

Loch Lomond & The Trossachs National Park Authority



GAELIC LANGUAGE PLAN - DRAFT FOR CONSULTATION

2024 – 2029

This plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005

CONTENTS

1	INTRODUCTION	4
1.1	DESCRIPTION OF THE ORGANISATION'S FUNCTION AND LOCATION	4
1.2	Gaelic WITHIN THE AUTHORITY'S AREA OF OPERATION	5
1.3	SUMMARY OF GAELIC IN SCOTLAND.....	5
1.4	THE GAELIC LANGUAGE (SCOTLAND) ACT	6
1.5	THE NATIONAL GAELIC LANGUAGE PLAN.....	7
1.6	INTERNAL GAELIC CAPACITY AUDIT.....	7
1.7	CONSULTATION ON THE DRAFT GAELIC LANGUAGE PLAN	8
2.	KEY PRINCIPLES	8
2.1	EQUAL RESPECT.....	8
2.2	ACTIVE OFFER.....	8
2.3	NORMALISING.....	8
3.	PLAN COMMITMENTS.....	9
3.1	HIGH-LEVEL AIMS.....	9
	High-level aim 1: Using Gaelic	9
	High-level Aim 2: Learning Gaelic	11
	High-level Aim 3: Promoting Gaelic.....	12
3.2	CORPORATE SERVICE AIMS.....	13
3.2.1	Corporate Service Aim 1: Status.....	13
3.2.2	Corporate Service Aim 2: Communicating With The Public.....	14
3.2.3	Corporate Service Aim 3: Information	17
3.2.4	Corporate Service Aim 4: Staff.....	20
3.2.5	Corporate Service Aim 5: Gaelic Language Corpus.....	22
4.	LINKS TO THE NATIONAL PERFORMANCE FRAMEWORK.....	24
5.	PUBLISHING AND PUBLICISING THE PLAN	25
5.1	INTERNAL.....	25
5.2	EXTERNAL.....	25
6.	RESOURCING THE PLAN	25
7	MONITORING THE PLAN	25
8.	THE GAELIC LANGUAGE PLAN IN THE PUBLIC AUTHORITY	26
8.1	OVERALL RESPONSIBILITY FOR THE PLAN	26
8.2	DAY-TO-DAY RESPONSIBILITY FOR THE PLAN.....	26
8.3	GAELIC LANGUAGE PLAN IMPLEMENTATION AND MONITORING.....	26
8.4	ENGAGING WITH STAFF	26
8.5	ARM'S LENGTH ORGANISATIONS AND THIRD PARTIES.....	27

APPENDIX 2 – INTERNAL GAELIC CAPACITY AUDIT	28
NOTE:.....	28

1 INTRODUCTION

1.1 DESCRIPTION OF THE ORGANISATION’S FUNCTION AND LOCATION

1.1.1 Loch Lomond & The Trossachs National Park was established on 8 July 2002 and the Loch Lomond & The Trossachs National Park Authority became fully operational – taking on all its statutory powers – on 19 July 2002.

1.1.2 The National Park Authority is responsible for coordinating the efforts of partner organisations across the National Park to further the Aims set out in the National Parks (Scotland) Act 2000:

- to conserve and enhance the natural and cultural heritage
- to promote the sustainable use of the natural resources of the area
- to promote understanding and enjoyment of the special qualities of the area by the public
- to promote sustainable social and economic development of the communities of the area

1.1.3 The National Park Authority’s role is to co-ordinate the collective delivery of these four statutory National Park aims, and in this way ensure a sustainable future for these areas.

1.1.4 The organisation’s Gaelic Language Plan particularly helps further the aim ‘to conserve and enhance the natural and cultural heritage of the area’ given up until the 19th Century, Gaelic was the language of most of the inhabitants of the National Park area.

1.1.3 With a staff of around 178 (in 2023) plus 17 Board members, the Park Authority has several statutory duties including leading on the development and publication of a National Park Plan, a strategic plan that guides the work of partners in the National Park, the production of a Local Development Plan, managing outdoor access in the Park, being responsible for all planning and development management decisions within the National Park.

1.1.4 The National Park Authority is 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 local authorities in the National Park area – Argyll & Bute (2), Stirling (2), West Dunbartonshire (1) and Perth & Kinross (1) and we have five Board members who are elected by residents within the National Park. Through our Board we are responsible to the Minister for Green Skills, Circular Economy and Biodiversity within Scottish Government and thus to the Scottish Parliament.

1.1.5 In carrying out its duties National Park Authority National Park and its staff interact with a broad range of people, from the c.15,000 people who live within the National Park area, those who work here and some of the Park’s millions of visitors, more than half of whom are within an hour’s reach of the National Park.

1.2 GAELIC WITHIN THE AUTHORITY'S AREA OF OPERATION

1.2.1 Loch Lomond & The Trossachs National Park has a population of around 15,000 residents (2011 census), is 720 square miles in size and covers four local authority areas:

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

1.2.2 Loch Lomond & The Trossachs National Park has a rich history and culture of languages. There is evidence that Gaelic was the 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.

1.2.3 The 2011 Census records 268 Gaelic speakers in the National Park (1.76% of the usual resident population over the age of 3). This number decreased slightly since 2001 when 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 is a decrease from the 565 recorded in the 2001 census.

1.2.4 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.

1.2.5 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 are also older naming systems, often modified by Gaelic-speakers, including Norse and Cumbric or Brittonic - another Celtic language more akin to Welsh.

