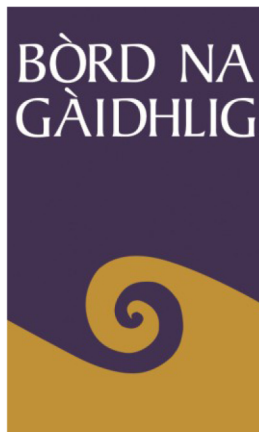# The Scottish Parliament
Pàrlamaid na h-Alba

Scottish Parliamentary Corporate Body
GAELIC LANGUAGE PLAN

This plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005 and was approved by Bòrd na Gàidhlig on March 5th 2013.

BÒRD NA GÀIDHLIG

FOREWORD

I am pleased to introduce the Scottish Parliamentary Corporate Body's second iteration of our Gaelic Language Plan, which covers our planned activities for May 2013 to April 2018.

Like the first iteration of our Gaelic Language Plan, which covered May 2008 to April 2013, this demonstrates the Scottish Parliamentary Corporate Body's commitment to Gaelic, and to the principle that Gaelic should be accorded equal respect with English, as set out in the Gaelic Language (Scotland) Act 2005 .

The Scottish Parliamentary Corporate Body (SPCB) provides the staff, accommodation and services needed by the Scottish Parliament to carry out its work. The SPCB provides a number of services to support Members and the public to use Gaelic. The SPCB has a Language Policy which provides the overall context for our provision.

Under the first iteration of our Gaelic Language Plan, the SPCB introduced a number of developments to enhance the status and visibility of Gaelic in its work. These include use of technology, training opportunities, featuring Gaelic in recruitment and offering a range of outreach/engagement services.

The second iteration of our Plan is designed to build on the sophisticated range of services on offer and to encourage use of them. I would therefore encourage all Gaelic speakers and learners to take advantage of these opportunities to learn about, and participate in, the work of the Scottish Parliament through the medium of Gaelic.

Rt Hon Tricia Marwick MSP
Presiding Officer

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Summary

Summary

The Scottish Parliamentary Corporate Body (SPCB) recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life. The SPCB has put in place appropriate structures and initiatives to enable it to contribute to the wider work going on in Scotland to ensure that Gaelic has a sustainable future.

The SPCB recognises that a concerted effort on the part of authorities and bodies, community organisations and individual speakers is required to:

- *enhance the status of Gaelic;*

- *promote the acquisition and learning of Gaelic;*

- *encourage the increased use of Gaelic.*

This document is the SPCB's second iteration of a Gaelic Language Plan. 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 our Members, the public and key partners, and how we will promote and develop Gaelic.

The SPCB'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 2012-2017* and the *Guidance on the Development of Gaelic Language Plans*.

Structure of the Gaelic Language Plan

The key components of our Gaelic Language Plan are:

Chapter 1 – Introduction

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

Chapter 2 – Core Commitments

This chapter sets out how the SPCB will use, and enable the use of, Gaelic in relation to our main business functions. This chapter sets out *the basic minimum level* of Gaelic language provision to which we are committed to providing in the lifetime of the Plan.

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

This chapter sets out how the SPCB will help implement the *National Gaelic Language Plan.* It also shows how we intend promoting the use of Gaelic in our service planning and delivery, such as public engagement. This chapter also

considers how we will take account of Gaelic and our Gaelic Language Plan when drafting new policies and considering new strategies.

Chapter 4 – Implementation and Monitoring

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

Chapter 1

Introduction

CHAPTER 1 - INTRODUCTION

Setting the Context for Developing Gaelic Language Plans

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

The Gaelic Language (Scotland) Act 2005 was passed by the Scottish Parliament with a view to securing the status of the Gaelic language as an official language of Scotland commanding equal respect to the English language.

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

Consultation on a draft Gaelic Plan:

The 2005 Act requires public bodies to bring the preparation of its Gaelic Language Plan to the attention of all interested parties. The SPCB consulted publicly on the draft of its Gaelic Language Plan from September 22nd to November 4th 2012 and has taken into account representations made to it during the consultation process.

Approval of the SPCB's *Gaelic Language Plan:*

The SPCB's Gaelic Plan was submitted to Bòrd na Gàidhlig for approval on December 17th 2012.

