PÀIRC NÀISEANTA
LOCH
LAOMAINN
IS NAN TRÒISICHEAN

APPROVED
GAELIC LANGUAGE PLAN

Plana Na Gàidhlig Aontaichte
13 December 2011

BÒRD NA
GÀIDHLIG

Foreword

As an organisation charged with the responsibility for around 720 square miles of some of Scotland's most iconic landscape, Loch Lomond & The Trossachs National Park Authority focuses its operations on three core outcomes: Conservation, Visitor Experience and Rural Development.

The production and delivery of a Gaelic Language Plan fits comfortably into our organisation's operations and we are well-positioned to further the aims of Bòrd na Gàidhlig.

Within our Conservation remit, the National Park Authority appreciates the need to conserve our cultural heritage and recognises the role the Gaelic language has to play in this respect. Our Visitor Experience work touches over 3.5million people every year within the National Park area and this clearly represents an opportunity to raise the profile of Gaelic to this wide and diverse audience. And our responsibility for Rural Development has the potential to ensure that the promotion of Gaelic is acknowledged throughout our communities across the Park.

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.

Fiona Logan
Chief Executive Officer

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Summary

1. Loch Lomond & The Trossachs National Park Authority (LLTTNPA) recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life. LLTTNPA 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.

2. LLTTNPA 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.*

3. This document is LLTTNPA's Gaelic Language Plan and is 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.

4. LLTTNPA's Gaelic Language Plan 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

5. The key components of our Gaelic Language Plan are:

Chapter 1 – Introduction

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

Chapter 2 – Core Commitments

7. This chapter sets out how LLTTNPA 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.   This chapter sets out the basic minimum level of Gaelic language provision to which we are committed to providing throughout the lifetime of the Plan.

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

8. This chapter sets out how LLTTNPA 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

9. 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

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

11. 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.

12. 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 Plan:

13. The 2005 Act requires public bodies to bring the preparation of their Gaelic Language Plans to the attention of all interested parties. The draft plan was available on the LLTTNPA website, at LLTTNPA offices and other accessible points.   Letters were also sent to key stakeholders informing them of the consultation and highlighting the link on the website (hard copies were made available on request).   We also targeted communities and groups with a particular interest in Gaelic.   LLTTNPA consulted publicly on the draft of its Gaelic Language Plan in January and February 2011 and have taken into account representations made to it during the consultation process and subsequently.

14. Approval of Loch Lomond & The Trossachs National Park Authority's Gaelic Language Plan:

15. Once approved by the National Park Board, LLTTNPA's Gaelic Language Plan was submitted to Bòrd na Gàidhlig for approval further to initial recommendations in October 2011.

16. This Plan was approved by Bòrd na Gàidhlig at its meeting of 13 December 2011.

Overview of the functions of Loch Lomond & The Trossachs National Park Authority and the use of Gaelic within our area of operation

17.   Background Information about the Authority

18.   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.

19.   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.

20.   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.

21.   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) and five are elected locally. Through our board we are responsible to the Minister for Environment and thus to the Scottish Parliament.

22.   Gaelic within the Authority's area of operation

23.   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

24.   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.

25.   The 2001 Census records 355 Gaelic speakers in the National Park (2.3% of the population). It also records 565 (3.6% of the population) having some knowledge of Gaelic, a figure that declined from 9.5% in the 1991 Census.

26.   There are no Gaelic medium schools in the National Park, though local children may attend schools outside the area. McLaren High School, the only secondary school in the National Park, offers Gaelic Higher as an option, in which pupils study through a unit in Stirling, where there is also a Gaelic-medium primary education option. At present one pupil at McLaren is studying Gaelic Higher (in 2009-10 two pupils and a teacher took this up). However, Gaelic as a second language is taught on a regular basis in Crianlarich, Killin, Strathyre, Callander, Trossachs, Gartmore and Port of Menteith Primary Schools.