1.2.6 Even though there are no Gaelic medium schools in the National Park, local children may attend Gaelic medium schools outside the area and there are options to learn Gaelic at schools with catchments close to the National Park. Sandbank Primary School in Dunoon has a Gaelic Medium Unit catering for all pupils within Cowal whose parents elect to have their children educated in the Gaelic Language. Wallace High School in Stirling offers Gaelic as a subject which can be studied at Higher level. At Primary School level, Gaelic Medium Provision is available. Classes are taught at Riverside Primary School, Stirling and parents can enrol their child through their local primary school.

1.2.7 The National Park Authority 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 previous Gaelic Language Plan iterations, as well as delivering our new key aims over the next five years, both with staff and partners and the public, which help to bring the Gaelic language and culture to life and ensure it remains relevant for future generations.

1.3 SUMMARY OF GAELIC IN SCOTLAND

1.3.1 In 2011, 87,100 people aged three and over in Scotland (1.7% of the population) had some Gaelic language skills. Although this was down on the 2001 Census figure of 92,400, the rate of decrease slowed significantly. Of the 87,100 people with some Gaelic language skills recorded in the 2011 Census:

- 32,400 (37.2%) had full skills in Gaelic, that is could understand, speak, read and write Gaelic.
- 57,600 (66.2%) could speak Gaelic; 6,100 (7.0%) were able to read and/or write but not speak Gaelic.
- 23,400 (26.8%) were able to understand Gaelic but could not speak, read or write it.

1.3.2 Gaelic Medium Education is expanding across Scotland. It is now available in over half of Scotland's 32 local authorities. Gaelic Medium Education began in 1985 with 14 primary pupils. There are now more than 5,600 pupils in the sector across Early Years, Primary and Secondary education. Meeting continuing growth in demand will require investment in schools and teachers.

1.3.3 Increased demand for learning Gaelic is evident in the uptake of people opting to learn Scottish Gaelic via Duolingo. It is estimated that 1.8 million people have started learning Gaelic on the app since the course launched over three years ago, and in 2023 alone the course grew 17% (up from 12% in 2022).

1.3.4 According to Bòrd na Gàidhlig, while the number of Gaelic speakers in Scotland 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% increase in the number of Gaelic speakers aged 25 or under, including increases for the 5-11 (+8.8%) and 18-24 (+12%) age groups.

1.3.5 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 Gaelic medium education (GME) will continue which will lead to greater demand for services.

1.4 THE GAELIC LANGUAGE (SCOTLAND) ACT

1.4.1 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.

1.4.2 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.

1.4.3 This document is a proposed draft of the third edition of Loch Lomond & The Trossachs National Park Authority's 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 use and wider knowledge of Gaelic from 2024 to 2029.

1.4.4 Loch Lomond & The Trossachs National Park Authority's Gaelic Language Plan 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.

1.5 THE NATIONAL GAELIC LANGUAGE PLAN

1.5.1 The National Park Authority supports the aim of the National Gaelic Language Plan. We are committed to achieving this aim by focussing our work on the overall aims of the National Gaelic Language Plan, so that Gaelic is used more often, by more people and in a wider range of situations, by:

- Increasing the use of Gaelic
- Increasing the learning of Gaelic
- Promoting a positive image of Gaelic

These aims are also consistent with the aims of the National Gaelic Language Plan 2023-2028, published after this document was written.

1.5.2. The National Park Authority will help achieve the aims of the National Gaelic Language Plan by:

- Using our reach and networks to encouraging people to learn and speak Gaelic as a way of keeping this important aspect of the cultural heritage of the National Park (as a place) alive, thriving and relevant.
- Making knowledge and use of Gaelic positive and relevant whenever we can as part of the work we are involved in on a day-to-day basis.
- Increasing the use of Gaelic within our organisation and encouraging more people to use Gaelic more often when they interact with us.
- Increasing the opportunity for people to learn Gaelic as part of our day-to-day operations including using the reach and influence we have with partners across the National Park.

1.6 INTERNAL GAELIC CAPACITY AUDIT

1.6.1 The National Park Authority conducted a review of existing internal Gaelic capacity amongst staff in 2023 as part of the preparation of this Gaelic Language Plan. The results of this review were taken into consideration when developing commitments in the Plan, and have guided us in 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 heritage and relevance within the National Park.

1.6.2 The review highlighted that, although there are no fluent Gaelic speaking employees, 42% of respondents had a basic understanding or knew some Gaelic phrases, and the same percentage of respondents had previously participated in Gaelic language training. 48% of respondents indicated that they would be interested in being part of a staff group who would like to develop Gaelic language and engagement within the National Park Authority, and a similar number of respondents had suggestions or ideas about how we bring Gaelic to life in the National Park.

1.6.3 Attached as Appendix 2 is a summary of the findings from our internal Gaelic Capacity Review 2023.

1.6.4 This internal review has provided a benchmark for the level of Gaelic language skills, awareness and interest within the National Park Authority. We commit to completing this audit again within the first year of this plan, and as part of our annual monitoring each year. We will track survey results and respond to progress in order to monitor progress, opportunities and challenges and inform future editions of this Plan.

1.7 CONSULTATION ON THE DRAFT GAELIC LANGUAGE PLAN

1.7.1 Under the 2005 Act, The National Park Authority is required to consult on our draft Gaelic Language Plan prior to submission to Bòrd na Gàidhlig. Once feedback from the consultation has been received we will use this information to inform the draft Gaelic Language Plan prior to approval by the Board of the National Park Authority and submission to Bòrd na Gàidhlig for approval.

