CAIRNGORMS
NATIONAL PARK AUTHORITY

ÙGHDARRAS PÀIRC NÀISEANTA A'
MHONAIDH RUAIDH
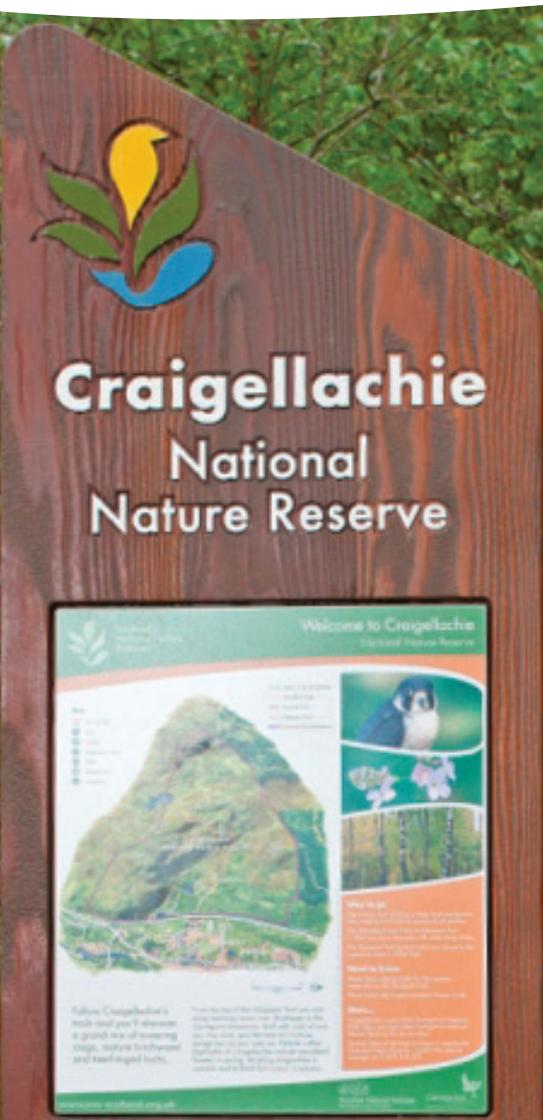
Cairngorms National Park Authority

Gaelic Language Plan

Approved by Bòrd na Gàidhlig – March 2013

Cairngorms National Park Authority Gaelic Language Plan

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

Foreword

It is often said that Gaelic is not spoken in the Cairgorms National Park. In fact, it is used daily by residents, visitors and businesses in place names, species names and words from bog to whisky. Gaelic has shaped the culture of the Park. People have fun at a ceilidh and, in parts of the Park, many young men and boys, and increasingly girls, will have a caman or shinty stick in the house. In the mountains, the 55 Park Munros have Gaelic names and a basic understanding will give the hill walker – an important source of tourism revenue – a deeper enjoyment of this special place, its landscape and culture.

Gaelic has a real role to play in the core National Park goals of heritage conservation, sustainable communities and enjoying the Park. Many Park partners, with their own Gaelic policies, are helping Gaelic return to Park communities through groups, projects and activities. Amongst the Park's 17,000 residents and the 1.5 million visitors, who visit every year, Gaelic interpretation and events are raising its profile as part of the Park experience, Gaelic offers a real opportunity to add to the economic well-being, understanding and enjoyment of the Park.

I am delighted that our Gaelic Language Plan now sets out the CNPA's commitment and contribution to its development.

Duncan Bryden
Convener
Cairngorms National Park Authority board

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Summary

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 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.

Structure of the Gaelic Language Plan

The key components of our Gaelic Language Plan are:

Chapter 1 – Introduction

This chapter provides the background and context relating to the preparation of Gaelic Language Plans under the 2005 Act and the structure of our main areas of operation. It also provides a summary of the demography of the Gaelic language.

Chapter 2 – Core Commitments

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

Chapter 3 – Policy Implications for Gaelic: implementing the National Plan for Gaelic

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

Chapter 4 – Implementation and Monitoring

This chapter sets out how the implementation of our Gaelic Language Plan will be taken forward, and how implementation and outcomes will be monitored.