27.   A number of Gaelic groups operate in and close to the Park, offering services in Gaelic language and culture or meeting for social purposes, such as music or walking. Such groups include Fòram Gàidhlig Dhùn Bhreatainn who have taken an active interest in the NPA's approach to Gaelic. The National Park also has a close link with Fèis Fhoirt, providing grant funding as well as several performance opportunities. This relationship is proving to have mutual benefits on a repeated basis. (See Appendix 1).

28.   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).

29.   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.

30. Gaelic-medium education in Scotland started in 1985. Pupil numbers increased rapidly until the late 1990s and since then have grown more slowly. In session 2008-09, there were 2,206 pupils in Gaelic-medium primary education and 397 in Gaelic-medium secondary education. There were two free-standing Gaelic primary schools and 58 Gaelic streams in primary schools that also provided English-medium education. One secondary education school provided almost all subjects through the medium of Gaelic, and 18 taught some subjects using Gaelic. Most pupils in Gaelic-medium do not understand Gaelic when they start pre-school, but some children have acquired Gaelic at home.

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

32. 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

33. 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.

34. ***Gaelic within Loch Lomond & The Trossachs National Park Authority:***

35. LLTTNPA recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life and we are already committed to a number of activities, both with staff and partners and the public, which help to enhance the Gaelic language and culture.

36. At present there is no record of how many staff or Board Members are fluent Gaelic speakers, learning Gaelic or have the ability to read or write Gaelic, though there are varying degrees of Gaelic knowledge amongst LLTTNPA staff and board.

37. A core commitment of the Gaelic 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.

38. During the development of this draft plan we will run a series of Gaelic awareness courses, which all staff and board members will have the opportunity to attend.

39. At present we have no overarching policy dealing with the use of Gaelic. We do have a policy for use in interpretation entitled *Language and Interpretation: The use of Gaelic and other Languages in Informative and interpretive Media*. In summary, it suggests that the use and promotion of Gaelic is not simply as the language of most place names in the area, and therefore of the inhabitants of earlier times, but also an evocation of an important part of the cultural heritage and current life of Scotland.

40. The policy has been used in formulating interpretive and promotional materials. We produced a Gaelic version of the National Park map which forms the central part of a leaflet in Gaelic describing the National Park. This leaflet has been available throughout our area since 2005. It will be brought up to date and redistributed as part of this plan.

41. Gaelic place names from around the National Park feature as engravings on the doors and internal windows of our HQ, built in Balloch in 2008.

42. We have a Gaelic version of the corporate logo and it is used when appropriate on publications, web, letters, compliment slips and business cards.   Gaelic is also currently used on the Park's threshold signage and markers (it should be noted that LLTTNPA has no statutory requirements in terms of signage or interpretation).

Chapter 2 - Core Commitments

43. 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:-

44. *Identity*:   corporate identity
                          1.   signage

45. *Communications*: reception
                          1.   telephone
                          2.   mail and e-mail
                          3.   forms
                          4.   public meetings
                          5.   complaints procedures

46. *Publications*:   public relations and media
                          1.   printed material
                          2.   websites
                          3.   exhibitions

47. *Staffing*:   training
                          1.   language learning
                          2.   recruitment
                          3.   advertising

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

49. Each function is structured as follows:

   •   Information on current practice

   •   Key areas of development

   •   Targets

   •   Timescale

   •   Lead Officer

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

50. LLTTNPA is committed to achieving the objectives 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:

- Wealthier & Fairer
- Smarter
- Healthier
- Safer & Stronger
- Greener

National Performance Framework outcomes:

51. We live in a Scotland that is the most attractive place for doing business in Europe.
52. We realise our full economic potential with more and better employment opportunities for our people.
53. We are better educated, more skilled and more successful, renowned for our research and innovation.
54. Our young people are successful learners, confident individuals, effective contributors and responsible citizens.
55. Our children have the best start in life and are ready to succeed.
56. We live longer, healthier lives.
57. We have tackled the significant inequalities in Scottish society.
58. We have improved the life chances for children, young people and families at risk.
59. We live our lives safe from crime, disorder and danger.
60. We live in well-designed, sustainable places where we are able to access the amenities and services we need.
61. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.
62. We value and enjoy our built and natural environment and protect it and enhance it for future generations.
63. We take pride in a strong, fair and inclusive national identity.
64. We reduce the local and global environmental impact of our consumption and production.
65. Our public services are high quality, continually improving, efficient and responsive to local people's needs.

