

CAIRNGORMS NATIONAL PARK AUTHORITY FINANCE & DELIVERY COMMITTEE

FOR DECISION

**Title: CAIRNGORMS NATIONAL PARK AUTHORITY GAELIC
LANGUAGE PLAN 2018-22 CONSULTATION REPORT**

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Engagement**

Purpose

This paper presents the results of the CNPA's Gaelic Language Plan 2018-22 consultation and seeks the Committee's agreement to the proposed amendments to the draft plan and approval for the revised version to be submitted to Bòrd na Gàidhlig in March 2018.

Recommendations

The Finance & Delivery Committee is requested to:

- a) **Note the consultation results and approve the amendments to the Gaelic Language Plan 2018-22 for submission to Bòrd na Gàidhlig in March 2018;**
- b) **confirm whether any further additions need to be made to the Gaelic Language Plan core commitments.**

Background

1. 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 second iteration of our Gaelic Language Plan which seeks to demonstrate the CNPA's commitment to Gaelic and increase awareness and usage of the language. The Plan sets out the Park Authority's aims and ambitions for Gaelic over the next five years and how these will be achieved.
2. The draft Gaelic Language Plan 2018-22 which went out for consultation was prepared with support and guidance from Bòrd na Gàidhlig including a template structure and format recommended for use by all Gaelic Language Plans to provide consistency.

Following our discussions, Bòrd na Gàidhlig informed the Cairngorms National Park Authority 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 and support the current National Gaelic Language Plan and National Outcomes.

3. The [second iteration of the Cairngorms National Park Authority's Gaelic Language Plan went out for public consultation](#) for a 6 week period from 6th November until 15th December 2017. The consultation draft was approved by the Board Convenor and Deputy Convenor on the basis that the final Plan, following consultation, would be approved by the Finance and Delivery Committee. The results of this consultation are presented below and have informed how the organisation will support the development of the Gaelic language as the Cairngorms National Park Authority.
4. The final Gaelic Language Plan 2018-22, subject to the Committee's approval, will be submitted to Bòrd na Gàidhlig on 5th March 2018.

Consultation Results

5. The consultation was launched on Monday 6th November 2017 on our website, inviting responses by completing a short survey available online, as a downloadable PDF and as paper copies at CNPA offices, libraries and council service points in the National Park and sent out by post on request.
6. The consultation was promoted directly to 95 interested Gaelic Language officers and organisations via email and to residents and the general public through the local media, on our website and through digital media - 3 blog posts, Cairngorms News e-bulletin, [Cairngorms National Park Facebook](#) and [Cairngorms News Twitter](#) accounts. Our digital activity resulted in our consultation webpage being visited 579 times by 250 unique users, the blog posts and e-bulletin were viewed 268 times and the 27 posts on our social media reached over 36K accounts resulting in 993 engagements (3% engagement rate) over the course of the consultation period.
7. The consultation received 36 responses of which 25% were made in Gaelic. Of those who responded 58% had at least some ability in the Gaelic Language and 33% were able to speak, read and write Gaelic.
8. The consultation results show 80% of responders feel Gaelic is a valuable asset to the Cairngorms National Park, 75% feel it helps people better understand the natural and cultural heritage of the Park, 78% feel it enhances the visitor experience of the Park, 64% feel it makes a valuable contribution to the local economy. In addition, 81% feel

it is important that the CNPA promotes Gaelic as a valuable asset in the Park and 58% feel it is important that the CNPA can deal with public enquiries in Gaelic.

9. When asked specifically about the draft Gaelic Language Plan, 81% feel the plan is clear and easy to understand and 58% agree the plan's core commitments focus on the right priorities for the next five years while 20% disagree and 22% are unsure/don't know.

Of the seven people who do not agree with the Plan's core commitments:

- a) two feel the use of resources to support the Gaelic Language Plan should be spent on other issues in the Park;
- b) one feels more resources should be used to teach Gaelic to every child from nursery school upwards;
- c) one feels more should be done to promote Gaelic place names;
- d) one feels resources should be used to support Doric and other language traditions in the Park;
- e) one feels the CNPA should employ a Gaelic officer to deliver the Plan and mainstream Gaelic into the CNPA's policies, plans, strategies and ways of working;
- f) one did not say why they disagree.

10. See Annex I for the details of the full survey results.

Change Suggestions & Recommendations

11. Structure & Format:

The majority of responses said they think the plan is clear and easy to understand and only one comment suggested there are too many sections to the plan. As the format and structure are provided as a template by Bòrd na Gàidhlig it is recommended that we do not make any changes to the structure and format of the plan.

12. Introduction and Implementation & Monitoring:

There were no comments made in relation to the Introduction and Implementation & Monitoring sections, so it is recommended that these sections remain unchanged.

13. Gaelic Language Plan in the Corporate Structure:

This section sets out how the plan will be delivered and monitored within the CNPA. A comment suggests the need for the CNPA to employ a Gaelic Officer to implement the plan. Given the size of the organisation and our available resources it is unlikely the CNPA will be able to employ a dedicated Gaelic Officer.

It is suggested we add a paragraph relating to our Youth Employment Strategy which offers a Gaelic student three month internship every two

years (budget permitting). This allows us to employ a Gaelic speaker to support the Gaelic Language Plan for a 3 month period every two years.