Chapter 1 – Introduction

Setting the context for Developing Gaelic Language Plans

The Gaelic Language (Scotland) Act 2005 and the issuing of a notice

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.

One of the key features of the 2005 Act is the provision enabling Bòrd na Gàidhlig to require public bodies to prepare Gaelic Language Plans. This provision was designed to ensure that the public sector in Scotland plays its part in creating a sustainable future for Gaelic by raising its status and profile and creating practical opportunities for its use.

Consultation on a draft Gaelic Language Plan

The 2005 Act requires public bodies to bring the preparation of its Gaelic Language Plan to the attention of all interested parties. We consulted on our draft Plan during November and December 2010. The document was available on our website, at our offices, and libraries and other accessible points as required. Letters were also sent to key stakeholders and Gaelic interest groups informing them of the consultation and highlighting the link on the website. There were a total of 14 responses. Following the consultation some of the representations were taken into consideration and changes made to the draft Plan. The draft Plan was formally approved by the CNPA board in January 2011.

Approval of the Cairngorms National Park Authority's Gaelic Language Plan:

Following approval by the CNPA board, the Gaelic Language Plan was submitted to Bòrd na Gàidhlig in 2012 and was approved in March 2013.

Overview of the functions of the Cairngorms National Park Authority and the use of Gaelic within our area of operation

Background information about the Public Authority

The Cairngorms National Park was established in September 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 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.

The four aims set out in the National Parks (Scotland) Act 2000 are:

1. To conserve and enhance the natural and cultural heritage of the area;

2. To promote sustainable use of the natural resources of the area;

3. To promote understanding and enjoyment (including enjoyment in the form of recreation) of the special qualities of the area by the public;

4. To promote sustainable economic and social development of the area's communities.

It is important to understand that the CNPA operates differently to other Park Authorities. Our statutory duties are planning and development, outdoor access and the production of a Local Plan and a National Park Plan. Other areas such as economic development, rangers services, signage are delivered through partnership working. Our strength is in partnership working, bringing others together, to work together to bring benefits for the Park. For example we do not employ rangers, but instead fund ranger services in the Park and work with them. In education we work with the five councils and Education Scotland to develop projects that will help the Park to deliver the Curriculum for Excellence and continued professional development. As well as making clear commitments about what we will deliver as an organisation in terms of the Gaelic Language Plan, we will also work and agree with partners Gaelic deliverables for the Park.

With a staff of around 60 plus 19 board members, the Park Authority has several statutory duties including managing outdoor access in the Park, planning and development management and the production of a Local Plan and a National Park Plan.

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 – Highland (2), Aberdeenshire (2), Moray (1), Angus (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.

Gaelic within the Park Authority's area of operation

The Cairngorms National Park is the largest National Park in the UK at 4,528 sq km, has a population of over 17,000 residents, and covers five local authority areas.

- Highland
- Moray
- Aberdeenshire
- Angus
- 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, there was a gradual decline of the language and 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, Doric is still spoken and adds to the culture and history of the area.

According to the 2001 census, 583 people living in the Park (3.1 per cent of the Park's population and 0.6 per cent of Scotland's total Gaelic population) have some Gaelic ability. The majority of these live in the Newtonmore and Kingussie area.

Information compiled by Bòrd na Gàidhlig for the 2009-2010 academic year found that there were three pupils in Gaelic-medium nursery education and 23 pupils in Gaelic-medium primary school education in the Park. There were also 11 fluent speaking pupils studying Gaelic at secondary school. Newtonmore Primary is the only school in the Park with a Gaelic unit. Some subjects at Kingussie High School are taught in Gaelic.

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; Gàidhlig anns a Phàirc, a Gaelic action group which the CNPA is a member of. The CNPA funds a number of the activities and courses run by Sinne, such as the Taste of Gaelic, an eight-week learner course run at the Badenoch Learning Centre. There were courses throughout 2011 and more are taking place in 2012. Ceuman Beaga is a pre-school medium education class which meets every Friday at Rothiemurchus, and is funded through The Highland Council, with around eight pupils. Parents are also able to attend, take part in the classes and learn Gaelic.