Section 1 - Identity

Rationale:

66. 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.

67. *LLTTNPA recognises the importance of extending the visibility of Gaelic and increasing its status.*

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
68.	***Corporate Identity***				
Current practice	We have a Gaelic version of the corporate LLTTNPA logo and have guidance on its use. The Gaelic logo is featured on our website and publications. The Park entry point signage currently also uses Gaelic. 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 LLTTNPA 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
	We will continue to use our Gaelic logo and brand. When carrying out any future rebranding project, a bilingual solution will be investigated.		Increase visibility of Gaelic	Communications team	Throughout Plan period
	We will work with partners to develop a methodology for when, where and how to use Gaelic in the Park brand	Guidance to be produced and Gaelic version of brand used	Increase use of Gaelic in brand opportunities	Tourism Team	Throughout Plan period
Relevant Strategic Objectives assisted		Objectives 1,2 Outcomes 7, 11, 12, 13, 15			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
69. Signage (internal and external):					
Current practice	No guidance currently available for use of Gaelic on signage				
Key areas of development	We will develop guidance on the use of Gaelic on internal and external signage in conjunction with Bòrd na Gàidhlig	Guidance to be produced and issued to staff	Guidance produced	Communications	By end 2011
	We will maintain existing Gaelic internal and external signage	Maintenance of existing signage as a minimum	Maintained visibility of Gaelic in LLTTNPA offices	Communications	Throughout Plan period
Relevant Strategic Objectives and Outcomes assisted:		Objectives 1,2 Outcomes 7, 11, 12, 13, 15			

Section 2 – Communications

Rationale:

70. 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.

71. 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.

72. *LLTTNPA 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
73. Reception:					
Current practice	No guidance currently available for dealing with enquiries in Gaelic				
Key areas of development	All staff, including reception staff, to be provided with Gaelic awareness training.	Training to be provided for staff and board	Gaelic Awareness courses run for all staff. Staff have increased understanding of Gaelic Language and Culture.	Business Services	Throughout 2011
	We will develop guidance for reception staff on how to deal with enquiries from Gaelic users.	Produce guidance for reception staff	Monitor and record the number of enquiries made in Gaelic. Staff able to deal with Gaelic enquiries.	Communications Team	October 2011
	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	End 2011
Relevant Strategic Objectives and Outcomes assisted:		Objectives 1,2 Outcomes 7, 11, 12, 15			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
74. 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. All telephone queries will be either dealt with directly or transferred to someone who can respond to the caller.	Monitor and record the number of calls received in Gaelic.	Communications Team	October 2011
Relevant Strategic Objectives and Outcomes assisted:		Objectives 1,2 Outcomes 7, 11, 12, 15			

75. Mail and E-mail:

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Current practice	Gaelic logo is used on a version of letterheads.				
Key areas of development	We will develop guidance for staff on how to deal with letters and emails in Gaelic	Produce guidance for all staff	Monitor number of emails/letters in Gaelic	Communications Team	June 2011
	All Gaelic letters or emails sent to staff member and/or reputable translation service for response	Promote our acceptance for receiving and responding to communications in Gaelic. Contract with reputable translation service	Monitor number of emails/letters in Gaelic	Communications team	Throughout Plan period
	Continue with Gaelic letter-heading	On-going			Throughout Plan period
	An active offer of the availability of Gaelic on request to be made available.	Ensure active offer of Gaelic is apparent. This will include presence on NP website.	Public are aware of Gaelic communication as an option. Website includes active offer.	Communications Team	End 2011
Relevant Strategic Objectives and Outcomes assisted:	Objectives 1,2 Outcomes 7, 11, 12, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
76.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	November 2011
	We will actively promote our commitment to accept forms in Gaelic.	Statement on job, grant and training applications and website	Statement clearly visible on forms and website.	Communications Team and Corporate Services	November 2011
	Accept all forms completed in Gaelic and respond in Gaelic using assistance of translation service	Produce guidance to staff. Contract with reputable translation service	Monitor and record number of forms	Communications Team	November 2011
	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	End 2011
Relevant Strategic Objectives and Outcomes assisted:	Objectives 1,2 Outcomes 7, 11, 12, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
77.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. An active offer of this option to be made available in advance within statutory advertising of meetings.	Introduce on a trial basis and assess success for 2013	Monitor success / uptake	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
78. 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	End 2011
	We will actively promote our commitment to accept complaints completed in Gaelic.	Statement on website	Statement clearly visible on website Standard complaints monitoring procedures,	Communications Team	End 2011
	We will produce a Gaelic version of our complaints form.	Bespoke Gaelic version of Complaints Form / procedure to be produced	Gaelic Complaints Form available for use.	Communications Team	End 2011
Relevant Strategic Objectives and Outcomes assisted:	Objectives 1,2 Outcomes 7, 11, 12, 15				

