



**GAELIC
LANGUAGE
PLAN
2017–2022**

**PLANA
NA
GAIDHLIG
2017-2022**

Draft for Consultation

This plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005 and is out for public consultation from 10th January to 4th April 2017.

Note: Add the Bord na Gaelic logo once the plan is approved.

Foreword

For hundreds of years, up until the 19th Century, Gaelic was the language of most of the inhabitants of the area of Loch Lomond & The Trossachs National Park. Most place names in the park are in Gaelic, making the language integral to understanding and interpreting our precious landscape. So the delivery of our Gaelic Language Plan fits well into our organisation's operations and we are well-positioned to further the aims of Bòrd na Gàidhlig.

Gaelic translation in right column

This is the second iteration of Loch Lomond & The Trossachs National Park's Gaelic Language Plan and will run from 2017 - 2022. Our first plan focused on creating communication resources across the core areas addressed in the Gaelic Language Act, including identity, branding, signage, communications, digital and publications, and awareness training for staff and businesses in the Park.

The second plan will aim to bring the Gaelic history and culture of the Park alive through in-person engagement and educational opportunities – primarily through the work of our Volunteer, Education and Engagement team. The second plan will also continue the work of the first plan growing the range of physical and digital resources that are vital tools for educational work.

This work on education will particularly aim to build on the Gaelic Corpus aspect of the Gaelic Language Act, which relates to developing the 'body' of the language.

I am proud to present this Gaelic Language Plan as confirmation of our organisation's commitment to the language and hope that we will come to be recognised as a significant contributor to the protection and development of the language throughout the country.

Gordon Watson
Chief Executive
Loch Lomond & The Trossachs National Park

Table of Contents

1. Introduction	4
Description of the organisation's function and location of offices.....	4
Gaelic Language (Scotland) Act 2005 and the issuing of a notice:.....	4
Consultation on a draft Gaelic Language Plan:	5
Summary of Gaelic in Scotland	5
Gaelic within the authority's area of operation.....	5
Internal Gaelic Capacity Audit.....	7
2. The Gaelic Language Plan in the corporate structure	8
3. Planning and policy implications for gaelic	11
Mainstreaming Gaelic	11
The National Gaelic Language Plan.....	11
Commitment to the Objectives of the National Gaelic Language Plan.....	12
Home and Early Years.....	12
Education and Community.....	12
The Workplace	13
Media & Arts; Heritage & Tourism	13
Corpus.....	13
Scottish Government National Priorities.....	13
4. Plan commitments.....	14
High Level Commitments	14
Service Standard Commitments	14
Visibility	15
Staffing	16
Day-to-day operations	17
Communications.....	19
Corpus.....	21
5. Implementation and monitoring	22

1. Introduction

1.1 DESCRIPTION OF THE ORGANISATION'S FUNCTION AND LOCATION OF OFFICES

- 1.1.1 Loch Lomond & The Trossachs National Park was established on 8 July 2002 and the Loch Lomond & The Trossachs National Park Authority (LLTTNPA) became fully operational – taking on all its statutory powers – on 19 July 2002.
- 1.1.2 LLTTNPA is designed to be an enabling but also a delivery 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.
- 1.1.3 With a staff of around 120 plus 17 board members, the Park Authority has several statutory duties including managing outdoor access in the Park, planning and development management, the production of a Local Plan and the publication of a National Park Plan.
- 1.1.4 We are funded by the Scottish Government and Scottish Ministers appoint six of our board members. Another six board members are nominated to the board by the four councils in the Park area – Argyll & Bute (2), Stirling (2), West Dunbartonshire (1) and Perth & Kinross (1) as well as five members who are elected locally. Through our board we are responsible to the Minister for Environment and thus to the Scottish Parliament.
- 1.1.5 The National Park's Headquarters is at Carrochan, Carrochan Road, Balloch G83 8EG, with staff from our Rangers Service working out of additional facilities at the Slipway in Balloch, a visitor centre in Balmaha and a small office in Calendar.
- 1.1.6 The National Park Authority works to serve the resident population of the National Park of approximately 15,600 people, the wider population of Scotland – more than half of whom live within an hour's drive of the National Park - and approximately 4 million visitors who come here each year.

1.2 GAELIC LANGUAGE (SCOTLAND) ACT 2005 AND THE ISSUING OF A NOTICE:

- 1.2.1 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.
- 1.2.2 One of the key features of the 2005 Act is the provision enabling Bòrd na Gàidhlig to require a public authority to prepare a Gaelic Language Plan. This provision was designed to ensure that the public sector in Scotland plays its part in creating a sustainable future for Gaelic by raising the status and profile of the language and creating practical opportunities for its use.
- 1.2.3 This document is Lomond & The Trossachs National Park Authority's second Gaelic Language Plan prepared within the framework of the Gaelic Language (Scotland) Act 2005. It sets out how we will continue to 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 from 2017 to 2022.

- 1.2.4 Loch Lomond & The Trossachs National Park Authority's Gaelic Language Plan II has been prepared in accordance with statutory criteria set out in the 2005 Act, and having regard to the National Gaelic Language Plan and the Guidance on the Development of Gaelic Language Plans.