There are a number of Gaelic events around the Park, particularly in Badenoch and Strathspey, which we support and also help to fund – for example Fèis Spè and Fèisean a Mhonaidh Ruaidh, which offers access to traditional music and arts tuition and tutoring opportunities and performances to young people around the Park. We have also run a number of Gaelic awareness courses through the Land Based Business Training course (now the Land Management Training Project) for members of the public and staff.

In terms of Scotland, the total number of people recorded as being able to speak and/or read and/or write and/or understand Gaelic in the 2001 census was 92,400 (1.9% of the Scottish population). Of these, the total number of people who could speak Gaelic was 58,652 (1.15% of the Scottish population).

While the number of Gaelic speakers declined overall since the previous census, the number of people able to speak and also to read and write Gaelic increased between 1991 and 2001, reflecting a growth in Gaelic literacy and growing numbers of Gaelic learners. The number of children aged 5 – 15 able to speak Gaelic also increased between 1991 and 2001.

There is no authoritative figure for the number of non-fluent adult learners. However, a national study in 1995 for Comunn na Gàidhlig, the Gaelic development agency, found that there were roughly 8,000 in Scotland.

There are around 2,500 primary and secondary school children in Gaelic-medium education (GME) nationally at present, with a further 700 children in Gaelic-medium nurseries. Within English-medium education, between 2,500 and 3,000 learners study Gaelic as a secondary subject each year between S1 and S6. Many children in English-medium primary schools take part in the Gaelic Language in the Primary School scheme each year, with around 6,500 children in the 2005/6 session. (Ref: Gaelic Medium Unit information extracted from Scottish Schools Online)

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.

Gaelic within the Cairngorms National Park Authority

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 (set out above), with staff and partners and the public, which help to enhance the Gaelic language and culture.

Our offices clearly show that commitment and also raise awareness of and celebrate Gaelic. Our welcome notice boards in the Grantown-on-Spey office have the Gaelic logo and Gaelic introduction and the leaflet holder uses the Gaelic brand.

At present there is no record of how many staff are fluent Gaelic speakers, learning Gaelic or have the ability to read or write Gaelic, though there are varying degrees of Gaelic amongst CNPA staff and board. However we will carry out a language skills and services audit within the first year of the Plan, which will help us to establish a baseline and monitor progress against.

A core commitment of the Language Plan will be to carry out a survey to establish the number of staff who can speak, read and/or write Gaelic, and also the number of learners and those interested in learning. This information will allow us to use and enhance the skills of our current staff and also to strengthen the level of Gaelic used by staff.

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 Based Business Training course (now the Land Management Training Project) and internal training. We also have a staff representative on a number of Gaelic voluntary organisations, including Gàidhlig anns a Phàirc.

We previously funded a Gaelic language course for staff. This was available to all staff and in December 2011 we ran Gaelic Awareness training for staff and board. This was a half-day course, which raised awareness and celebrated Gaelic in the Park. We intend to run two further courses next for staff, board, partners and the public – Interpreting Scotland's Gaelic Environment and The Gaelic View of Nature. Staff are also offered Gaelic training and learning through the appraisal system.

We will continue to encourage and offer these opportunities and we will also provide staff with a Gaelic toolkit, which will be a Gaelic language resource for staff. This will help staff to understand, use and feel confident in Gaelic. The toolkit will also be available on our website.

We have a Gaelic version of the CNPA corporate logo and it is used on publications, web, letters, compliment slips and business cards. The Gaelic version is used in the majority of instances, however it is not used in adverts due to legibility and readability standards. However, we intend to review the use of Gaelic with the logo during the Plan period.

We also produce the bilingual Place Names leaflet, which helps residents and visitors to appreciate which place names in the Park have Gaelic language origins and what they mean.

We also provide a Gaelic foreword in our statutory and policy publications.

The Cairngorms National Park has its own brand. This is separate to the CNPA logo and is the identity of the Park not the CNPA. There is a standard brand as well as family versions (for example Cairngorms Farmers Market and Creative Cairngorms). There is a Gaelic version of the brand and we have used this on a variety of our projects including the point of entry markers, our website

and interpretation materials. The brand is managed by the brand management group, which is made up of representatives from various groups and organisations in the Park. The CNPA board has overall responsibility for the brand, with the brand management group having delegated authority. Any issue to do with revising Gaelic with the brand would be have to be considered by the brand management group and approved by the CNPA board.