Section 3 – Publications

Rationale:

79. 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.

80. LLTTNPA 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
81. 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	Monitor Gaelic press coverage	Comms Team	On-going
	We will include a Gaelic translation in 'Notes to editors'	Create text for press release	Monitor Gaelic press coverage	Comms Team	Q1 2011
Relevant Strategic Objectives and Outcomes assisted:	Objectives 1,2 Outcomes 7, 11, 12, 13, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
82. Printed Material: Policy and statutory documents					
Current practice	Some policy and statutory documents include a Gaelic foreword				
Key areas of development	We will provide Gaelic forewords in our policy and statutory documents	On-going		Communications Team	On-going
	We will provide, on demand, downloadable Gaelic versions of statutory documents	Produce guidelines for publications Contract with reputable translation service	Bilingual corporate publications available	Communications team	On-going
	We will produce bilingual version of selected publications	Bilingual versions of appropriate documents to be produced	Publications translated and Gaelic incorporated	Communications Team	On-going
Relevant Strategic Objectives and Outcomes assisted:		Objectives 1,2 Outcomes 7, 11, 12, 13, 15			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
83. Printed Material: Visitor publications					
Current practice	We produce and distribute a general National Park leaflet in Gaelic				
Key areas of development	We will produce an updated version of the general National Park leaflet in Gaelic and a new leaflet explaining Gaelic place names and their origins	Produce updated leaflet and create new leaflet	Revised and new leaflets in circulation	Communications Team	March 2011
	We will produce guidance for staff on how to include Gaelic elements (names, welcome and bilingual captions) in publications	Produce guidance	Increase in printed media	Communications Team	November 2011
	We will develop a methodology with partners for use of Gaelic in partner publications, particularly for educational purposes	Develop methodology	Record number of publications	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
84. Websites:					
Current practice	No guidance is available at present for use of Gaelic on our website, but it does feature a Gaelic welcome and link to our Gaelic leaflet about the National Park.				
Key areas of development	We will produce a policy for staff for Gaelic on the website including identifying the proportion of Gaelic within the site.	Produce web policy in conjunction with BNG.	Web policy in place / Increased use and presence of Gaelic on website	Communications team	2011
	We will introduce Gaelic into LLTTNPA's web content, including advice to public on how they can interact at HQ in Gaelic.	Maintain and increase content in dialogue with BNG.	Increased use and presence of Gaelic on website. Liaison with BNG re development.	Communications team	On-going
	The draft and approved Gaelic Language Plan will be on our website.	Maintain content	Website traffic to be monitored	Communications team	Throughout Plan period
	We will develop a methodology with partners for use of Gaelic on the Park website	Guidance to be produced Maintain content	Increased use and presence of Gaelic on website	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
85. Exhibitions:					
Current practice	No guidance currently available but the Park Authority has organised public events that raise awareness of Gaelic.				
Key areas of development	We will produce guidance for use of Gaelic at events	Produce guidance based on research and previous events	Inclusion of Gaelic in design material used at shows/events.	Communications team	June 2011
	We will continue to link with SEARS partners when attending national shows/events and develop a co-operative approach to delivering Gaelic. Historic Scotland to be involved, where possible, in appropriate LLTTNPA events.		Increase use of Gaelic interpretation at shows attended	Communications team	On-going
	We will develop materials for events	Produce materials	Gaelic promotion and materials at local and national events	Communications team	March 2011
Relevant Strategic Objectives and Outcomes assisted:	Objectives 1,2 Outcomes 7, 11, 12, 13, 15				

Section 4 – Staffing

Rationale:

86. 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.