2. KEY PRINCIPLES

We are committed to applying the following key principles across this third edition of our Gaelic Language Plan:

2.1 EQUAL RESPECT

Under the terms of the 2005 Act, Bòrd na Gàidhlig works with a view to securing the status of the Gaelic language as an official language of Scotland commanding equal respect to the English language and the Bòrd in turn expects that public authorities will demonstrate in their plans how the principle will be achieved and maintained in practice.

Loch Lomond & The Trossachs National Park Authority will ensure that, where Gaelic is included as part of our operations and services, we will ensure they are of an equal standard and quality as those that we provide in English.

2.2 ACTIVE OFFER

Loch Lomond & The Trossachs National Park Authority will use our main online and offline channels to make an active offer of our Gaelic services to our employees and the public. This will ensure that where Gaelic services are made available by us, Gaelic users are made aware of their existence, and are actively encouraged to use them.

This will take the responsibility away from the individual to ask for the service and will give Gaelic users the confidence to know that their needs will be met if that is their choice.

We will ensure that our Gaelic language services are as accessible as our English language services.

2.3 NORMALISING

Loch Lomond & The Trossachs National Park Authority will ensure that opportunities for the public and our staff to use Gaelic as normalised, in support of the National Gaelic Language Plan's aims and to build links between Gaelic and the priorities identified in the National Park Partnership Plan 2024-2029.

3. PLAN COMMITMENTS

3.1 HIGH-LEVEL AIMS

3.1.1 In preparing this Gaelic Language Plan, Bòrd na Gàidhlig has held discussions at a senior level with the National Park Authority to determine how the functions of the public authority will progress the aims of the current National Gaelic Language Plan. The agreed outcomes from these discussions form the following set of high-level strategic priorities to be incorporated in the National Park Authority Gaelic Language Plan.

3.1.2 The National Park Authority has committed to the following High-Level Aims for our Gaelic Language Plan 2024-2029:

High-level aim 1: Using Gaelic	
Desired Outcome	<p>Encourage use of the Cleachdail initiative by staff and visitors.</p> <p>Seek potential opportunities for employment, including apprenticeships and paid internships, which would grow the use of Gaelic alongside delivery of the National Park Authority's strategic aims.</p>
Current Practice	<p>At present, for some roles we recognise Gaelic competency as a desirable attribute. To date we have yet to have roles where the the ability to understand and/or speak Gaelic is an essential criteria.</p> <p>Staff are encouraged to use Gaelic in their work; physical prompts around our headquarters provide reminders to staff about key Gaelic phrases and annual training is provided to build Gaelic awareness in staff.</p>
Actions Required	<p>We will promote and encourage uptake of the Cleachdail initiative internally and externally with businesses that welcome visitors to the National Park, to wider community groups and through our role as a key partner in the West Highland Way Management Group.</p> <p>We will promote ways for staff, businesses and community groups who are seeking to encourage Gaelic speaking staff, volunteers and visitors to promote that they speak Gaelic, using best practice and resources from the Cleachdail initiative.</p> <p>We will actively promote job and volunteering opportunities within the National Park Authority to Gaelic learners and speakers, by building connections with Gaelic-medium schools and higher and further education establishments (like Sabhal Mòr Ostaig) with a view to developing opportunities for Gaelic speakers to work/volunteer with us. At the next review of our HR and volunteering policies we will</p>

	<p>look for opportunities to promote the use of Gaelic through them.</p> <p>We will build relationships with Developing the Young Workforce and other relevant organisations and initiatives (e.g Young Scot’s Gaelic & Scots Languages Panel) for opening up new pathways for Gaelic speakers and learners to progress their skills in preparation for entering the workforce.</p> <p>We will use internal communications such as intranet and our wider social media to periodically stimulate, celebrate and share Gaelic content, and enable staff to feel comfortable taking their first steps towards fluency and providing a quality service to Gaelic speakers.</p> <p>For example, an initiative to show staff are receptive to taking their first steps to speak in Gaelic. We will make it clear to all staff that we believe “<i>Is Fheàrr Gàidhlig Bhriste na Gàidhlig sa Chiste.</i>” “It is better to have broken Gaelic than dead Gaelic.” (Credit: Gàidhlig Briste Print — LOOM Graphics)</p> <p>When staff have taken part in Gaelic training we will encourage them to promote this via their email signature to raise awareness of the language amongst colleagues and contacts.</p>
Target Date	<ol style="list-style-type: none"> 1 Promote and encourage uptake of the Cleachdi initiative throughout the life of the Plan and by 2028/29. 2 Encourage organisations with Gaelic speaking staff, to promote that they speak Gaelic throughout the life of the Plan and by 2028/29. 3 Active promotion of job and volunteering opportunities for Gaelic learners and speakers by end of 2024/25. 4 Review opportunities to promote the use of Gaelic within our HR and volunteering policies at the next point of review or by end of 2026/27 if sooner. 5 Build relationships with relevant partner organisations by end of 2025/26. 6 Promote and encourage uptake of the Cleachdi initiative by end of 2026/27.
Responsibility	<ol style="list-style-type: none"> 1 Visitor Experience team / WHW Business Development Manager 2 Visitor Experience team / WHW Business Development Manager 3 HR Manager / Volunteer Advisor / Strategic Communications Manager 4 HR Manager / Education & Inclusion Advisor 5 HR Manager / Education & Inclusion Advisor 6 Internal Gaelic lead/Visitor Experience team