Gaelic is celebrated through the brand 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.

We will monitor and evaluate all our Gaelic activities, which will help us to determine future commitments.

Chapter 2 – Core Commitments

In its statutory Guidance on the Development of Gaelic Language Plans, Bòrd na Gàidhlig notes that creating the right environment for the use of Gaelic in public life is one of the key components of language regeneration. The Bòrd has identified four core areas of service delivery that it wishes public bodies to address when preparing Gaelic Language Plans.

| Identity: | corporate identity |
| | signage |

Communications:	reception
	telephone
	mail and email
	forms
	public meetings
	complaints procedures

Publications:	public relations and media
	printed material
	websites
	exhibitions

Staffing:	training
	language learning
	recruitment
	advertising

This section of the Plan will detail the CNPA's commitments in relation to the Bòrd's Guidance on Development of Gaelic Language Plans.

Each function is structured as follows:

1. Information on current practice
2. Key areas of development
3. Targets
4. Timescale
5. Lead Officer

Note: Throughout the core commitments, the principle of equal respect for Gaelic and English applies.

Implementation of the Scottish Government's Strategic Objectives and National Performance Framework

The CNPA is committed to achieving the objectives and Performance Framework established by the Scottish Government. We will identify the strategic objectives that our Gaelic Language Plan will assist and will insert these under each action, with a number relating to the relevant strategic objective.

Strategic Objectives

1. Wealthier & Fairer
2. Smarter
3. Healthier
4. Safer & Stronger
5. Greener

National Performance Framework outcomes

1. We live in a Scotland that is the most attractive place for doing business in Europe.
2. We realise our full economic potential with more and better employment opportunities for our people.
3. We are better educated, more skilled and more successful, renowned for our research and innovation.
4. Our young people are successful learners, confident individuals, effective contributors and responsible citizens.
5. Our children have the best start in life and are ready to succeed.
6. We live longer, healthier lives.
7. We have tackled the significant inequalities in Scottish society.
8. We have improved the life chances for children, young people and families at risk.
9. We live our lives safe from crime, disorder and danger.
10. We live in well-designed, sustainable places where we are able to access the amenities and services we need.
11. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.
12. We value and enjoy our built and natural environment and protect it and enhance it for future generations.
13. We take pride in a strong, fair and inclusive national identity.
14. We reduce the local and global environmental impact of our consumption and production.
15. Our people are able to maintain their independence as they get older and are able to access appropriate support when they need it.
16. Our public services are high quality, continually improving, efficient and responsive to local people's needs.

Section 1 – Identity

Rationale

The presence of Gaelic in the corporate identity and signs of a public authority greatly enhances the visibility of the language, increases its status and makes an important statement about how Gaelic is valued and how it is given recognition. Developing the use of Gaelic through signage can also enrich the vocabulary of Gaelic users, raise public awareness of the language and contribute to its development.

The CNPA recognises the importance of extending the visibility of Gaelic and increasing its status.

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Corporate Identity					
Current practice	CNPA logo – we have a Gaelic version of the corporate CNPA logo along with guidance on its use. The Gaelic logo is featured on our website, letters, compliment slips, business cards and publications. Cairngorms National Park brand – the approved National Park brand for the Park is in English but provision has been made to also use Gaelic on a case by case basis for specific and relevant visitor-facing purposes. There is one version of the family Cairngorms National Park brand which uses Gaelic.				
Key areas of development	Re-issue logo guidance to all staff and training where necessary/requested	Issue guidance	Staff able to use Gaelic version of logo without advice/assistance	Communications Team	Throughout Plan period
	Develop and use bilingual organisational logo	Provision of improved bilingual logo	Increase visibility of Gaelic	Communications Team	By 2013
	We will work with partners to encourage the use of Gaelic in the brand	Gaelic version of brand used	Increase use of Gaelic in brand opportunities	Sustainable Rural Development Team	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted	Objectives 1, 2 Outcomes 7, 11, 12, 13, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Signage (internal and external)					
Current practice	No guidance currently available for use of Gaelic on signage.				
Key areas of development	Signage the CNPA is responsible for will be made bilingual on a new or renewal basis	Guidance to be produced and issued to staff	Guidance produced and increased visibility of Gaelic in CNPA offices	Corporate Services	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted	Objectives 1, 2 Outcomes 7, 11, 12, 13, 15				