87. 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.

88. *LLTTNPA recognises the importance of seeing Gaelic as an important job skill and of identifying situations in which its use is essential or desirable. LLTTNPA 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
89. Training:					
Current practice	No current training offered				
Key areas of development	We will provide a programme of Gaelic awareness courses for existing and new staff and Board Members. Additional capacity on training courses to be offered to partner organisations (e.g. SEPA)	All staff and board to be provided with Gaelic Awareness training	Skills Audit - annual	Business 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	Business 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	Business 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
90. Language Learning:					
Current practice	No current learning provision is made				
Key areas of development	We will carry out a staff audit to determine Gaelic language ability amongst staff and board	Carry out audit	Skills audit	Business Services	March 2011
	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	Business Services	On-going
	We will encourage and support staff to develop their Gaelic skills through further training	Provide funding and training opportunities	Skills Audit	Business Services	On-going
Relevant Strategic Objectives and Outcomes assisted:	Objectives 1,2 Outcomes 7, 11, 12, 15				

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
91.Recruitment:					
Current practice	We adhere to the Civil Service rules on fair and open competition. This means that the best person is chosen to fill the vacancy. 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 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	Recruitment policy updated Monitor Gaelic skills of applicants	Business Services	March 2011
Relevant Strategic Objectives and Outcomes assisted:		Objectives 1,2 Outcomes 7, 11, 12, 15			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
92. 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 advertisements	Business Services	On-going
	We will provide and accept job applications forms in Gaelic where Gaelic is essential	Produce applications in Gaelic Promote this availability on LLTTNPA website Contract with reputable translation service	Statement clearly visible on website and advert Record requests for Gaelic applications and applications received by LLTTNPA	Business Services	On-going
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

93. LLTTNPA recognises that the various priority areas identified in the National Plan for Gaelic, and more specifically through Ginealach Ùr na Gàidhlig, will be primarily implemented through our Gaelic Language Plan but that opportunities will arise to promote and develop the language through existing policy measures. LLTTNPA will examine current policy commitments to identify areas where Gaelic can be proactively incorporated 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.

94. In the formation, renewal and monitoring of policies, LLTTNPA will ensure that the impacts on Gaelic will be in line with the National Plan for Gaelic.

Overview of the National Plan for Gaelic

95. 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:

Language Acquisition

96. Increasing the number of Gaelic speakers by ensuring the language is transferred within families and by securing effective opportunities for learning Gaelic, through:

   • increasing the use and transmission of Gaelic in the home
   • increasing the number of children acquiring Gaelic in the school
   • increasing the uptake and availability of Gaelic-medium education
   • increasing the number of adult Gaelic learners progressing to fluency

Language Usage

97. Encouraging greater use of Gaelic, providing opportunities to use the language, and promoting access to Gaelic forms of expression, through:

   • increasing the use of Gaelic in communities
   • increasing the use of Gaelic in tertiary education and places of work
   • increasing the presence of Gaelic in the media
   • increasing the promotion of Gaelic in the arts
   • increasing the profile of Gaelic in the tourism, heritage and recreation sectors

Language Status

98.   Increasing the visibility and audibility of Gaelic, enhancing its recognition and creating a positive image for Gaelic in Scottish public life, through:

- increasing the number of bodies preparing Gaelic Language Plans
- increasing the profile and prestige of Gaelic
- increasing the visibility and recognition of Gaelic

Language Corpus

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

- increasing the relevance and consistency of the Gaelic language
- increasing the quality and accessibility of Gaelic translations
- increasing the availability of accurate research information

Commitment to the Objectives of the National Plan for Gaelic

100.   LLTTNPA is committed to ensuring that the National Plan for Gaelic is implemented via Ginealach Ùr na Gàidhlig., and in this section we set out how we will achieve that aim.