High-level Aim 2: Learning Gaelic	
Proposed Outcome	Create Gaelic resources, based on the Park's natural and cultural heritage, aimed at different levels of Gaelic proficiencies, in schools and the wider community
Current Practice	<p>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, at work and in learning as the key means of achieving this, and also through bringing Gaelic relevance to life via leisure, culture and recreation links.</p> <p>Although the National Park Authority does not have responsibility for schools, education is an important area of work in the National Park. We work with a wide range of people via school groups, outreach visits and via the work of our Ranger Service who engage with many thousands of visitors each year.</p> <p>Gaelic awareness is already included in the work of these teams, including staff being able to share aspects of the landscape such as place names, rivers and mountains which come from Gaelic.</p>
Actions Required	<p>We are committed to further developing the understanding of and role of Gaelic in our organisation. We will take the following steps to help create a supportive environment for growing the number of Gaelic speakers in Scotland.</p> <p>When updating our suite of visitor-facing materials, we will review our popular 'What's in a Name' printed leaflet and online materials that gives information about the Gaelic place names across the National Park. We will update these materials, the online content associated with them and our social media content to make it even easier to learn from basic Gaelic (and be able to pass that on to others). We will signpost to the different ways and places for people to further their knowledge of Gaelic.</p> <p>We will work with relevant Gaelic-speaking 'influencers' whose work has a natural connection to National Park (e.g. outdoor enthusiasts, nature/climate-literate influencers) to bring Gaelic to life for our online and offline followers.</p>
Target Date	<ol style="list-style-type: none"> 1 Refresh of Gaelic-related content and content in Gaelic on our owned social media channels complete by end of 2024/25 and ongoing content generated throughout the life of the Plan. 2 Refresh of Gaelic-related content and content in Gaelic on our website delivered by end of 2025/26 with annual reviews throughout the life of the Plan.
Responsibility	Strategic Communications Manager

High-level Aim 3: Promoting Gaelic	
Proposed Outcome	<p>Establish and maintain a Gaelic Language Plan implementation and development group with senior representation.</p> <p>Conserve, enhance and promote the Gaelic language and cultural heritage of the Loch Lomond and the Trossachs National Park area for the benefit of residents and visitors.</p>
Current Practice	<p>The National Park Authority recognises that the various priority areas identified in the National Gaelic Language Plan will be primarily implemented through our own Gaelic Language Plan but that opportunities will arise to promote and develop the language when we review our policies and procedures. We see these developments as corresponding to the normalisation principle which aims to include Gaelic as an everyday part of life in Scotland.</p> <p>The National Park Authority also recognises the need to strengthen the awareness of Gaelic, and believes we have a role to play in that.</p>
Actions Required	<ol style="list-style-type: none"> 1 Re-establish and develop the internal working group, with senior representation, who will help drive forward the outcomes in the Gaelic Language Plan. 2 We will promote Gaelic, both its historical links to the landscape of the National Park and its relevance here and now through in-person engagement and educational opportunities. We will develop inspirational and accessible content for staff, visitors and the wider community, working with popular Scottish proponents of Gaelic language to keep Gaelic flourishing. 3 When forming, renewing and monitoring of policies and procedures, the National Park Authority will include the promotion of Gaelic whenever there is an opportunity. 4 We will continue to identify and develop opportunities for promoting Gaelic culture in the Park and will use our available channels it to promote the ways that people can engage with the Park through Gaelic related activities.
Target Date	<ol style="list-style-type: none"> 1 Re-establish internal working group by end of 2024/25. 2 Develop inspirational and accessible content in Gaelic and to promote understanding of Gaelic by end of 2025/26. 3 Review opportunities to promote the use of Gaelic within our HR and volunteering policies at the next point of review or by end of 2026/27 if sooner.

	4 Consider opportunities to promote Gaelic within other policies as and when they are due to be reviewed. Identify and develop opportunities for promoting Gaelic culture in the Park ongoing throughout the life of the Plan.
Responsibility	1. Internal Gaelic Lead / Director of Engagement and Innovation 2. Strategic Communications Manager 3. HR Manager / Volunteer Advisor / Corporate Performance Manager 4. Internal Gaelic Lead / Strategic Communications Manager

3.2 CORPORATE SERVICE AIMS

As well as Strategic Priorities, Bòrd na Gàidhlig has developed a set of Corporate Service Aims that seek to standardise core Gaelic commitments over time. Loch Lomond & The Trossachs National Park Authority has committed to the following Corporate Service Aims for our Gaelic Language Plan 2024-2027:

3.2.1 Corporate Service Aim 1: Status

Desired Outcome	(a) Logo and brand Aim to render the corporate logo in both Gaelic and English at the first opportunity and as part of any renewal process.
Current Practice	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. The logo and branding guidance is highlighted to staff as part of the Gaelic Awareness Training offered to all staff every year.
Actions Required	Should we redesign our main corporate identity, we will ensure we include Gaelic in the corporate branding, demonstrating equal respect.
Target Date	When our corporate identity is next reviewed during the course of this edition of our Gaelic Language Plan.
Responsibility	Strategic Communications Manager

Desired Outcome	(b) Signage Prominent signage will include Gaelic and English as part of any renewal process.
Current Practice	Our Partnership and Signage Guidelines include requirements for more frequent use of the Gaelic logo. Most signage in the National Park includes Gaelic content related to place-names and our Signage Guidance requires the bilingual 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 and Transport Scotland's agencies are responsible for provide all road signage.
Actions Required	All new interpretive signage will have bilingual headings with Gaelic and English explanations incorporated into its design. As existing interpretive signage is replaced there will be a measurable increase in Gaelic signage and interpretation. As existing resources are redesigned and replaced we will include relevant Gaelic content and ways to help people learn Gaelic. We will provide links to further online content so people can continue to develop their Gaelic awareness even after they have left the National Park. Audit signage and materials regularly. Any inaccuracies on signage, interpretation or publications are resolved promptly.
Target Date	<ol style="list-style-type: none"> 1. All new interpretive signage will have bilingual headings with Gaelic and English explanations incorporated into its design by end of 2028/29. 2. As existing resources are redesigned and replaced we will include relevant Gaelic content and ways to help people learn Gaelic by end of 2028/29. 3. Ongoing throughout the life of the Plan.
Responsibility	<ol style="list-style-type: none"> 1. Place Programme Manager / Estates Manager / Strategic Communications Manager. 2. Place Programme Manager / Estates Manager / Strategic Communications Manager 3. Strategic Communications Manager / Corporate Performance Manager