Section 2 – Communications

Rationale

The use of Gaelic at the initial point of contact that members of the public have with a public authority increases the visible and audible presence of the language, and contributes to the sense that the use of Gaelic is possible and welcome. In addition to raising the profile of the language, it also creates opportunities for its practical use and encourages members of the public to use Gaelic in subsequent dealings with the public authority.

The use of Gaelic in interactions with the authority by mail, email and telephone is important in creating practical opportunities for the use of the language, and in contributing to the sense that its use is possible and welcome. The presence of Gaelic in a wide range of bilingual forms and Gaelic only forms can also greatly enhance the visibility and prestige of the language. The preparation of Gaelic versions of forms, applications and similar documents, can also assist in expanding the range of Gaelic terminology and the awareness of the Gaelic-speaking public of such terminology, thus helping the development of the language itself.

The CNPA recognises the importance of creating opportunities for the practical use of Gaelic in a wide range of everyday situations and is committed to increasing its level of provision in this area.

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Reception					
Current practice	Gaelic Awareness training has been run for staff and board, including reception staff. No guidance currently available for dealing with enquiries in Gaelic.				
Key areas of development	We will develop guidance for reception staff on how to deal with enquiries from Gaelic users	Produce guidance for reception staff	1. Monitor and record the number of enquiries made in Gaelic 2. Staff able to deal with Gaelic enquiries	Communications Team	June 2013
	Gaelic Toolkit developed for staff	Gaelic Toolkit available to staff and on website	1. Monitor and record use of toolkit 2. Staff able to use/deal with Gaelic enquiries	Communications Team	June 2013
	We will actively promote our commitment to deal with enquiries from Gaelic users	Statement on website, forms and in offices	Statement clearly visible on website, forms and in offices	Communications Team and Corporate Services	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted	Objectives 1, 2 Outcomes 7, 11, 12, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Telephone					
Current practice	No guidance currently available for dealing with telephone calls in Gaelic.				
Key areas of development	We will develop guidance for staff on how to deal with calls in Gaelic	Produce guidance for staff	Monitor and record the number of calls made in Gaelic	Communications Team	June 2013
	Gaelic Toolkit developed for staff	Gaelic Toolkit available to staff and on website	1. Monitor and record use of toolkit 2. Staff able to use/deal with Gaelic enquiries	Communications Team	June 2013
	We will actively promote our commitment to deal with enquiries from Gaelic users	Statement on website, forms and in offices	Statement clearly visible on website, forms and in offices	Communications Team and Corporate Services	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted	Objectives 1, 2 Outcomes 7, 11, 12, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Mail and Email					
Current practice	Bilingual logo is used on letterheads.				
Key areas of development	We will develop guidance for staff on how to deal with letters and emails in Gaelic	Produce guidance for reception staff	Monitor number of emails/letters in Gaelic	Communications Team	June 2013
	All Gaelic letters or emails sent to staff member and/or reputable translation service for response	1. Promote our acceptance for receiving and responding to communications in Gaelic 2. Contract with reputable translation service	Monitor number of emails/letters in Gaelic	Communications Team	Throughout Plan period
	We will aim to ensure that all mail and email received in Gaelic will be responded to in accordance with our normal standards	1. Guidance issued to staff 2. Mail and emails responded to within normal standards	1. Monitor response time 2. Promote response time on website etc	Corporate Services	Throughout Plan period
	We will provide guidance and translation for staff who wish to use Gaelic in their emails and letters	1. Produce guidance for staff 2. Contract with reputable translation service	Monitor number of emails/letters in Gaelic	Communications Team	Throughout Plan period
	Continue with bilingual letter-heading	On-going			Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted	Objectives 1, 2 Outcomes 7, 11, 12, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Forms					
Current practice	No guidance currently available for use of Gaelic in forms.				
Key areas of development	We will develop guidance for staff on how to deal with forms from Gaelic users	Produce guidance for staff	Monitor and record number of forms in Gaelic	Communications Team	June 2013
	We will actively promote our commitment to accept forms in Gaelic	Statement on job, grant and training applications, website and offices	Statement clearly visible on forms and website	Communications Team and Corporate Services	Throughout Plan period
	Accept all forms completed in Gaelic and respond in Gaelic using assistance of translation service	1. Produce guidance to staff 2. Contract with reputable translation service	Monitor and record number of forms	Communications Team	Throughout Plan period
	We will aim to ensure that all forms received in Gaelic will be responded to in accordance with our normal standards	1. Guidance issued to staff 2. Forms responded to within normal standards	1. Monitor response time 2. Promote response time on website etc	Corporate Services	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted	Objectives 1, 2 Outcomes 7, 11, 12, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Public Meetings					
Current practice	No policy currently available.				
Key areas of development	Gaelic spokesperson/ instant translation service to be made available at meetings where other parties, organisers or members of the public have made a request for this service and adequate notice (20 working days) has been given	Introduce on a trial basis and assess success for 2013	Monitor success	Corporate Services	2013
	We will actively promote the translation service	Statement on website, forms and in offices	Statement clearly visible on website, forms and in offices	Communications Team and Corporate Services	2013
Relevant Strategic Objectives and Outcomes assisted	Objectives 1, 2 Outcomes 7, 11, 12, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Complaints Procedure					
Current practice	No guidance currently available.				
Key areas of development	We will develop guidance for staff on how to deal with complaints in Gaelic	Produce guidance for staff	Monitor number of emails/letters in Gaelic	Communications Team	June 2013
	We will actively promote our commitment to accept complaints in Gaelic	Statement on website, forms and in offices	1. Statement clearly visible on website, forms and in offices 2. Standard complaints monitoring procedures	Communications Team	Throughout Plan period
	We will aim to ensure that all forms received in Gaelic will be responded to in accordance with our normal standards	1. Guidance issued to staff 2. Complaints responded to within normal standards	1. Monitor response time 2. Promote response time on website etc.	Corporate Services	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted	Objectives 1, 2 Outcomes 7, 11, 12, 15				