Language Acquisition

Rationale:

101.   LLTTNPA 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.

102.   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.

103.   We will update our generic leaflet in Gaelic, which is available to the public and supports Gaelic awareness and learning.

104.   We will continue our commitment to provide Gaelic classes and training for staff and board members, which will increase the number of adults learning Gaelic and its use within the work place and communities.

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

Language Usage

Rationale:

106. LLTTNPA 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.

107. Our commitment to provide Gaelic awareness and language training for staff, Board Members and potentially for local businesses will help staff to improve their Gaelic skills and increase the use of Gaelic in communities and the workplace

108. A commitment to accept and respond to Gaelic communications will provide Gaelic users more opportunities to communicate with LLTTNPA in Gaelic and increase the use of Gaelic in communities and the work place

109. Our commitment to provide, where relevant and appropriate, bi-lingual documents and Gaelic content on our website and other communications will increase the presence of Gaelic in the media

110. Our commitment to developing a methodology on the use of Gaelic in the Park brand and on the Park website will increase the presence of Gaelic in the media

111. Our continued use of the Gaelic LLTTNPA logo and commitment to develop a methodology with partners on the use of Gaelic in the Park brand and website will increase the profile of Gaelic in tourism, heritage and recreation

112. Updating the Gaelic version of our introductory leaflet will increase profile of Gaelic in tourism, heritage and recreation

Language Status

Rationale:

113.   LLTTNPA 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.

114.   The preparation of a Gaelic Language Plan is evidence of our commitment to enhancing the status of the language and how LLTTNPA will use and enable the use of Gaelic in relation to corporate identity, communications, publications and staffing

115.   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

116.   We will increase the visibility of Gaelic by the continued and increased use of it on our signage, logo, website and publications

Language Corpus

Rationale:

117.   LLTTNPA recognises the need to strengthen the relevance and consistency of Gaelic, the importance of facilitating translation services and to promote research into the language

118.   Updating our Gaelic leaflet and providing guidance for staff on the use of Gaelic in communications will strengthen Gaelic orthographic, terminological and place name development

119.   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

120.   We will use reputable translators to assist with the Gaelic translation of our services

Chapter 4 – Implementation And Monitoring

Timetable

121.   This Gaelic Language Plan will formally remain in force for a period of five years from approval in 2011 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

122.   LLTTNPA's Gaelic Language Plan will be published on our website www.lochlomond-trossachs.org. In addition, we shall:

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

Administrative Arrangements for Implementing the Gaelic Language Plan

123.   This plan is the policy of LLTTNPA and has been endorsed both by our senior management team and board members.

Overall Responsibility:

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

Individual Staff members:

125.   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 were encouraged to comment on it during the consultation period and will be encouraged to make suggestions for improvements throughout the period of the plan.

Services delivered by third parties

126. LLTTNPA 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 website.

Informing other organisations of the Plan

127. 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 approved Gaelic Language Plan.

Resourcing the Plan

128. Normal activities will be included and resourced through budgets agreed annually and with support from other groups as appropriate. An integral part of the approach to this Plan is a high degree of cooperation with our sister National Park, the Cairngorms. A joint approach to procurement of services relating to each Park's Gaelic Language Plan will ensure ongoing economies of scale and a consistent delivery of each Park's commitments.

Monitoring the Implementation of the Plan

129. 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 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 LLTTNPA's Gaelic Language Plan is:

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Chief Executive
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Queries about the day-to-day operation of the plan should be addressed to:

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Appendix 1:

Gaelic Affiliations

West Dunbartonshire Gaelic Learners' Forum

Contact
Mr Bernard Bell
Concord CE Centre
St. Mary's Way
Dumbarton
G82 1LX
01389 608428

Alternative contact
01389 772071 Mr. A. Troup

Related to:
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Contact
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