

Gaelic Language Plan 2024-2029 Agenda Item 5

National Park Authority Board Meeting 10 June 2024

Paper for decision

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1. Purpose

- 1.1. The [Gaelic Language \(Scotland\) Act 2005](#) is the legislative cornerstone for the promotion and preservation of Gaelic language and culture in Scotland. This pioneering legislation aims to safeguard the status of Gaelic as an official language of Scotland, recognising its intrinsic value to the nation's cultural heritage and identity and one that should command equal respect to the English language.
- 1.2. The Act mandates various measures to support Gaelic, including the development of [Gaelic Language Plans by public bodies](#) like the National Park Authority and statutory responsibilities to help raise the status and profile of the language and provide practical opportunities for its use. Along with the National Gaelic Language Plan, these Plans overall aim is to deliver an increase in the use and learning of Gaelic.
- 1.3. Promoting the use and understanding of Gaelic in Loch Lomond and The Trossachs National Park aligns with the overarching aims of the National Parks (Scotland) Act 2000 particularly in relation to conserving and enhancing the natural and cultural heritage of the area.

2. Recommendation

- 2.1. Members are invited to **Approve** the third edition of the organisation's Gaelic Language Plan (2024 – 2029), attached as Appendix 1, subject to any minor editorial changes needed before translation into Gaelic and submission to Bòrd na Gàidhlig for their consideration prior to adoption. A suitable foreword will be included at that stage.

3. Contribution to National Park Partnership Plan and/or Our 5-year Plan

- 3.1. The development and implementation of a Gaelic Language Plan for the National Park Authority is aligned to the National Park Partnership Plan 2024-2029 particularly in relation to the potential to enhance people's experience of the National Park by building a bond with our landscape and keeping important aspects of the Park's cultural and heritage (like Gaelic language) alive as part of the time they spend here.

4. Background

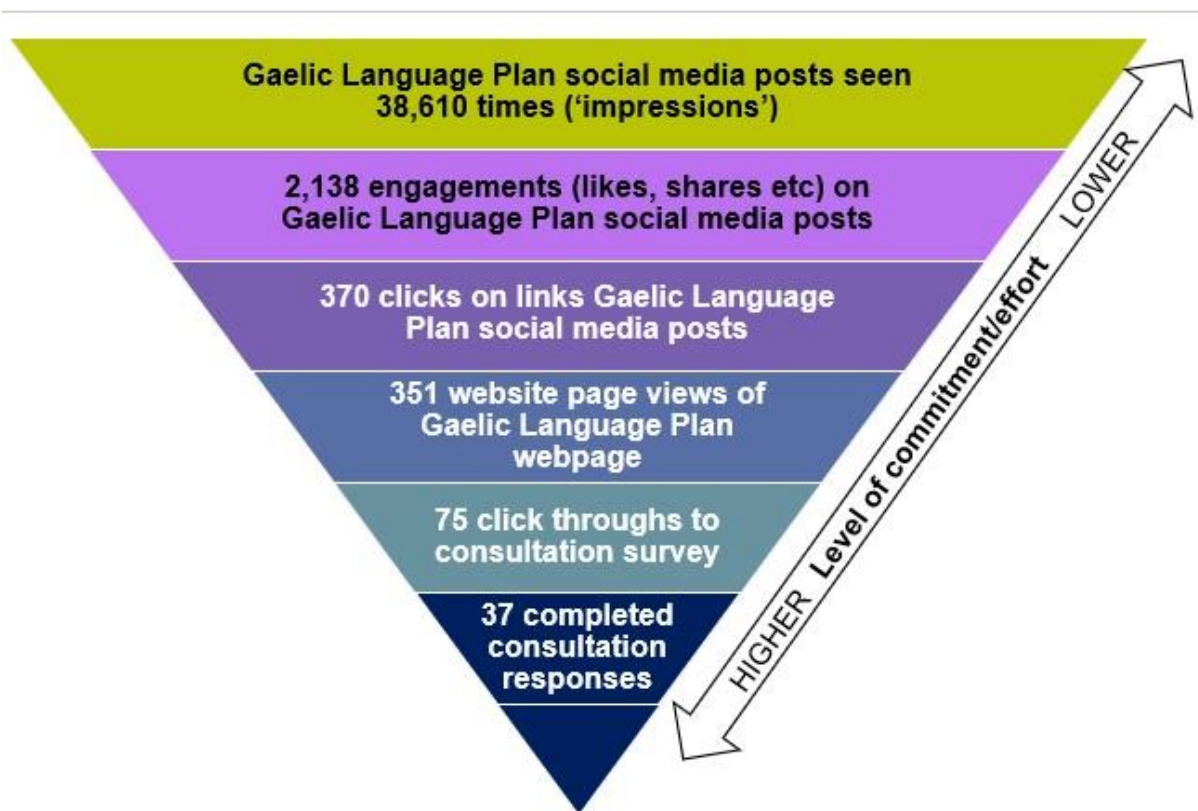
- 4.1. Loch Lomond & The Trossachs National Park Authority is required by the Gaelic Language (Scotland) Act 2005 to have a Gaelic Language Plan that is renewed every 5 years.
- 4.2. The Draft Gaelic Language Plan presented to Board members in March 2024 for approval to proceed with consultation was the third edition of our Gaelic Language Plan.
- 4.3. It was drafted 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.
- 4.4. In March 2024 the Board agreed to approve the Draft Gaelic Language Plan for consultation.

