
CAIRNGORMS NATIONAL PARK AUTHORITY

FOR DECISION

Title: Cairngorms National Park Authority Gaelic Language Plan

**Prepared by: Stephanie Bungay, Communications and Information
Manager**

Purpose

This paper seeks the Board's formal approval for the Cairngorms National Park Authority Gaelic Language Plan.

Recommendations

That the Board:

- a) Approves the Gaelic Language Plan for submission to Bòrd na Gàidhlig.

Executive Summary

The Cairngorms National Park Authority has a statutory duty to prepare a Gaelic Language Plan. This will set out how we will use and develop Gaelic in the delivery of our corporate 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 over the five-year plan period both corporately and within the Park. The Plan also presents an opportunity for us to work with partners to seek agreement and development of the use of Gaelic with the Park brand.

CAIRNGORMS NATIONAL PARK AUTHORITY GAELIC LANGUAGE PLAN - FOR DECISION

Background

1. The Gaelic Language (Scotland) Act 2005 was passed by the Scottish Parliament with a view to securing 'the status of the Gaelic language as an official language of Scotland commanding equal respect to the English language'. Under the Act public bodies are required to produce Gaelic Language Plans, which 'set out the measures to be taken by the relevant public authority in relation to the use of the Gaelic language in connection with the exercise of the authority's function' (*National Plan for Gaelic*). The Plan should contribute to the National Plan for Gaelic and increase the awareness of and develop the language. The Plan operates on a five-year cycle and will allow for the incremental development of provision for Gaelic in the organisation. This is the Park Authority's first Gaelic Language Plan.
2. The CNPA's draft Gaelic Language Plan went out for public consultation in 2010. A total of 14 responses were received and there were some amendments to the Plan following the consultation.
3. The Plan was submitted to Bòrd na Gàidhlig in February 2011 for approval. They produced an assessment report in July 2011 setting out a number of proposed amendments and additions to the Plan. Since then we have been in regular discussion with Bòrd na Gàidhlig to reach agreement on these issues.

Bòrd na Gàidhlig Assessment

4. Bòrd na Gàidhlig stated they were happy with our plan and the commitments we set out. The Plan sets out the commitment we have made to Gaelic both as an organisation and to the Park over the past seven years and how we intend to continue and develop that commitment. Bòrd na Gàidhlig's assessment report contained some suggestions and recommendations for the Plan (recommendations are considered key issues by Bòrd na Gàidhlig's, which they would like to see adopted). There was a desire for greater explanation and examples about the role of the CNPA, the Park and our Gaelic activities as well as general information about Gaelic in the Park. Following discussion with Bòrd na Gàidhlig it was agreed that we would not have to provide all requested information as some of it related to areas that the CNPA has no responsibility for and is information already held and submitted by other public bodies.

5. We have attempted to respond to all suggestions and recommendations, many of which only required clarity on our commitment and timing. There has also been a revision to our commitment with publications, following discussion with Bòrd na Gàidhlig. It was agreed that our resources would be best used, and Gaelic best supported, through using some Gaelic in visitor facing materials and where relevant in corporate publications (for example a section in Gaelic in the annual report highlighting our Gaelic work over the past year), rather than producing bi-lingual corporate publications. This will also allow us to continue using our resources to support Gaelic projects in the Park rather than fund translation and production of bi-lingual publications.
6. Agreement has also been reached on the logo and brand. Bòrd na Gàidhlig recommended that both the logo and brand should be *“made bilingual in the first year of the Plan and used as standard, with equal respect for both languages.”* Following discussions Bòrd na Gàidhlig now better understand the logo and brand and the differences between and management of each and they are satisfied with our commitment to review the corporate logo and the options for a standard bi-lingual version and to encourage the use of Gaelic in the brand and work with partners to develop a methodology over the next five years.
7. There is one recommendation that we have not been able to address that may concern Bòrd na Gàidhlig - *“A target should be included specifying that reception staff will be given Gaelic language skills training within three months of commencement of the Gaelic language skills audit.”* We cannot enforce that staff or board attend Gaelic training and any language training would, at best, provide staff with a basic grasp of the language, we would still rely on a translation service. There is also a relatively high turnover of reception staff, which would mean considerable financial and time commitment for the CNPA. Our commitment states that we will continue to provide and fund for Gaelic training where requested/identified. There will also be a series of Gaelic awareness training throughout 2011 and 2012 for staff and board that we believe will best support the Gaelic Language Plan and the National Park Plan, training that celebrates the influence, importance and history of Gaelic in the Park. Following recommendation from Bòrd na Gàidhlig, we will also provide all staff with a Gaelic Toolkit, which will also be available on our website. The toolkit provides useful Gaelic phrases and pronunciations.

Bòrd na Gàidhlig

8. Once approved by the Board, the Plan will be submitted to Bòrd na Gàidhlig. The Comataidh Cleachdadh Gàidhlig (Gaelic Usage Committee) will consider the Plan in May and can approve or make further recommendations to the CNPA.

Recommendation

9. **That the Board:**
- a) **Approve the revised Gaelic Language Plan for submission to Bòrd na Gàidhlig**

Policy

10. The CNPA has a statutory duty to produce a Gaelic Language Plan. The National Plan for Gaelic provides the strategic context for the CNPA's Gaelic Language Plan and it should operate in conjunction with the National Plan for Gaelic and contribute to its objectives.
11. It also supports five of the nine outcomes that the CNPA has identified as contributing to in the Scottish Government's National Performance Framework outcomes:
- a) We have tackled the significant inequalities in Scottish society.
 - b) We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.
 - c) We value and enjoy our built and natural environment and protect it and enhance it for future generations.
 - d) We take pride in a strong, fair and inclusive national identity.
 - e) Our public services are high quality, continually improving, efficient and responsive to local people's needs.

Implications

Financial Implications

12. Funding is secure for delivery of commitments for 2011/12 financial year through budgets in the agreed Operational Plan and funding from Bòrd na Gàidhlig Gaelic Language Act Implementation Fund and funding will be allocated in 2012/13 in the agreed Operational Plan. The current economic climate, and the reductions in public spending, could have an impact on our ability to deliver the Plan in future years (both the current plan period, 2011-2016, and beyond). 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.

Presentational Implications

13. The Plan will be submitted to Bòrd na Gàidhlig in January 2012 with formal approval expected in May 2012. Following approval by Bòrd na Gàidhlig, a downloadable

designed version of the Plan will be available on the CNPA's website

www.cairngorms.co.uk

Implications for Stakeholders

14. The Gaelic Language Plan will set a benchmark and consistency on the use of Gaelic by the CNPA. We will also work with the Brand Management Group and partners to get agreement on use of Gaelic with the brand. The CNPA's Gaelic Language Plan and our delivery of it should seek to be seen as 'good practice' by other organisations.

Next Steps

15. Following board approval the Plan will be submitted to Bòrd na Gàidhlig in January 2012 for formal approval.

Stephanie Bungay

4th January 2012

stephaniebungay@cairngorms.co.uk