1.3 CONSULTATION ON THE DRAFT GAELIC LANGUAGE PLAN:

- 1.3.1 The 2005 Act requires public bodies to bring the preparation of its Gaelic Language Plan to the attention of all interested parties.
- 1.3.2 The National Park Authority will consult publicly on this draft of its Gaelic Language Plan II and take into account representations made to it during the consultation process. The National Park Authority welcomes feedback on this document.
- 1.3.3 The National Park Authority will run the public consultation for 12 weeks to ensure that members of the public have sufficient time and opportunity to make their views known. The draft plan will be promoted and available to the public in the following ways:
- Hard copies of the plan will be made available at the National Park Headquarters and Visitor's Centre and at public libraries throughout the National Park.
 - An electronic version of the plan will be made accessible in a prominent place on the Authority's website.
 - The electronic version will be regularly promoted on the National Park's social media channels throughout the consultation period. Our Twitter accounts have a following of 15,640 and Facebook has 13,111.
 - Electronic copies will be provided to partner organisations seeking their feedback.
 - A press release announcing the beginning of the consultation process will be issued to all relevant media outlets. The release will direct the public to the digital version on our website; promote the fact that consultation responses can be given via social media; and highlight where hard copies can be accessed.

1.4 SUMMARY OF GAELIC IN SCOTLAND

- 1.4.1 Loch Lomond & The Trossachs National Park Authority recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life. The Park Authority is committed to the objectives set out in the National Plan for Gaelic and has put in place the necessary structures and initiatives to ensure that Gaelic has a sustainable future in Scotland.
- 1.4.2 The Park Authority recognises 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.

1.5 GAELIC WITHIN THE AUTHORITY'S AREA OF OPERATION.

- 1.5.1 The Loch Lomond & The Trossachs National Park has a population of around 15,600 residents, is 720 miles² in size and covers four local authority areas:

- Stirling
- Argyll & Bute
- West Dunbartonshire
- Perth and Kinross

- 1.5.2 Loch Lomond & The Trossachs National Park has a rich history and culture of languages. There is evidence that Gaelic was a dominant language in this area and declined in the 19th century. Most of the present-day place names are Gaelic in origin and many geographical features, such as mountains glens and rivers, have Gaelic names.
- 1.5.3 For hundreds of years, up until the 19th Century, Gaelic was the language of most of the inhabitants of the Park area. We are told, for example, that in around 1724, Gaelic was the sole language in Balquhidder, Callander, Aberfoyle, Luss and Arrochar, and the majority tongue in Buchanan and Port of Menteith. As late as the 1950s, native Gaelic speakers were still to be found in places like Balquhidder, Brig O' Turk and Killin.
- 1.5.4 Because of this, Gaelic place names predominate; where these have been recorded faithfully, they are readily understood by Gaelic speakers from any other part of Scotland, although anglicised forms sometimes cause problems of interpretation. But there is also an older naming system, often modified by Gaelic-speakers, belonging to another Celtic language more akin to Welsh, known as Cumbric or Brittonic.
- 1.5.5 The 2011 Census records 268 Gaelic speakers in the National Park (1.7% of the population). This is a number which has dropped since 2001 where there were 355 Gaelic speakers in the Park (2.3%). The 2011 census also found that 441 (2.98% of the population) have some knowledge of Gaelic, which again, is a decrease from the 565 recorded in the 2001 census.
- 1.5.6 There are no Gaelic medium schools in the National Park, though local children may attend schools outside the area. Wallace High School in Stirling offers Gaelic as a subject which can be studied at Higher level. However, at Primary School level, Gaelic Medium Provision is available for a number of children in the National Park if they so desire. Classes are taught at Riverside Primary School, Forrest Road, Stirling and parents can enrol their child through their local primary school.
- 1.5.7 In 2011, 87,100 people aged 3 and over in Scotland (1.7 per cent of the population) had some Gaelic language skills. This is down on the 2001 Census figure of 92,400. Of the 87,100 people recorded in the 2011 Census:
- 32,400 (37.2 per cent) had full skills in Gaelic, that is could understand, speak, read and write Gaelic.
 - 57,600 (66.2 per cent) could speak Gaelic; 6,100 (7.0 per cent) were able to read and/or write but not speak Gaelic.
 - 23,400 (26.8 per cent) were able to understand Gaelic but could not speak, read or write it.
- 1.5.8 While the number of Gaelic speakers declined overall since the previous census, the number of people able to understand, speak and also to read and write Gaelic increased between 2001 and 2011, reflecting a growth in Gaelic literacy and growing numbers of Gaelic learners. In addition to this, between 2001 and 2011, there was an 8.6 per cent increase in the number of Gaelic speakers aged 25 or under, including increases for the 5-11 (8.8 per cent) and 18-24 (12.0 per cent) age groups.