3.2.2 Corporate Service Aim 2: Communicating With The Public

Desired Outcome	(a) Promotion Positive messages that communication from the public in Gaelic is always welcome.
Current Practice	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 our HQ reception with a significant amount of

	<p>information about Gaelic Place names in the National Park, as well as signage welcoming visitors in Gaelic, Gaelic phrases are etched into the walls of the reception area and Gaelic Language leaflets about the National Park available.</p> <p>Although we have no fluent Gaelic speakers within our staff, our internal audit highlights that 42% of our staff have a basic understanding of Gaelic or know a few phrases, and we have ready access to translation services.</p> <p>Normal practice is for staff to take part in annual Gaelic Awareness Training, and have guidance on how to deal with enquiries from Gaelic speakers. This training is currently being rolled out to all visitor-facing staff.</p>
Actions Required	<p>We will publish our finalised Gaelic Language Plan in both Gaelic and in English on our website.</p> <p>We will provide refresher training for all staff to ensure they are clear on our Gaelic Language Plan commitments and policies.</p> <p>We will provide training for staff (prioritising approximately 150 front-of-house and visitor-facing staff) so that they have some basic Gaelic phrases they can understand and convey when welcoming visitors to either the National Park or to the Park Authority. We will encourage all staff to build their awareness and knowledge of Gaelic so they can promote it through their networks.</p>
Target Date	<ol style="list-style-type: none"> 1. We will publish our finalised Gaelic Language Plan in both Gaelic and in English on our website once approved (anticipated to be by end of 2024/25). 2. Refresher training for all staff carried out annually throughout the Plan so that all staff have had training by the end of 2028/29. 3. Basic Gaelic training (focused on public-facing staff) to be undertaken annually so that all staff have had training by the end of the 2028/29.
Responsibility	<ol style="list-style-type: none"> 1. Strategic Communications Manager 2. Internal Gaelic Lead / HR Manager 3. Internal Gaelic Lead / HR Manager

Desired Outcome	<p>(b) Written Communication</p> <p>Written communication in Gaelic is always accepted (post, email and social media) and replies will be provided in Gaelic in accordance with the general policy.</p>
Current Practice	<p>We promote on our website and in correspondence that we welcome communications in Gaelic, and can provide publications in Gaelic upon request.</p> <p>We have Gaelic letter-heading and branding available, and</p>

	we actively promote our commitment to accept and provide forms in Gaelic (including complaints).
Actions Required	<p>We will ensure a clearly visible statement on forms and on the new website, and ensure a Gaelic response to Gaelic communications is delivered. Responses to Gaelic enquiries will receive a response within the same statutory timescales as English medium responses.</p> <p>We will monitor the number of emails/letters received in Gaelic for reporting purposes.</p>
Target Date	<ol style="list-style-type: none"> 1. Refresh of Gaelic content as part of the redesign of our website, anticipated to be by end of 2025/26. 2. Monitor the number of emails/letters received in Gaelic for reporting purposes, ongoing throughout the life of the Plan.
Responsibility	<ol style="list-style-type: none"> 1. Strategic Communications Manager 2. Exec & Business Support Manager

Desired Outcome	<p>(c) Reception and phone Where Gaelic speaking staff are capable of providing this service, they are supported to do so and the service is promoted to the public.</p>
Current Practice	<p>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.</p> <p>Our website features a Gaelic Complaints page and form.</p> <p>A record of all complaints is kept within our Governance reporting function.</p>
Actions Required	<p>Ensure that front of house (reception and main switchboard) staff are able to respond appropriately to Gaelic enquiries and give information on Gaelic in the Park, and are able to direct people to relevant online or printed resources to learn more.</p> <p>We will provide training for staff (prioritising approximately 150 front-of-house and visitor-facing staff) so that they have some basic Gaelic phrases they can understand and convey when welcoming visitors to either the National Park or to the Park Authority. We will encourage all staff to build their awareness and knowledge of Gaelic so they can promote it through their networks.</p> <p>Ensure active offer of Gaelic is apparent and numbers of requests are monitored for reporting purposes.</p>
Target Date	<ol style="list-style-type: none"> 1. Front of house (reception and main switchboard) staff have training to allow them to respond appropriately to Gaelic enquiries by end of 2024/25, and ongoing throughout the life of the Plan.

	<ol style="list-style-type: none"> 2. Refresher training for all staff carried out annually throughout the Plan so that all staff have had training by the end of 2028/29. 3. Basic Gaelic training (focused on public-facing staff) to be undertaken annually so that all staff have had training by the end of th 2028/29. 4. Ensure active offer of Gaelic is apparent and monitor number of requests annually throughout the life of the Plan.
Responsibility	<ol style="list-style-type: none"> 1. Internal Gaelic lead / Exec & Business Support Manager. 2. Internal Gaelic Lead / HR Manager 3. Internal Gaelic Lead / HR Manager 4. Strategic Communications Manager / Exec & Business Support Manager.