Overview of the functions of the SPCB and the use of Gaelic within our area of operation

Background Information about the SPCB

The Scottish Parliamentary Corporate Body (SPCB) is a statutory body provided for by the Scotland Act 1998 and consists of 5 members – the Presiding Officer, who chairs the Body, and 4 Members elected by the Parliament. Members are elected as individuals to represent the interests of all the MSPs and not as party representatives.

The SPCB provides the staff, accommodation and services needed by the Parliament to carry out its work. It meets fortnightly in private and the agendas, minutes of its meetings and, where appropriate, the papers considered, are published on the Scottish Parliament website.

As mentioned above, the SPCB is accountable to the Scottish Parliament and it is held to account through a number of means:
- SPCB Annual Report
- Written parliamentary questions

- Oral SPCB question time (held in the Debating Chamber approximately 3 times each year)
- Publication of minutes and papers.

The SPCB considers and makes decisions on a wide range of issues to do with the running of the Parliament including the financing of the Parliament and allocation of the budget, the staffing of the Parliament and the use and security of the Parliamentary accommodation and facilities at Holyrood.

A continuing key priority of the Corporate Body and its staff is to make sure that the Scottish Parliament can operate effectively and that MSPs are able to carry out their duties.

The SPCB is based in Edinburgh at the Scottish Parliament building at Holyrood. Our geographical remit is the whole of Scotland as the Corporate Body supports the Scottish Parliament. This is a national legislature with Members for constituencies and regions across the country, who are elected by and answerable to the people of Scotland.

The SPCB is advised by a team of senior management officials, known as the Leadership Group. It aims to support and advise the Clerk/Chief Executive in defining and delivering the aim and values of the organisation and its strategic priorities and in developing the strategy to achieve these. It also enables senior colleagues to share expertise and knowledge and to contribute their views on how the organisation should be run, both currently and with an eye to the longer term.

The SPCB employs 450 members of staff and has a revenue budget of £84.9m in 2012-13.

The difference between the SPCB and the Scottish Parliament

The legislative and other functions of the Scottish Parliament are distinct from the administrative functions of the SPCB. This Plan relates to the SPCB and not to the Scottish Parliament. Provision for the use of languages in the business of the Parliament is set out in the Standing Orders which are available online at http://www.scottish.parliament.uk/parliamentarybusiness/26516.aspx. More detail of how services will be provided is set out in the SPCB's Languages Policy, which is available at http://www.scottish.parliament.uk/help/1679.aspx

Current provision for Gaelic speakers and learners

As a result of operating a Gaelic Service since 2000, and of the development work achieved under the SPCB's first iteration of its Gaelic Language Plan (2008-2013), we have a sophisticated range of services available in, or promoting the visibility of, Gaelic. As well as appearing in the Current Practice sections of our Core Commitments, our services are summarised here:

- Public guidance is available on the language services that the SPCB provides and on the Gaelic Service

- Bills can be published in Gaelic with the approval of the Head of Chamber and Reporting
- MSPs may use Gaelic in debates with prior approval of the Presiding Officer or in Committees with the Convener's approval
- Anyone invited to address the Parliament can do so in Gaelic with prior approval from the Presiding Officer
- Proposals for bills, motions, amendments and questions can be submitted with a Gaelic translation. The translation will be published with the English version
- Committee reports can be published in Gaelic with the approval of the Head of Committees and Outreach
- Public petitions may be submitted in Gaelic and the SPCB will arrange translation
- Committee witnesses may give evidence at a meeting in Gaelic with the prior approval of the Convener
- Procedures are in place to provide translations of the Official Report where Gaelic is used by a Committee witness
- Calls for evidence are published in Gaelic to encourage engagement with committees in Gaelic
- Written evidence can be submitted in Gaelic in response to Calls for evidence
- Where Gaelic is used in debates or committees, the Gaelic text appears in the Official Report ahead of the report of the English interpretation
- Our technical infrastructure supports the use of languages in committees and debates via interpretation systems
- The SPCB provides resources to support MSPs in carrying out their duties as constituency and regional Members. This includes translation and interpretation services, e.g. for correspondence or meetings. Advice is available from SPCB staff
- Support is provided to enable Members and SPCB officials to use Gaelic for parliamentary business related purposes
- The SPCB's corporate identity is bilingual and appears on a wide range of applications including
  - Business stationery
  - Electronic templates
  - Uniforms and badges
  - Shop stock and packaging
  - Tickets
  - Events branding
  - Exhibitions branding
  - Website