Section 3 – Publications

Rationale

The use of Gaelic in a range of printed material can assist Gaelic development in a variety of ways. It helps increase the visibility of the language, it enhances Gaelic's status by being used in high profile publications, and it can help develop new and enhance existing terminology. The use of Gaelic in the media helps demonstrate a public authority's commitment to making important information available through the medium of Gaelic, as well as enhancing the visibility and status of the language. As more people access information about public authorities through their websites, making provision for the use of Gaelic can significantly enhance the status and visibility of the language.

The CNPA is committed to increasing the use of Gaelic in these areas where the subject matter is of most interest to the general public or relates specifically to Gaelic issues.

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Public Relations and Media					
Current practice	No guidance currently available.				
Key areas of development	We will be proactive in our approach with BBC Alba and other Gaelic media channels	Identity and promote news stories of interest to Gaelic news and press	Increase in Gaelic media coverage	Communications Team	Throughout Plan period
	We will produce a Gaelic translation of the CNPA's core duties in 'Notes to editors'	Create text for press release	Increase in Gaelic media coverage	Communications Team	June 2013
	Where possible, we will provide a Gaelic spokesperson	Approved list of Gaelic spokespeople	Increase in Gaelic media coverage	Communications Team	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted	Objectives 1, 2 Outcomes 7, 11, 12, 13, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Printed Material: Policy and statutory documents					
Current practice	All policy and statutory documents include a Gaelic foreword.				
Key areas of development	We will continue to provide Gaelic forewords in our policy and statutory documents	On-going		Communications Team	Throughout Plan period
	We will increase the use of Gaelic in our publications	1. Identify publications which will support Gaelic content 2. Recognised translation service in place	Increase in Gaelic	Communications Team	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted	Objectives 1, 2 Outcomes 7, 11, 12, 13, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Printed Material: Visitor publications					
Current practice	We produce the Place Names of the Cairngorms, a visitor publication celebrating the Park's Gaelic place names.				
Key areas of development	We will produce guidance for staff on how to include Gaelic elements (names, welcome and bilingual captions) in publications	Produce guidance	Increase in and record printed media	Communications Team	September 2013
	We will develop a methodology with partners for use of Gaelic in partner publications	Develop methodology	Increase in printed media	Communications Team	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted	Objectives 1, 2 Outcomes 7, 11, 12, 13, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Websites					
Current practice	No guidance currently available for use of Gaelic on CNPA website or Park portal, but CNPA website does feature the bilingual corporate logo.				
Key areas of development	We will produce a policy for staff for Gaelic on the website	Produce web policy	1. Web policy in place 2. Increased use and presence of Gaelic on website	Communications Team	September 2013
	We will introduce Gaelic content and pages into the CNPA's website	Maintain content	Increased use and presence of Gaelic on website	Communications Team	Throughout Plan period
	The draft and approved Gaelic Language Plan will be on website	Maintain content		Communications Team	Throughout Plan period
	We will develop a methodology with partners for use of Gaelic on the Park portal	1. Guidance to be produced 2. Maintain content	Increased use and presence of Gaelic on Park portal	Communications Team	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted	Objectives 1, 2 Outcomes 7, 11, 12, 13, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Exhibitions					
Current practice	No guidance currently available.				
Key areas of development	We will identify events where we will use bilingual material	1. Agreed list in place 2. Events attended	Increase use and awareness of Gaelic	Communications Team	Throughout Plan period
	We will produce guidance for use of Gaelic at events	Produce guidance	Inclusion of Gaelic in design material used at shows/events	Communications Team	June 2013
