

## **Chapter 3 – POLICY IMPLICATIONS FOR GAELIC: implementation of the National Plan for Gaelic**

### **Policy implications for Gaelic**

The CNPA recognises 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. The CNPA will examine current policy commitments to identify areas where Gaelic can be pro-actively incorporated where relevant and appropriate 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, the CNPA will ensure that the impacts on Gaelic will be in line with the National Plan for Gaelic.

### **Overview of the National Plan for Gaelic**

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

#### *1. Language Acquisition*

Increasing the number of Gaelic speakers by ensuring 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 in the 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 bodies 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 relevance and consistency of the Gaelic language
- increasing the quality and accessibility of Gaelic translations
- increasing the availability of accurate research information

### **Commitment to the Objectives of the National Plan for Gaelic**

The CNPA is committed to ensuring that the National Plan is implemented, and in this section we set out how we will achieve that aim.

#### **1. Language Acquisition**

##### **Rationale:**

The CNPA recognises that a sustainable future for Gaelic requires more people to learn the language and that attention requires to be focused on the home, education and adult learning 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 Scotland.

- Our commitment to continue to produce and increase Gaelic content in our publications and website will increase the usage of Gaelic both in the home and in education by enabling Gaelic users and learners access to more resources.
- We will update our Place Names leaflet, which is available to the public and supports Gaelic awareness and learning
- We will continue our commitment to provide Gaelic classes and training for staff and board, which will increase the number of adults learning Gaelic and its use within the work place and communities
- Over the past few years we have funded and/or run a number of Gaelic language and cultural courses and events for the public and we will continue with this commitment
- We will work with all our partners to develop, where appropriate and relevant, Gaelic learning opportunities in our projects

#### **2. Language Usage**

##### **Rationale:**

The CNPA 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.

- Our commitment to provide Gaelic Awareness and language training for staff, board and the public will help staff to improve their Gaelic skills and increase the use of Gaelic in communities and the workplace
- A commitment to accept and respond to Gaelic communications will provide Gaelic users more opportunities to communicate with the CNPA in Gaelic and increase the use of Gaelic in communities and the work place
- Our commitment to provide, where relevant and appropriate, bi-lingual documents and Gaelic content on our website and other communications will increase the presence of Gaelic in the media
- Our commitment to developing a methodology on the use of Gaelic in the Park brand and on the Park portal will increase the presence of Gaelic in the media
- Our continued use of the bi-lingual CNPA logo and commitment to develop a methodology with partners on the use of Gaelic in the Park brand and portal will increase the profile of Gaelic in tourism, heritage and recreation
- Updating the Place Names leaflet will increase profile of Gaelic in tourism, heritage and recreation

### **3. Language Status**

#### **Rationale:**

The CNPA 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 which play an important role in our daily lives.

- The preparation of a Gaelic Language Plan is evidence of our commitment to enhancing the status of the language and how the CNPA will use and enable the use of Gaelic in relation corporate identity, communications, publications and staffing
- We will create a positive image for Gaelic by implementing the actions in the Plan and ensure they are of a comparable standard and quality to those provided in English
- We will increase the visibility of Gaelic by the continued and increased use of it on our signage, logo, website and publications

### **4. Language Corpus**

#### **Rationale:**

The CNPA recognises the need to strengthen the relevance and consistency of Gaelic, the importance of facilitating translation services and to promote research into the language

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- Updating our Place Names leaflet and providing guidance for staff on the use of Gaelic in communications will strengthen Gaelic orthographic, terminological and place name development
- Developing a methodology with our partners on the use of Gaelic in the Park brand will also strengthen Gaelic orthographic, terminological and place name development
- We will use reputable translators to assist with the Gaelic translation of our services

## **CHAPTER 4 – IMPLEMENTATION AND MONITORING**

### **Timetable**

This Gaelic Language Plan will formally remain in force for a period of 5 years from this date or until a new plan has been put in place. In Chapter 2 – *Core Commitments* and Chapter 3 – *Policy Implications for Gaelic*, we have set out the individual target dates for when we expect to implement specific commitments.

### **Publicising the Plan**

The CNPA's Gaelic Language Plan will be published bilingually on the CNPA website [www.cairngorms.co.uk](http://www.cairngorms.co.uk). In addition, we shall:

- issue a press release announcing the plan;
- make copies of the plan available in our public offices and reception areas,
- make the plan known to employees via the CNPA's Intranet;
- distribute copies of the plan to Non-departmental Public Bodies and agencies, agents and contractors;
- distribute copies of the Plan to Gaelic organisations;
- distribute copies of the plan to other interested bodies; and
- make copies available on request.

### **Administrative Arrangements for Implementing the Gaelic Language Plan**

This plan is the policy of the CNPA's and has been endorsed both by our senior management team and board members.

#### *Overall Responsibility:*

The Chief Executive will be responsible ultimately for ensuring that the CNPA delivers on the commitments set out in this Plan.

#### *Individual Staff members:*

Guidance will be produced and made available to staff outlining what the Plan means for them, including information on identity, communications, publications and staffing. Staff will be encouraged to comment on it during the consultation period and to make suggestions for improvements throughout the period of the plan.

### **Services delivered by third parties**

The CNPA will seek to ensure that, where appropriate, agreements or arrangements made with third parties which relate to the delivery of its services to the public follow 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 shall encourage them to follow the terms of the Gaelic Language Plan and to ensure that their staff are informed of the terms of the Plan. We will also develop methodology with our partners on use of Gaelic in the Park brand and portal.

### **Informing other organisations of the Plan**

We will publish the Gaelic Language Plan on our website and we will advise consultees and other external organisations and third parties of the publication of the draft and approved Gaelic Language Plan.

### **Resourcing the Plan**

Normal activities will be included and resourced through budgets agreed annually. We will also apply to the Gaelic Language Act Implementation Fund for a contribution to specific items where these can be identified.

### **Monitoring the Implementation of 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 the number of news releases, news articles and interviews in the Gaelic media and press

**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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