- 1.5.9 Gaelic Medium Education (GME) began in primary schools in the 1980s. It has since grown to the extent that there are now (2015-16) over 3000 pupils in GME in Scotland's primary schools, with 60 GME departments or dedicated schools throughout Scotland across 14 Local Authorities. The first dedicated Gaelic schools were established in Glasgow, Inverness and recently in Edinburgh. A dedicated Gaelic primary school was opened in Glasgow in 2016, and a further two Gaelic schools will open in Fort William and Portree over the next few years. One of the main aims of Bòrd na Gàidhlig in the National Gaelic Language Plan is that the number of children enrolling in GME is doubled to 800 by 2017. Most pupils in Gaelic-medium do not understand Gaelic when they start pre-school, but some children have acquired Gaelic at home.
- 1.5.10 There is no authoritative figure for the number of non-fluent adult learners. However, a national study in 1995 for Cumunn na Gàidhlig, the Gaelic development agency, found that there were roughly 8,000 in Scotland.
- 1.5.11 Bòrd na Gàidhlig's National Plan for Gaelic sets out clear targets (p.15) for numbers of Gaelic speakers over the next 35 years, as follows:
- 65,000 speakers & 4,000 children enrolled annually in GME by 2021;
 - 75,000 speakers & 10,000 children in GME by 2031; and
 - 100,000 speakers & 50,000 children in GME by 2041.
- 1.5.12 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 which will lead to greater demand for services.
- 1.5.13 LLTTNPA recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life and we are committed to continuing to deliver the good work of our first Gaelic Language plan, as well as delivering our new key aims over the next five years, both with staff and partners and the public, which help to enhance the Gaelic language and culture.

1.6 INTERNAL GAELIC CAPACITY AUDIT

- 1.6.1 The National Park Authority is conducting an audit of existing internal Gaelic capacity and resources as part of the preparation of this Gaelic Language Plan. The early 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 and the promotion of the Gaelic language and its important role in the cultural life and landscape of the National Park. The audit will be available with the final version of this plan.

2 THE GAELIC LANGUAGE PLAN IN THE CORPORATE STRUCTURE

- 2.1.1 This plan will be the policy of Loch Lomond & The Trossachs National Park, once approved, and this draft has been approved for consultation by our Executive Team and the National Park Board at the 12 December 2016 Board Meeting.
- 2.1.2 The development of the new iteration of the Gaelic Language Plan is conducted through the National Park Authority's formal Project Management process, and is supported by the Project Management Team.
- 2.1.3 The development and delivery of the Gaelic Language Plan is led by the National Park Communications Team and supported by the Gaelic Language Plan steering Group, which was established in August 2015 as part of part of the delivery of our first Gaelic Language Plan 2011-2016. This steering group draws on staff from across the organisation, to help ensure that awareness and delivery of the Plan is embedded across the organisation.
- 2.1.4 In addition, our key new High Level Aims for this Gaelic Language Plan 2017-2022, will focus on bringing Gaelic alive in the education and public engagement work of the National Park. So the Education and Visitor Engagement Team also have involvement in the development and delivery of this plan.

2.2 POSITION WITH OPERATIONAL RESPONSIBILITY OVER THE PLAN

- 2.2.1 The senior officer with operational responsibility for overseeing preparation, delivery and monitoring of Loch Lomond & The Trossachs National Park's Gaelic Language Plan is:

Anna MacLean
Head of Communications
Communications
Loch Lomond & The Trossachs National Park
Carrochan
Carrochan Road
Balloch G83 8EG
01389 727757
Anna.MacLean@lochlomond-trossachs.org

2.3 POSITION WITH DAY-TO-DAY RESPONSIBILITY OVER THE PLAN

- 2.3.1 The officer with operational responsibility for the day-to-day operation of Loch Lomond & The Trossachs National Park's Gaelic Language Plan is our Campaigns Manager. Questions about the day-to-day operation of the plan should be addressed to:

Anna Marriott
Campaigns Manager
Communications
Loch Lomond & The Trossachs National Park
Carrochan
Carrochan Road
Balloch G83 8EG
01389 722 046
Anna.Marriott@lochlomond-trossachs.org

2.4 GROUP OVERSEEING DEVELOPMENT, IMPLEMENTATION AND MONITORING OF THE PLAN

- 2.4.1 Gaelic Language Plan Steering group assists the lead officer and ensures that the Gaelic language plan is embedded within the corporate structure of the National Park Authority. This draws on staff from across the organisation with responsibility for developing, implementing and monitoring the plan. The membership of this group may vary over the 5 years, depending on the skills and departments required at the time. It also includes people who speak some Gaelic and have a keen interest in this area of work. At the time of writing the roles and departments represented on the steering group are:

POSITION	DEPARTMENT
Campaigns Manager	Communications
Head of Visitor Experience	Visitor Experience
Volunteering, Education and Engagement Manager	Visitor Management
Education and Inclusion Adviser	Education
Landscape Advisor	Conservation & Land Use
HR Manager	HR
Information Officer	Governance & Legal
Governance Manager	Governance & Legal
Estates Manager	Estates
Digital Intern	Communications
Project Co-ordinator	Project Management