Desired Outcome	<p>(d) Public meetings Opportunities to hold public meetings bilingually or in Gaelic are regularly explored and promoted</p>
Current Practice	<p>Gaelic instant translation service can be made available at meetings where other parties, organisers or members of the public have made a request for this service.</p> <p>An active offer of Gaelic translation at Public meetings is made available but has yet to be requested.</p>
Actions Required	<ol style="list-style-type: none"> 1. An active offer of translation services will be made available in advance and included within statutory notifications of upcoming meetings. 2. The numbers of requests received will be monitored for reporting purposes.
Target Date	<ol style="list-style-type: none"> 1. Practice updated by end of 2024/25. 2. Ongoing and reported annually throughout the life of the Plan.
Responsibility	<ol style="list-style-type: none"> 1. Corporate Performance Manager 2. Exec & Business Support Manager

3.2.3 Corporate Service Aim 3: Information

Desired Outcome	<p>(a) News releases High profile news releases and all news releases related to Gaelic are circulated in both Gaelic and English.</p>
Current Practice	<p>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 and that we target with relevant stories.</p>
Actions Required	<p>Continue to be proactive in our approach with BBC Alba and other Gaelic media channels, and promote high-profile news stories to Gaelic media.</p>

	Monitor Gaelic media coverage for reporting purposes.
Target Date	1. Ongoing throughout the life of the Plan. 2. Monitored and reported annually.
Responsibility	1. Strategic Communications Manager 2. Internal Gaelic lead

Desired Outcome	(b) Social Media Gaelic content distributed regularly through social media, guided by the level of actual and potential users.
Current Practice	We develop and share Gaelic content on social media, particularly aligned to Gaelic Awareness campaigns and specific projects such as the Callander Landscape Partnership or the West Highland Way. This content is well received by our followers. For example, a current campaign featuring celebrated Gaelic communicator and TV presenter Calum MacLean and Commonwealth Games cyclist Kerry MacPhee underway.
Actions Required	We will continue to develop and promote Gaelic content, and content written in Gaelic, including advice to the public on how they can interact with us, and continue to promote Gaelic and its role in the National Park on social media. We will maintain and build content that achieves positive interactions and actively look out for additional opportunities to collaborate on national campaigns with Bòrd na Gàidhlig, our colleagues at Cairngorms National Park, or others. We will monitor reach (how many people see the content) and engagement (likes, comments and shares) on social media for reporting purposes and to improve content.
Target Date	Ongoing throughout the life of the Plan, monitoring reported annually to Bòrd na Gàidhlig.
Responsibility	Internal Gaelic lead / Strategic Communications Manager

Desired Outcome	(c) Website Gaelic content should be available on the public authority's website, with emphasis given to the pages with the highest potential reach.
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 fully translated into Gaelic. The website is due for a redesign and overhaul in 2024/25.
Actions Required	As part of the redevelopment of the National Park website we will increase the prominence of Gaelic and Gaelic-medium content on our website and ensure that, alongside statutory information, the wider Gaelic content that is there is engaging and inspiring.

	We will review and expand Gaelic content and educational content on our website to increase the usage of Gaelic by providing relevant ways and people to bring Gaelic to life.
Target Date	Review and expand Gaelic and Gaelic-medium content as part of the redesign of our website, anticipated to be by end of 2025/26.
Responsibility	Digital Communications Manager / Education & Inclusion Advisor / Internal Gaelic lead

Desired Outcome	(d) Corporate Publications Produced in Gaelic and English, with priority given to those with the highest potential reach.
Current Practice	<p>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. We provide, on demand, Gaelic or bilingual text versions of corporate publications</p> <p>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).</p> <p>We aim to ensure that translation services delivered for the National Park Authority in relation to the Gaelic Language Plan are of consistently high quality. All current and future translation is carried out on our behalf by an external translation organisation.</p>
Actions Required	<p>We will continue to provide Gaelic forewords in our key policy and statutory documents. We will increase and/or expand provision of Gaelic or bilingual text versions of corporate publications over the next five years.</p> <p>Where we can monitor downloads (via digital analytics) or uplift of physical copies will use this information to aid with monitoring and to inform the next generation of Gaelic content.</p> <p>Continue to use reputable and high-quality translation services for current and future Gaelic content.</p>
Target Date	<ol style="list-style-type: none"> 1. Increase/expand provision of Gaelic or bilingual text versions of our corporate publications by end of 2028/29. 2. Monitor downloads annually as part of our reporting to Bòrd na Gàidhlig.
Responsibility	Digital Communications Manager / Corporate Performance Manager

Desired Outcome	(e) Exhibitions
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	Opportunities to deliver public exhibitions bilingually or in Gaelic should be explored on a regular basis, with priority given to those with the highest potential impact.
Current Practice	<p>We have a range of branded materials for events, including pop ups with the National Park branding in Gaelic. At present our Mobile Visitor Centre that is taken to events across the National Park all season by our Volunteers and our Ranger Service has prominent Gaelic branding on all sides.</p> <p>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.</p>
Actions Required	<p>We will continue to provide high profile Gaelic versions of our branding at events and on related printed materials.</p> <p>We will seek opportunities to link with partners when attending national events and develop a co-operative approach to delivering engaging and meaningful opportunities which bring Gaelic to life.</p>
Target Date	Ongoing throughout the life of the Plan.
Responsibility	Strategic Communications Manager / Visitor Experience team / Volunteer Advisor / Ranger Service Managers