5. Consultation engagement and response

- 5.1. Following Board approval of the Draft Gaelic Language Plan 2024 – 2029 a six-week consultation took place between 8 April and 13 May 2024.
- 5.2. A campaign was developed to support the consultation, to raise awareness that it was happening and to encourage those with an interest to share their views.
- 5.3. In addition to the social media promotion detailed below we raised awareness of the consultation by:
- Promoting the consultation to our contacts on the Gaelic Officers Network (facilitated by Bòrd Na Gàidhlig)
 - Arranging for Gaelic speaker and Commonwealth cyclist [Kerry MacPhee to spend the day in Balmaha](#) to engage visitors in Gaelic and to help us raise awareness of the consultation

- Using the Gaelic training that took place with c.100 staff and volunteers during March/April 2024 to promote the Gaelic Language Plan's commitments and the consultation to staff and volunteers.
- Contacting Glasgow Gaelic School to promote the consultation
- Using our local media opportunities to promote the consultation
- Encouraging our Youth Committee, which now includes a number of Gaelic speaking/learning members, to share with their networks.

5.4. In addition to the points above, our online campaign which ran across our four main social media channels (Facebook, X (formerly Twitter), LinkedIn and Instagram). During the 6 weeks the campaign was live:



- The campaign received 38,610 impressions - the number of times the content was displayed to users.
- There were 2,138 engagements – includes any reactions, comments, shares, saves, post link clicks, other post clicks
- Which gives a 5.5% engagement rate – the percentage of those who saw a post who 'engaged with' it (as described above)
- Which delivered 370 clicks on links within Gaelic Language Plan social media posts
- And resulted in 351 views to the Gaelic Language Plan webpage on our website
- With 75 click-throughs to the Gaelic Language Plan consultation survey

- 5.5. The consultation received a total of 37 complete consultation responses: 34 in English and 3 in Gaelic.
- 5.6. Appendix 3 provides a simple visual breakdown of the responses to each of the multiple-choice questions. The qualitative responses are summarised in the points below.
- 5.7. On the whole, the responses we received were supportive and constructive.
- 5.8. 68% of respondents agreed or strongly agreed that the Plan identified the right priorities.
- 5.9. 62% of respondents agreed or strongly agreed that the Plan was clear and easy to understand, with some useful suggestions coming through in other answers for how to make the Plan easier to digest.
- 5.10. 59% of respondents agreed or strongly agreed that the Plan would help to conserve and promote Gaelic language and cultural heritage.
- 5.11. Beyond answering the multiple-choice questions there was no obligation for respondents to provide any more detail on their answers, but some chose to do so. Many of these qualitative responses were helpful and provided points for us to consider when we move into delivery of the next edition of our Gaelic Language Plan.
- 5.12. Whilst in the minority, there were some responses that made it clear that the respondent did not support the organisation promoting Gaelic in this way or who did not see this as something the Park Authority should have a statutory responsibility for.
- 5.13. Constructive suggestions that came through the qualitative answers included offers to build closer links with other organisations involved in the promotion of Gaelic language, suggestions for how to promote the language within the National Park, ways to make the Plan easy for people to digest and suggestions of other organisations with a shared interest in promoting the language.
- 5.14. Resourcing the Plan was a theme that came up through both responses that were supportive and those who were not supportive of the Plan. Those in support emphasised the importance of being adequately resourced to deliver what was being proposed, while those who were not supportive felt that this was not a good use of organisational resources.
- 5.15. Having considered the feedback received through the consultation process, we did not consider it necessary to make any significant changes to the Draft Gaelic Language Plan itself. There were suggestions in some of the consultation responses that we will follow up on when we move into the delivery of the Plan, once approved.

- 5.16. We have reflected on the commitments within the Plan, which teams are involved and made some minor adjustments to wording and to which staff member or team is responsible for delivery.

6. Next steps

- 6.1. If Board members are happy to approve the Gaelic Language Plan 2024-2029 (attached as Appendix 1) then we will submit the Plan to Bòrd na Gàidhlig for their consideration by the Bòrd before it becomes formally adopted as the third edition of our Gaelic Language Plan.

7. Appendices

Appendix 1 - Gaelic Language Plan 2024-2029

Appendix 2 - Summary of the findings from a Gaelic Capacity Review amongst National Park Authority staff in 2023

Appendix 3 - Consultation responses – visual summary of quantitative feedback

Author: Anna MacLean, Director of Engagement and Innovation
Executive Sponsor: Gordon Watson, CEO