2.5 INDIVIDUAL STAFF MEMBERS:

- 2.5.1 The Plan delivery is led by the Communications Team and a significant amount of the work of the Gaelic Language Plan is done by staff in the Communications Team, and the workload will be tracked and monitored through the teams' own work plan. For staff with specific tasks who are in other departments the Plan Lead will hold regular update meetings to ensure the work is being progressed in line with the Plan. For the Gaelic Language Plan 2017-2022, this will primarily be with the Volunteer, Education and Engagement Team.
- 2.5.2 In 2016 the Gaelic Language Plan Steering Group ran our first Gaelic Language Awareness month for staff, and we will do this every year of the Gaelic Language Plan 2017-2022. The purpose of the month is to use give the Gaelic Language Plan, and the importance of Gaelic to the cultural life of the National Park, prominence with all staff in a way that is genuinely engaging and instils understanding and enthusiasm in staff.
- 2.5.3 In February 2016 we conducted the following activity for Gaelic Awareness Month:
- Gaelic song workshop – learning Gaelic through singing with Linda Macleod.
 - 'Walk 'n' Learn: Gaelic and the landscape' walking workshop with Sara Melville, the National Park's Landscape Advisor, who is also a keen student of Gaelic language, Gaelic in the landscape and is a Celtic musician.
 - Iseabail MacTaggart, Director of Development and Partnerships at MG ALBA was our guest speaker at our all staff meeting.
 - Presentation by Plan Lead at the all-staff meeting on Gaelic Language Plan and its delivery.

- ‘Loch Lomond & The Trossachs National Park: Focussing on a Gaelic perspective’ Gaelic Language Awareness Training by Ruairidh MacIlleathain from CLÌ Gàidhlig.
- These events were enthusiastically promoted to staff through notices posted prominently throughout the building and via the daily staff enewsletter; and they were well attended.
- In addition to the weekly events the building was decorated with a series of bilingual notices including a phrase guide and a poster showing how the Gaelic Alphabet are all trees.

2.5.4 We found Gaelic Awareness Month to be a highly effective way to develop knowledge about the Gaelic Language Plan and instil enthusiasm for Gaelic with all staff. It has also led to opportunities for new ways of engaging the public. For example, posts on social media about Sara Melville’s Walk ‘n’ Learn, led to her leading the same walk for a couple of external groups including pupils from the Glasgow Gaelic High School.

2.5.5 Gaelic Language Awareness Training is a key tool for educating staff, and we will ask all staff to take part in Gaelic Language Awareness Training each year. In 2026, we scheduled the training sessions at the end of Gaelic Awareness Month, with the aim that staff would come to the sessions with motivation and awareness gained from the month’s activities, rather than seeing it as another mandatory training course. This approach worked well, and we will schedule the training to follow the awareness month each year.

2.5.6 General staff engagement with the Gaelic Language Plan will be monitored through an all staff survey to be conducted once a year, and through doing an annual update on the Gaelic Capacity Audit. The results will be supplied to Bòrd na Gàidhlig as part of our yearly Gaelic Language Plan Progress Reports.

2.6 SERVICES DELIVERED BY THIRD PARTIES AND ARMS LENGTH ORGANISATIONS:

2.6.1 Services delivered for the National Park Authority in relation to the Gaelic Language Plan are:

- Translation Services provided by Global Language Services Ltd, Craig House, 60 – 64 Darnley Street, Glasgow G41 2SE.
- Annual staff Gaelic Language Awareness Training sessions provided by Ruairidh MacIlleathain, Inverness.

2.6.2 The National Park Authority 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. Where appropriate we will provide copies of the National Park Guidelines on Brand, Partnership Working and Signage, which all include guidance on Gaelic. 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.

3 PLANNING AND POLICY IMPLICATIONS FOR GAELIC

3.1 MAINSTREAMING GAELIC

- 3.1.1 The National Park Authority recognises that the various priority areas identified in the National Gaelic Language Plan 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 National Park Authority will use its Project Initiation Document to ensure the requirements of the Gaelic Language Plan are considered at the initiation point of new projects. We will also examine current policy commitments to identify areas where Gaelic can be pro-actively incorporated and the priorities of the National Gaelic Language Plan 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.
- 3.1.2 In the formation, renewal and monitoring of policies, the National Park Authority 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.

3.2 THE NATIONAL GAELIC LANGUAGE PLAN

- 3.2.1 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
Home & Early Years	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.
Education	<i>Schools & Teachers</i> <ul style="list-style-type: none">An increase in the number of children enrolling in Gaelic-Medium Education (GME), doubling the current annual intake to 800 by 2017.
Education	<ul style="list-style-type: none">A year on year increase in the number of pupils engaged in Gaelic-learner education (GLE) in both primary and secondary schools.An expansion in the availability of Gaelic-medium subjects in secondary schools. <i>Post-school Education</i> <p>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>
Communities	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.

Workplace	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.
Arts & Media; Heritage & Tourism	<ul style="list-style-type: none"> ▪ 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. ▪ 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.
Corpus	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.