	We will continue to link with Scotland's Environment and Rural Services (SEARS) partners when attending national shows/events and develop a co-operative approach to delivering Gaelic		Increase use of Gaelic interpretation at shows attended	Communications Team	Throughout Plan period
	We will develop materials for events	Produce materials	Gaelic promotion and materials at local and national events where it will make an effective contribution to the Plan's aims	Communications Team	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted	Objectives 1, 2 Outcomes 7, 11, 12, 13, 15				

Section 4 – Staffing

Rationale

In order to deliver services through the medium of Gaelic, it is necessary to develop the requisite job skills and language skills of staff. The provision of language learning for staff helps promote adult Gaelic learning and promotes Gaelic as a useful skill in the workplace. The identification of jobs in which Gaelic is a designated skill will contribute greatly to the status of the language and to identifying it as a positive skill to acquire.

The use of Gaelic in advertising also helps recognise that Gaelic should be used in public life and that Gaelic users have an important role to play within a public authority. Whatever the level of Gaelic skills required it is important that authorities ensure that Gaelic is a genuine occupational requirement. Authorities should adopt and apply objective criteria to ensure appointments are made in each case on a fair and consistent basis, and reflect the identified skills needs of the post.

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

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Training					
Current practice	The CNPA funds Gaelic awareness and language courses for staff.				
Key areas of development	We will continue to provide a programme of Gaelic training for existing and new staff and board	Staff and board to attend Gaelic training	Skills audit	Corporate Services	Throughout Plan period
	We will provide information to staff on Gaelic courses available	Promotion of training on intranet, staff meetings, internal notice boards	Record demand for courses and attendance	Corporate Services	Throughout Plan period
	We will encourage and support staff to develop their Gaelic skills through further training	Provide funding and training opportunities	Skills audit	Corporate Services	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted	Objectives 1, 2 Outcomes 7, 11, 12, 13, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Language Learning					
Current practice	The CNPA has funded Gaelic languages courses for staff.				
Key areas of development	We will carry out an audit to determine Gaelic language ability amongst staff and board within the first year of the Plan and we will undertake to renew this information regularly	Benchmark information available on staff and board skills	1. Increased Gaelic skills/knowledge 2. Skills audit	Corporate Services	Throughout Plan period
	We will provide information to staff on Gaelic courses available	Promotion of training on intranet, staff meetings, internal notice boards	Monitor and record demand for courses and attendance	Corporate Services	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted	Objectives 1, 2 Outcomes 7, 11, 12, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Recruitment					
Current practice	If the ability to speak or write Gaelic is a genuine occupational requirement then the linguistic ability will be properly taken into account.				
Key areas of development	Adopt an appointments policy that recognises Gaelic as a desirable job attribute where it will make an effective contribution to the Plan's aims and as an essential job attribute for appropriate posts	Produce recruitment guidance which states Gaelic as a desirable job attribute where it will make an effective contribution to the Plan's aims.	1. Appointments policy available 2. Monitor Gaelic skills of applicants	Corporate Services	June 2013
Relevant Strategic Objectives and Outcomes assisted	Objectives 1, 2 Outcomes 7, 11, 12, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Advertising					
Current practice	No guidance currently available.				
Key areas of development	We will advertise bilingually for posts where Gaelic is essential	Guidance to be written for staff on the use of Gaelic in job adverts	Monitor the number of job adverts	Corporate Services	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted		Objectives 1, 2 Outcomes 7, 11, 12, 15			