14. **Planning & Policy Implications for Gaelic:**

This section identifies how the CNPA's Gaelic Language Plan supports the National Gaelic Language Plan, the Scottish Government's National priorities, Local Government priorities and Cairngorms National Park Partnership Plan priorities. Comments were made encouraging the CNPA to include more on normalising and mainstreaming Gaelic in the CNPA's policies and strategies and to weave Gaelic into the way we do business. Currently the Gaelic Language Plan states:

"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 addition, the delivery of the Gaelic Language Plan is led by the CEO, overseen by the Organisational Management Group and delivered by staff from across the organisation.

It is suggested we add a comment to highlight the activities our core commitments focus on from across our organisational functions involving a high proportion of the CNPA workforce, overseen by the CEO & OMG to confirm our commitment to mainstream the delivery of our Gaelic Language Plan into the way we do business across the organisation.

A comment was also made that whilst the plan links to the National Park Partnership Plan, it fails to explain how this will make a difference. The Gaelic Language Plan states:

"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..."

As delivery depends on partnership working it is suggested we include a comment that highlights opportunities identified and delivered through the National Park Partnership Plan along with the impact this has made to increase use of Gaelic in our annual Gaelic Language Plan progress reports.

15. **Plan Commitments:**

All other comments made specific suggestions on our plan commitments set out in Appendix 1 and 2. It is suggested we consider the following clustered comments &

make amendments to the GLP core commitments if needed. It is also worth noting that one comment suggested the Gaelic Language Plan may be over ambitious.

- a) “Gaelic should be taught to every child, more resources for Gaelic medium schools & promote classes to learn Gaelic to residents & visitors.”

It is worth noting for completeness here that CNPA is not the Education Authority and it appears that action on this comment appears to fall primarily to Education Authorities to take forward. Under **education, community & workplace** we are committed to:

- i. *Provide Gaelic Awareness Training for local community groups and businesses (every two years),*
- ii. *Work with LL&TTNPA education team to deliver a Gaelic education project/s,*
- iii. *Gaelic awareness raising and language skills is included in the CNPA education team’s work,*
- iv. *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,*
- v. *Engage with Gaelic speaking education groups operating in the National Park to learn from, and promote their activity,*
- vi. *Monitor and update our education resources and increase Gaelic promotion where this is low,*
- vii. *Continue to promote use of Gaelic John Muir Award resources in the Park through Newtonmore Primary School,*
- viii. *Provide Gaelic awareness training as part of induction for volunteer rangers/volunteers.*

Is there anything more we need to add in order to deal with this consultation comment?

- b) Make Gaelic more visible to visitors & residents, focus on place names & landscapes, promote Gaelic experiences (when appropriate) as well as living Doric tradition/Scots culture, use child-friendly, interactive, Gaelic language installations, include Gaelic events/walks, a Gaelic Day, work more closely with Gaelic groups e.g. Fèis Spè.

Under **public services, community, arts, culture & heritage** we are committed to:

- i. *Gaelic as an Asset section provided on our website and promoted via the Make it Yours campaign,*
- ii. *1 to 1 advice and guidance focusing on high visitor footfall locations,*

- iii. *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,*
- iv. *Provide Gaelic Awareness Training for local community groups and businesses (every two years),*
- v. *Engage with Gaelic community groups operating in the National Park to learn from, and promote their activity,*
- vi. *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 point,*
- vii. *Work with the Bòrd na Gàidhlig/Creative Scotland Gaelic Arts and Culture Officer to advance and enhance Gaelic arts and culture within the Park, e.g. produce a Gaelic Heritage leaflet/online resource similar to Gaelic Place Names leaflet,*
- viii. *Work with VisitScotland's Gaelic Marketing Officer to promote Gaelic experiences within the Park.*

Is there anything more we need to add in order to deal with this consultation comment?

- c) Entry point markers – equal respect? Bilingual signs and communications should be presented with equal respect.

Under **community & visibility** we are committed to:

- i. *Corporate identity/logo, letterhead, signage at CNPA offices, information 'About the Authority' on our website will demonstrate equal respect for Gaelic and English,*
- ii. *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 the Plan period),*
- iii. *Development of a Gaelic version of the Park brand identity, guidelines and monitor its use*

Is there anything more we need to add in order to deal with this consultation comment?

- d) Joint working with LLTTNPA – hubs for promotion and interpretation of the culture, language and heritage of the Gaels.

Under **Education** we are committed to:

- i. *Work with LL&TTNPA education team to deliver a Gaelic education project/s*

Is there anything more we need to add in order to deal with this consultation comment?

- e) Gaelic should be considered under the umbrella of 'accessibility' – treated with dignity & equal respect.

Under **workplace** we are committed to:

- i. *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,*
- ii. *Guidance on how to deal with enquiries from Gaelic speakers in place for all staff,*
- iii. *Provide guidelines to help staff increase their use of Gaelic in their daily operations*

Is there anything more we need to add in order to deal with this consultation comment?

Conclusions and Decisions Required

16. The consultation process has resulted in a positive response to the draft Gaelic Language Plan with the majority supporting our core commitments for the next five years. Many comments provide detailed and constructive suggestions for areas of work we can focus on over the next five years which we will take into account when we prepare our annual Gaelic Language delivery plans. The Gaelic Language Plan will be monitored by the Operational Management Group with work commitments covering all directorates and specific projects involving 15 members of staff (representing 21% of the workforce) which demonstrates how the Gaelic Language Plan is embedded into our day to day operations.
17. The Committee is invited to consider the proposed amendments, and confirm whether any further additions need to be made to the Gaelic Language Plan core commitments.
18. The final version of the Gaelic Language Plan 2018-22 will be approved by the Convener and Vice-convener following amendment to incorporate any matters agreed by the Committee, before being submitted to Bòrd na Gàidhlig by 5th March 2018.

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