3.3 COMMITMENT TO THE OBJECTIVES OF THE NATIONAL GAELIC LANGUAGE PLAN

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

3.3.2 HOME AND EARLY YEARS

3.3.2.1 The National Park Authority 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 expand 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 continue to provide the Gaelic language version in print and online of 'Exploring the Park' our general and most popular leaflet, on the National Park. We will do the same with the popular leaflet 'What's in a Name' which highlights the Gaelic place names across the National Park.
- We will continue to develop the Gaelic culture in the Park continent on our website and will use it to promote the ways that people can engage with the Park through Gaelic related activities, such as the Gaelic John Muir Award delivered in partnership with the John Muir Trust and Comunn na Gàidhlig.

3.3.3 EDUCATION & COMMUNITY

3.3.3.1 The National Park Authority does not have responsibility for schools – they are run by the 4 local authorities within the National Park boundaries – however education is an important area of work in the National Park. This is delivered both through more formal work we do with school groups that is tied into the national curriculum, and through a range of less formal educational activities for people of all ages co-ordinated through our Volunteer, Education and Engagement Team.

3.3.3.2 Bringing Gaelic into the educational work of the Park Authority is the key new aim of this iteration of our Gaelic Language Plan, and is outlined further in the High Level Aims section of this document.

3.3.4 **WORKPLACE**

3.3.5 The Park Authority is committed to further developing the understanding of and role of Gaelic in our organisation, as outlined in section 2.

3.3.6 **MEDIA & ARTS; HERITAGE & TOURISM**

3.3.7 The role of Gaelic in the history and culture of the National Park is significant and the National Park is dedicated to continuing and building on the work we do to share this in all of our communication.

3.3.8 **CORPUS**

3.3.8.1 The National Park Authority recognises the need to strengthen the relevance and consistency of Gaelic. This plan aims to bring the Gaelic history and culture of the Park alive through in-person engagement and educational opportunities – primarily through the work of our Volunteer, Education and Engagement Team. This plan will also continue the work of the first plan growing the range of physical and digital resource that are vital tools for engagement work.

3.3.8.2 This work on education will particularly aim to build on the Gaelic Corpus aspect of the Gaelic Language Act, which relates to developing the 'body' of the language.

3.4 **SCOTTISH GOVERNMENT NATIONAL PRIORITIES**

3.4.1 The National Park Authority is committed to achieving the objectives established by the Scottish Government. We identify in the Plan Commitments tables below the strategic objectives that our Gaelic Language Plan assists.

3.4.2 Scotland's Strategic Objectives are:

- Wealthier and Fairer
- Smarter
- Healthier
- Safer and Stronger; and
- Greener

For more information on Scotland's Strategic Objectives, visit:

<http://www.scotland.gov.uk/About/Performance/scotPerforms/objectives>

4 PLAN COMMITMENTS

4.1 HIGH LEVEL COMMITMENTS

- 4.1.1 The Park Authority commits to the following High Level Aims for our Gaelic Language Plan 2017-2022:

Education and Community:

- Gaelic awareness to be included in the work of the Volunteer, Education and Engagement team (including non-schools groups and volunteers) - including place-names / river names /mountain names.
- Development of case studies for classroom use based on the history and culture of Gaelic in the landscape of the park - based on current curriculum requirements.

Public Services:

- All Gaelic services and resources to demonstrate equal respect for Gaelic and English, with a demonstrable active offer for those services.

Throughout the Plan:

- Continuation of all commitments from Loch Lomond & The Trossachs National Park Authority's Gaelic Language Plan 2011-2016.

Workplace:

- Gaelic language awareness learning made available each year at different levels and using various modes of delivery - open to Park staff and staff of businesses within the Park boundaries.
- Gaelic awareness month each year - to include Gaelic awareness, Gaelic language learning sessions and creative workshops to engage staff and raise awareness and interest in the language.
- Continuously promote Gaelic across Loch Lomond & The Trossachs National Park Authority within and out with the organisation, and make our Gaelic Language Plan prominently available on our website.
- Gaelic awareness to be included as part of the annual induction sessions for volunteers and seasonal rangers.

4.2 SERVICE STANDARD COMMITMENTS

- 4.2.1 Our Gaelic Language Plan 2011-2016 focused on creating communication resources across the core areas addressed in the Gaelic Language Act, including identity, branding, signage, communications, digital and publications. The Gaelic Capacity Audit in Appendix 1 provides full details all of the resources that have been created across the National Park from our logo, letterhead, publications, signage, website and building infrastructure. The result of all of this work is that Gaelic Language is now prominently integrated into all of these forms of communication.
- 4.2.2 In this Gaelic Language Plan 2017-2022 we commit to continuing to the prominent use of Gaelic in all of these methods throughout the 5 years. The Head of Communications is responsible for ensuring that this work continues to be delivered to the same high standard.
- 4.2.3 The key new commitment in this iteration of our Gaelic Language Plan is to incorporate Gaelic in the formal and informal educational work of the National Park Authority, as outlined in the Corpus section below.

4.2.4 SERVICE STANDARD COMMITMENT 1: VISIBILITY

Rationale: The presence of Gaelic in the corporate identity and signs of a public sector organisation such as ours 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.