Chapter 3 – Policy Implications for Gaelic

Implementation of the National Plan for Gaelic

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 pro-actively 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 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:

   a) Increasing the use and transmission of Gaelic in the home;

   b) Increasing the number of children acquiring Gaelic in the school;

   c) Increasing the uptake and availability of Gaelic-medium education;

   d) 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:

   a) Increasing the use of Gaelic in communities;

   b) Increasing the use of Gaelic in tertiary education and places of work;

   c) Increasing the presence of Gaelic in the media;

   d) Increasing the promotion of Gaelic in the arts;

   e) 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:

a) Increasing the number of bodies preparing Gaelic Language Plans.;

b) Increasing the profile and prestige of Gaelic;

c) Increasing the visibility and recognition of Gaelic.

4. Language Corpus

   Strengthening the relevance and consistency of Gaelic and promoting research into the language, through:

a) Increasing the relevance and consistency of the Gaelic language;

b) Increasing the quality and accessibility of Gaelic translations;

c) Increasing the availability of accurate research information.

Commitment to the objectives of the National Plan for Gaelic

We are committed to ensuring that the National Plan for Gaelic is implemented, and in this section we set out how we will achieve that aim.

1. Language Acquisition

Rationale

We recognise 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.

a) 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.

b) We will update our Place Names leaflet, which is available to the public and supports Gaelic awareness and learning.

c) 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.

d) 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.

e) We will work with all our partners to develop Gaelic learning opportunities in our projects.

f) We will continue to run adult learning opportunities for training for staff and board, funding for Park learning courses and events and through the Land Management Training Project.

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.

a) 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.

b) 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.

c) Our commitment to provide bilingual documents and Gaelic content on our website and other communications, where it will make an effective contribution to the Plan's aims and where there is a genuine need, will increase the presence of Gaelic in the media.

d) 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.

e) Our continued use of the bilingual 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.

f) Updating the Place Names leaflet will increase profile of Gaelic in tourism, heritage and recreation.

g) Our commitment to continuing to run Gaelic courses for staff, board, partners and the public will strengthen Gaelic in communities and in tourism, heritage and recreation.

h) We will continue to work with and help fund Gaelic events and opportunities for communities around the Park, including through the Land Management Training Project, Fèis Spè, Fèisean a Mhonaidh Ruaidh and Gàidhlig anns a Phàirc.

i) Our commitment to continue to produce Gaelic branded interpretation materials will increase the profile of Gaelic in communities and in tourism, heritage and recreation.

j) Our commitment to work proactively with Gaelic media and provide, where possible, spokespeople in Gaelic will help to promote Gaelic both in the Park and Scotland and support Gaelic media.

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.

a) 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 to corporate identity, communications, publications and staffing.

b) 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.

c) 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.

a) 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.

b) 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.

c) 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 five 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**. In addition, we shall:

a) issue a press release announcing the Plan;

b) make copies of the Plan available in our public offices and reception areas;

c) make the Plan known to employees via the CNPA's intranet;

d) distribute copies of the Plan to non-departmental public bodies and agencies, agents and contractors;

e) distribute copies of the Plan to Gaelic organisations;

f) distribute copies of the Plan to other interested bodies; and

g) 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

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

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