3.2.4 Corporate Service Aim 4: Staff

Desired Outcome	(a) Internal audit Conduct an internal audit of Gaelic skills and training needs through the life of each edition of the plan.
Current Practice	The National Park Authority conducts an annual review of existing internal Gaelic capacity and resources. The results of this review were taken into consideration when developing commitments in this edition, and have assisted us in determining how to establish, maintain or improve practices and develop awareness and use of the Gaelic language, and its important role in the cultural life and landscape of the National Park.
Actions Required	Conduct an audit of Gaelic skills and awareness amongst staff every year. Use the results from this (including staff training requests and requirements) to influence Gaelic-related activity with staff for the coming year and inform training provision
Target Date	Annual audits throughout the life of the Plan, reported to Bòrd na Gàidhlig annually.
Responsibility	Internal Gaelic lead / Corporate Performance Manager

Desired Outcome	(b) Induction Knowledge of the public authority’s Gaelic Language Plan and training opportunities are embedded in new staff inductions.
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Current Practice	As part of our onboarding and induction for new staff, Brand Guidelines and headline aims of our Gaelic Language Plan are detailed, introducing our commitment or using, promoting and identifying opportunities to celebrate and share Gaelic in their new role.
Actions Required	Develop a Gaelic awareness module as part of the induction process for all staff. This module will be complemented by annual online/in-person Gaelic awareness training for staff. Aim for 100% participation in this training in the lifetime of this third edition of the Gaelic Language Plan.
Target Date	By end of 2028/29.
Responsibility	HR Manager / Internal Gaelic lead

Desired Outcome	(c) Language training Gaelic language skills training and development, delivered to staff, particularly in relation to implementing the public authority's Gaelic language plan.
Current Practice	Gaelic Language Skills Training is offered to all staff annually. This training was last delivered prior to COVID restrictions coming into force. Budget has been allocated to ensure training will be reinstated in 2024.
Actions Required	We will increase provision of Gaelic Language Training courses for existing and new staff, prioritising our frontline staff as well as headquarters-based staff, over the five years of this edition. Should we have additional capacity for training delivery we will aim to mainstream delivery to all headquarters-based staff and open the to partner and/or community organisations. We will use our internal communications channels to provide information to staff on Gaelic courses available. If relevant for a role, we will help fund any further Gaelic language training.
Target Date	Ongoing throughout the life of the Plan.
Responsibility	HR Manager/Head of People and Assets

Desired Outcome	(d) Awareness training Gaelic awareness training delivered, with priority given to senior staff, other key decision makers and staff dealing directly with the public.
Current Practice	Gaelic Language Awareness Training is offered to all staff annually and delivered in conjunction with Gaelic Language Awareness month.
Actions Required	Aim to increase staff participation in Gaelic Awareness training to 100% over the lifetime of this edition of the Gaelic Language Plan.
Target Date	Training delivered annually throughout the life of the Plan.
Responsibility	HR Manager

Desired Outcome	<p>(e) Recruitment</p> <p>Gaelic language skills are recognised and respected within the recruitment process throughout the public authority.</p> <p>Gaelic named as an essential and / or desirable skill in job descriptions in order to deliver the Gaelic language plan and in accordance with the Bòrd na Gàidhlig recruitment advice.</p> <p>Bilingual or Gaelic only job adverts for all posts where Gaelic is an essential skill.</p>
Current Practice	<p>For recruitment, we adhere to the Civil Service rules on fair and open competition. Subject to the nature of the role, our vacancies recognise Gaelic as a desirable job attribute.</p> <p>If the ability to speak or write Gaelic is an occupational requirement then the linguistic ability will be properly taken into account when recruiting.</p>
Actions Required	<p>We will review opportunities to promote the use of Gaelic within our HR policies.</p>
Target Date	<p>At the next point of review or by end of 2026/27 if sooner</p>
Responsibility	<p>HR Manager / Head of People and Assets</p>

3.2.5 Corporate Service Aim 5: Gaelic Language Corpus

Desired Outcome	<p>(a) Gaelic Orthographic Conventions</p> <p>The most recent Gaelic Orthographic Conventions will be followed in relation to all written materials produced by the public authority.</p>
Current Practice	<p>We use the latest Gaelic Orthographic Conventions and place-names, as advised by the Gaelic Place-names of Scotland. An example of the resources that we have created around Gaelic and the Landscape of the National Park can be seen on our website. www.lochlomond-trossachs.org/our-gaelic-culture</p>
Actions Required	<p>Ensure all of our of our written Gaelic ommunications follow the most recent Gaelic Orthographic Conventions.</p>
Target Date	<p>Ongoing throughout the life of the Plan.</p>
Responsibility	<p>Strategic Communications Manager</p>

Desired Outcome	<p>(b) Place-names</p> <p>Gaelic place name advice from Ainmean-Àite na h-Alba is sought and used.</p>
Current Practice	<p>We refer to Ainmean-Àite na h-Alba resources (the national advisor for Gaelic place-names in Scotland) and seek advice on place-names and oppiortunities for working collaboratively on projects.</p>
Actions Required	<p>Refer to Ainmean-Àite na h-Alba resources and seek advice on place-names and oppiortunities for working collaboratively on projects.</p>

Target Date	Ongoing throughout the life of the Plan.
Responsibility	Strategic Communications Manager

4. LINKS TO THE NATIONAL PERFORMANCE FRAMEWORK

The National Park Authority is committed to achieving the objectives established by the Scottish Government's National Performance Framework. The Framework includes outcomes under Children and Young People, Communities, Culture, Economy, Education, Environment, Fair Work and Business, Health, Human Rights, International and Poverty.