<i>The Park Authority recognises the importance of extending the visibility of Gaelic and increasing its status.</i>					
Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
<i>Corporate Identity and Signage (internal and external):</i>					
Current practice	<p>Gaelic is prominent and highly visible in our corporate identity in print and digital communications and signage. We have a Gaelic version of the corporate National Park logo and our Brand Guidelines requires that any new publications and signage use the Gaelic logo in the first or second instance of logo use (most feature the logo at least twice). The Gaelic logo is featured on every page of our website in a banner that rotates between the English and Gaelic logos every few seconds. The Park entry point signage uses Gaelic. Our Headquarters has Gaelic etched into the glass walls of our glass doors and walls of our reception area and meetings rooms. Our Partnership and Signage Guidelines also include requirements for more frequent use of Gaelic logo.</p> <p>Most signage in the National Park includes Gaelic and our Signage Guidance requires the inclusion of Gaelic headings on all new and replacement interpretive signage and regular use of the Gaelic logo. It is important to note that the signage created by the National Park is primarily interpretive information for visitors about the Park. The four local authorities responsible for areas of the Park provide all road signage.</p>				
Key areas of development: Corporate identity	The logo and branding guidance is highlighted to staff as part of the Gaelic Awareness Training offered to all staff every year.	Continue to use Gaelic in line with our policy and to increase its use when new opportunities arise.	Staff consistently use Gaelic in branding of communications without advice / assistance.	Communications Team. Graphic Designer has a particular responsibility as the person who designs most branded materials.	Throughout Plan period.
Key areas of development: New signage	All new interpretive signage that is commissioned will have Gaelic incorporated into its design.	All signage across the National Park will have Gaelic included in it.	Increased signage including Gaelic.	Communications Team. Graphic Designer has a particular responsibility as the person who designs most branded materials.	Throughout Plan period.
Key areas of development: Existing signage	As existing interpretive signage is replaced it will have Gaelic incorporated into its design.	All signage across the National Park will have Gaelic included in it.	All replacement signage includes Gaelic.	Communications Team. Graphic Designer has a particular responsibility as the person who designs most branded materials.	Throughout Plan period.
Relevant Strategic Objectives assisted		Objectives 1,2 Outcomes 7, 11, 12, 13, 15			

4.2.5 SERVICE STANDARD COMMITMENT 2: 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 when 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.

<i>The Park Authority recognises the importance of seeing Gaelic as an important job skill and of identifying situations in which its use is essential or desirable. The Authority also recognises the importance of enabling staff to develop their Gaelic skills if they wish to.</i>					
Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
<i>Training, Language Learning, and Recruitment:</i>					
Current practice	<p>Gaelic Language Awareness Training is offered to all staff annually and delivered in conjunction with Gaelic Language Awareness month. Staff who wish to learn Gaelic can take courses locally in Dumbarton. Auditing of staff shows we currently have approximately 29 staff with some Gaelic skills, but we do not have any staff members who are fluent Gaelic speakers.</p> <p>For recruitment we adhere to the Civil Service rules on fair and open competition. Our recruitment policy recognises Gaelic as a desirable job attribute subject to the nature of the role. If the ability to speak or write Gaelic is a genuine occupational requirement then the linguistic ability will be properly taken into account.</p>				
Key areas of development	Training. To provide Gaelic awareness courses for existing and new staff. Additional capacity on training courses to be offered to businesses in the National Park and to partners (ex. SEPA)	All staff to be provided with Gaelic Awareness Training annually.	Skills Audit - annual	Communications Team – Campaigns Manager.	Throughout Plan period
	Language Learning. We will provide information to staff on Gaelic courses available and provide funding to assist study where possible.	Promotion of training on intranet, and during Gaelic Awareness Training.	Skills Audit - annual	Communications Team – Campaigns Manager.	Throughout Plan period
	Recruitment. Continue our recruitment policy that recognises Gaelic as a desirable job attribute subject to the nature of the role.	Incorporate Gaelic as a desirable job attribute within specific role profiles.	Monitor Gaelic skills of applicants to roles where Gaelic is a desirable attribute.	HR	Throughout Plan period
Relevant Strategic Objectives assisted		Objectives 1,2 Outcomes 7, 11, 12, 15			

