

### **Other**

- All John Muir Award Certificates use the bilingual Park brand (over 25,000)
- 450 posters 700 postcard Education posters
- 1000 x 'tear off' map pads
- MIY campaign presentation and support pack