In particular, our work towards an accessible and inclusive Gaelic Language Plan notably contributes to the following outcomes:

- Communities
We live in communities that are inclusive, empowered, resilient and safe
- Education
We are well educated, skilled and able to contribute to society
- Culture
We are creative and our vibrant and diverse cultures are expressed and enjoyed widely
- Economy
We have a globally competitive, entrepreneurial, inclusive and sustainable economy

For more information on Scotland's Strategic Objectives, visit nationalperformance.gov.scot/

5. PUBLISHING AND PUBLICISING THE PLAN

5.1 INTERNAL

5.1.1 To ensure that staff are aware of their responsibilities under our Gaelic Language Plan and the opportunities it presents them, we will:

- Communicate details of the plan via email, all-staff meetings, and via staff bulletins and dedicated intranet pages.
- Create opportunities for staff to get involved in innovation, collaboration and engagement, especially amongst those staff who are enthusiastically engaged in learning and promoting Gaelic language.
- Colleagues who have a significant role to play in delivering outcomes and actions for the Plan will be involved in Gaelic Language Plan group
- Create an environment where voluntary/discretionary involvement is welcomed by staff, volunteers, partners and customers.

5.2 EXTERNAL

5.2.1 The National Park Authority's Gaelic Language Plan will be published in Gaelic and in English on our website. In addition, we will:

- issue a bilingual press release announcing the plan and seek opportunities to promote the new plan via Gaelic and English medium broadcasters
- publicise the plan through a variety of social media platforms
- make our partner organisations aware of the commitments in the latest edition of our Gaelic Language Plan and how they can help deliver outcomes within it
- ensure that relevant Gaelic organisations and other interested bodies have links to the latest edition of our Gaelic Language Plan
- make hard copies available on request

6. RESOURCING THE PLAN

6.1 Normal activities will be included and resourced through the National Park Authority budgets agreed annually with the Scottish Government.

6.2 We will also seek out and apply for grant funding where additional opportunities to pursue supplementary projects can be identified.

7 MONITORING THE PLAN

7.1 Responsibility for the annual monitoring and reporting on progress against the latest edition of our Gaelic Language Plan will be agreed by the Executive team. The team(s) responsible will produce an annual review of the plans targets each year, and will report on the successful implementation or otherwise of our Core Commitments. This will be done in consultation with and the agreement of Bòrd na Gàidhlig.

8. THE GAELIC LANGUAGE PLAN IN THE PUBLIC AUTHORITY

8.1 OVERALL RESPONSIBILITY FOR THE PLAN

8.1.1 Our Chief Executive has ultimate responsibility for ensuring that we deliver on the commitments set out in this plan. 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
Director of Engagement & Innovation
Loch Lomond & The Trossachs National Park Authority
Carrochan
Carrochan Road
Balloch G83 8EG
01389 722600

<mailto:info@lochlomond-trossachs.org>

8.2 DAY-TO-DAY RESPONSIBILITY FOR THE PLAN

The officer with operational responsibility for the day-to-day operation is currently under review. Once agreed, their details will be published in the final version of the Plan. Questions about day-to-day operation of the plan should be addressed to them.

8.3 GAELIC LANGUAGE PLAN IMPLEMENTATION AND MONITORING

8.3.1 A Gaelic Language Plan Working group assists the lead officer and ensures that the Gaelic Language Plan is embedded within the corporate structure of the National Park Authority. The Group will meet, at a minimum, quarterly.

8.3.2 This Group will have senior management represented within it, and 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 duration of the Plan, 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.

The final version of this edition of the Gaelic Language Plan will set out proposed membership of this group.

8.4 ENGAGING WITH STAFF

8.4.1 All staff, our Board and our volunteers can all contribute to the successful deployment and integration of our plan. By embedding our Gaelic Language Plan Working Group members, ensuring they are at an appropriately senior level, and capitalising on their enthusiasm as 'Gaelic champions', we will disseminate and implement our commitments to the language throughout the organisation.

8.4.2 We will continue to use our internal communication channels, especially our dedicated intranet spaces and physical spaces around our buildings, to engage with staff on

matters relating to our Gaelic Language Plan and supporting projects, celebrate achievements and milestones, and communicate opportunities for further learning and involvement. We will be proactive in supporting staff with specific responsibilities to the plan by ensuring these are explicit in objectives.

8.4.3 Administrative arrangements for implementing the Gaelic Language Plan include;

- This plan is the policy of Loch Lomond & The Trossachs National Park Authority and has been endorsed both by our Executive Team and by the National Park Board.
- Overall Responsibility: The CEO of the National Park will be responsible ultimately for ensuring that the National Park Authority delivers on the commitments set out in this Plan.
- Individual Staff members: Staff will be advised where the Plan is located on our internal systems and will be advised to refer to it.
- Regular meetings of the Gaelic Language Plan Working Group
- 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 Review. The results will be supplied to Bòrd na Gàidhlig as part of our annual Gaelic Language Plan Progress Reports.

8.5 ARM'S LENGTH ORGANISATIONS AND THIRD PARTIES

8.5.1 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 will be procured on annual basis. The most appropriate supplier will be selected depending on the needs at that time and on the quotes and proposals provided.

8.5.2 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 and Signage, which 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 our Gaelic Language Plan and to ensure that their staff are informed of the terms of the Plan.

APPENDIX 2 – INTERNAL GAELIC CAPACITY AUDIT

A summary of the findings is provided in the Introduction section of the plan is included as Appendix 2.

NOTE:

Following the formal consultation period, a summary of the consultation findings will be provided in the Introduction section of the plan, and a more detailed report will be included as an appendice.