4.2.6 SERVICE STANDARD COMMITMENT 3: DAY-TO-DAY OPERATIONS

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, e-mail and by 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 Park Authority 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
<i>Reception.</i>					
<i>Current practice</i>	Visitors to the National Park HQ are welcomed into the building in Gaelic and English and we promote the fact that we welcome communication in Gaelic in reception and on our website. We have a prominent digital slide display on a large screen in reception with a significant amount of information about Gaelic Place names in the National Park, as well as signage welcoming visitors in Gaelic, Gaelic sayings etched into the walls of the reception area and Gaelic Language leaflets about the National Park available. Staff have been advised that all telephone, written or email enquiries in Gaelic, should be directed to the Communications Team who are best placed to handle it. Although we have no fluent Gaelic speakers within our staff, we have ready access to translators. We are yet to receive such an enquiry in Gaelic.				
Key areas of development	Reception. Reception staff attend the annual Gaelic Awareness Training, and have guidance on how to deal with enquiries from Gaelic speakers.	Reception staff able to respond to Gaelic enquiries and give info on the role of Gaelic in the Park.	Monitor and record the number of enquiries made in Gaelic. Staff able to deal with Gaelic enquiries.	Communications Team	Throughout Plan period
	Reception. An active offer of the availability of Gaelic on request to be made available.	Ensure active offer of Gaelic is apparent.	Public are aware of Gaelic communication as an option.	Communications Team	Throughout Plan period
<i>Telephone, Forms, Mail and E-mail, Complaints Procedure, Public Meetings</i>					
<i>Current practice</i>	We promote on our website and in signage at reception that we welcome communications in Gaelic, and can provide all forms and publications in Gaelic upon requests. Our Gaelic logo is used on a version of letterheads. Our website features a Gaelic Complaints page and form and communications are directed through a familiar process within the Comms Team. A record of all complaints is kept within our Governance reporting function. An active offer of				

	Gaelic translation at Public meetings is made available in advance within statutory advertising of meetings.				
Key areas of development	Mail and email. All Gaelic letters or emails sent to our reputable translation service for response.	Response in Gaelic, to Gaelic communications is delivered.	Monitor number of emails/letters in Gaelic	Communications Team	Throughout Plan period
	Letterhead. We have Gaelic letter-heading and branding available.	On-going	Gaelic letterhead used when appropriate.	Communications Team	Throughout Plan period
	Forms. We actively promote our commitment to accept forms in Gaelic, and to provide forms in Gaelic.	Statement on forms and website and in reception.	Statement clearly visible on forms and website.	Communications Team and Corporate Services	Throughout Plan period
	Complaints. We continue to provide a bilingual complaints service online and in forms.	To receive and respond in Gaelic to Complaints made in Gaelic.	Monitor number of emails/letters in Gaelic.	Communications and Governance Teams	Throughout Plan period
	Public Meetings. Gaelic 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. An active offer of this option to be made available in advance within statutory advertising of meetings.	To provide service when it is requested.	Monitor success / uptake		
Relevant Strategic Objectives assisted		Objectives 1,2 Outcomes 7, 11, 12, 15			

4.2.7 SERVICE STANDARD COMMITMENT 4: COMMUNICATIONS

Rationale: The use of Gaelic in the media and 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.

<i>The Park Authority 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.</i>					
Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
<i>Public Relations and Media, Printed Material: Policy and statutory documents, Visitor publications</i>					
Current practice	We actively seek coverage in the Gaelic media and use a Gaelic translation in 'Notes to editors'. BBC Alba are on our standard list of media outlets that we send all press releases to. Our main policy and statutory documents include a Gaelic foreword. All publications include the Gaelic logo in the first or second instance of the logo in the document, as per our brand guidelines (Most publications feature the logo at least twice). We produce and distribute a general National Park leaflet in Gaelic, and the "What's in a Name" leaflet about Gaelic place-names and cultural history in the National Park. We include Gaelic elements (names, welcome and bilingual captions) in all visitor publications.				
Key areas of development	PR & Media. We are proactive in our approach with BBC Alba and other Gaelic media channels	Promote news stories of interest to Gaelic media.	Monitor Gaelic press coverage.	Communications Team	Throughout Plan period
	Policy and statutory documents. We will provide Gaelic forewords in our policy and statutory documents. We provide, on demand, downloadable Gaelic versions of publications.	To deliver this for all requests.	Bilingual corporate publications made available.	Communications Team	Throughout Plan period
	Visitor publications. We will continue to produce the general National Park leaflet in Gaelic and 'What's in a Name' and to use Gaelic elements in all visitor publications.	To continue to keep these leaflets available in print and as digital downloads.	Print and download copies taken by public.	Communications Team	Throughout Plan period

Websites and social media					
Current practice	Gaelic is prominently featured on every page with the Gaelic logo appearing every few seconds on the header. We have a section of the website featuring Gaelic language history in the National Park. The site includes multiple prominent mentions of our invitation to contact us in Gaelic and to request copies of publications in Gaelic, and our complaints section is full translated into Gaelic. We do posts about Gaelic on social media regularly (normally schedule at least 1 per week), and they receive good response from the public.				
Key areas of development	Website. We will continue to have and develop Gaelic web content, including advice to public on how they can interact in Gaelic.	Maintain and increase content in dialogue with BNG.	Increased use and presence of Gaelic on website. Number of page hits for Gaelic content.	Communications Digital Team	Throughout Plan period
	Social media. Continue to promote Gaelic and its role in the National Park on social media.	Maintain and build content that achieves good rates of sharing.	Number of likes and shares of Gaelic content.	Communications Digital Team	Throughout Plan period
Exhibitions:					
Current practice	We have a range of branded materials for events, including pop ups with the National Park branding in Gaelic. The Mobile Visitor Centre that is taken to events across the National Park all season by our Rangers Service has prominent Gaelic Branding on all sides. The Gaelic language and 'What's in a Name' leaflets are provided in the leaflet stand that is part of the visitors centre. The events handbook contains details of Gaelic materials that are available.				
Key areas of development	We will continue to provide Gaelic branded events material and information about Gaelic's role in the culture and history of the Park, for events.	To continue to provide high profile of Gaelic versions of our branding at events, and Gaelic related content that can be given out.	Inclusion of Gaelic in design material used at shows/events.	Communications Team and Rangers Service	Throughout Plan period
	We will continue to link with partners when attending national shows/events and develop a co-operative approach to delivering Gaelic. Historic Scotland to be involved, where possible, in appropriate Park Authority events.		Increase use of Gaelic interpretation at shows attended.	Communications Team	On-going
Relevant Strategic Objectives assisted		Objectives 1,2 Outcomes 7, 11, 12, 13, 15			

4.2.8 SERVICE STANDARD COMMITMENT 5: CORPUS

Rationale: The development of Gaelic in this sector is vital to the future of Gaelic in Scotland. Attention to this will allow Gaelic to develop new terminology and registers leading to greater relevance and consistency. For those reasons steps will be taken to ensure the continued development of the Gaelic language.

<i>The Park Authority recognises the importance of developing the Gaelic language to ensure that it is fit for all appropriate purposes and for use in the growing range of contexts in which it features.</i>					
Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Education					
Current practice	The National Park Authority does not currently have a policy for incorporating Gaelic into the education and engagement work of the National Park, but this is the key new aim of the Gaelic Language Plan 2017-2022.				
Key areas of development	To create a plan and resources that highlight the relevance Gaelic in the National Park can be incorporated into the delivery of the Park's engagement with schools. This will identify opportunities in national curriculum topics we deliver, such as geography, to include Gaelic in the landscape content and case studies.	To develop the plan and the resources and deliver training to enable to have it in operation by the third year of this Plan.	Delivery of the plan, and of the education resources and numbers of schools groups learning about Gaelic. Number of teachers promoted new Gaelic resources through Career Long Professional Learning (CLPL) courses	Volunteer, Education and Engagement team	Deliver Plan by end of 2017/18 academic year. To promote the offering to schools during the academic year 2018/19. To begin delivering the activity of the plan from academic year 2019/20.
	To create a plan and resources for Gaelic to be incorporated into, or added to the non-school educational work of the National Park, with a focus on those identified through the Equalities framework.	To develop the plan and develop the resources and deliver training to enable to have it in operation by the third year of this Plan.	Delivery of the plan, number of courses and activities on offer, and being taken up.	Volunteer, Education and Engagement team	Delivery of plan by spring 2019 with activity on offer by the summer season of 2019.
Relevant Strategic Objectives assisted		Objectives 1,2 Outcomes 7, 11, 12, 13, 15			

5 IMPLEMENTATION AND MONITORING

5.1 Timetable

- 5.1.1 The Gaelic Language Plan 2017-2022 will formally remain in force for a period of 5 years from the date of publication or until a new plan has been put in place. We have set out the individual target dates for when we expect to implement specific commitments.

5.2 Publicising the Plan

- 5.2.1 The Park Authority's Gaelic Language Plan will be published bilingually, as one document, on the National Park website. In addition, we shall:
- issue a bilingual press release announcing the plan;
 - make copies of the plan available on our website to be downloaded;
 - make the plan known to employees via our Intranet and CEO staff email;
 - make available to download, copies of the plan to our key partners Non-departmental Public Bodies and agencies, agents and contractors;
 - make available to download, copies of the Plan to Gaelic organisations;
 - make available to download, copies of the plan to other interested bodies.

5.3 Administrative Arrangements for Implementing the Gaelic Language Plan

- 5.3.1 This consultation draft plan will be the policy of Loch Lomond & The Trossachs National Park Authority and has been endorsed for consultation both by our Senior Management Team and by the National Park Board.
- 5.3.2 Overall Responsibility: The CEO of the National Park will be responsible ultimately for ensuring that the Park Authority delivers on the commitments set out in this Plan.
- 5.3.3 Individual Staff members: Staff will be advised where the Draft Plan is located on our Intranet and will be encouraged to comment on it during the consultation period and to make suggestions for improvements throughout the period of the Plan.

5.4 Informing other organisations of the Plan

- 5.5 The Park Authority will publish the final approved bilingual Gaelic Language Plan 2017-2022 on our website, we will advise consultees and other external organisations and third parties of the publication of the draft and approved Gaelic Language Plan.

5.6 Resourcing the Plan

- 5.6.1 Normal activities will be included and resourced through the National Park Authority budgets agreed annually with the Scottish Government. We will also apply to the Gaelic Language Act Implementation Fund for a contribution to specific items where these can be identified.

5.7 Monitoring the Implementation of the Plan

- 5.7.1 The Gaelic Language Plan will be monitored by The Park Authority Communications Team with input for the other departments identified. They will be responsible for an annual review of the plans targets each year, and report on the successful implementation or otherwise of our Core Commitments. They will have an overview of the implementation of the plan but will also look at ways to deliver the plan in a more practical fashion. This will be in consultation with and the agreement of Bòrd na Gàidhlig.