- o Intranet
- o Advertisements and marketing materials, including displays and banners
- o Official publications
- o Information publications
- o Educational materials
- o Art work for DVDs
- o Forms
- o Signs

- A wide range of print and online information resources are available in Gaelic, including some bilingual publications
- Some information publications are available in "Basic Gaelic" to assist less fluent speakers and learners to engage
- The SPCB's Gaelic Language Plan and information about the Gaelic Service are published bilingually
- The Parliament's Annual Report is published in Gaelic
- A wide range of educational materials are published in Gaelic including online games and interactive resources
- The Guidebook to the Holyrood building features Gaelic
- Gaelic features in a range of official and other publications, such as the Standings Orders and MSPs' Code of Conduct folders, or the Opening Ceremony programme
- Gaelic performers feature at major events such as the Opening Ceremony
- A comprehensive range of web pages are provided in Gaelic
- A Gaelic URL is used
- Written correspondence in Gaelic is welcomed and replies issued in Gaelic to standard deadlines (mail, email and text)
- The Gaelic Service uses a bilingual "disclaimer" on emails
- Text about the Gaelic Service is published, bilingually, on all emails issued from SPCB accounts
- Some staff use bilingual signatures on emails
- Callers may contact the Parliament by phone in Gaelic
- The Gaelic Service telephone number is publicised on all information publications
- The Gaelic Service has a bilingual answerphone message
- A procedure is in place to welcome Gaelic speakers at reception
- Forms are available in Gaelic and can be submitted in Gaelic e.g. complaints, job applications
- Freedom of Information requests can be submitted in Gaelic
- Bilingual permanent and temporary signs are provided at the Holyrood building

- o Signage on the exterior of the building
- o Signage in reception area
- o Visitor information and public information signage
- o Directional signage and signage naming departments and offices along the public tour route inside the building
- o Signage for lifts, toilets, public telephones, eating facilities.
- Outreach education sessions for schools are delivered in Gaelic
- Public and Members guided tours are available in Gaelic
- A Gaelic language audio tour is available to visitors
- Bilingual lanyards are issued to all visitors to the Holyrood building
- The SPCB hosts a Gaelic Language Day as part of the major events programme every other year
- The SPCB hosts the final of the BT Gaelic Schools Debate as a Member-sponsored event (together with a reception for the Cross Party Group on Gaelic)
- Gaelic interpretation can be provided at meetings and events held at Holyrood or in other locations
- Portable simultaneous translation equipment is available to assist with provision of interpretation at meetings and events
- The public exhibition about the Scottish Parliament features Gaelic
- The travelling exhibition, which toured venues across Scotland, featured Gaelic
- Temporary exhibition texts are available in Gaelic
- The captions for the artworks from the Parliament's collection, that are displayed in the Holyrood building, are available in Gaelic
- Public engagement projects encourage use of Gaelic e.g. our competition to find new quotes for the Canongate Wall display
- News releases are provided in Gaelic
- A Gaelic spokesperson is available to the media for interviews
- Opportunities to promote parliamentary business and the SPCB's Gaelic services are proactively sought
- A blog and Twitter feed are published in Gaelic
- Some marketing materials feature Gaelic or Gaelic versions are produced e.g. Festival of Politics programme
- Gaelic awareness training is available
- Support for language learning courses is available to staff
- Resources to support Gaelic learning are available in the Learning Resource Centre; additional resources are available to support the work of the Gaelic Development Officer
- Gaelic is incorporated into recruitment procedures; applications can be submitted in Gaelic

- Guidance is provided to contractors providing Gaelic interpretation and translation services to the SPCB
- SPCB staff contribute to Ainmean-àite na h-Alba and the Gaelic Language Plans Practitioners group.

This demonstrates that the SPCB is actively offering a wide range of services in Gaelic as part of its normal work in supporting Members, developing our staff and engaging with the public. It is proposed to continue all current practice under the SPCB's Gaelic Language Plan for 2013-18.

Gaelic within the SPCB's area of operation.

As noted above, the SPCB's area of operation is all of Scotland. It therefore follows that all of Scotland's Gaelic speakers and Gaelic communities are within the area in which the SPCB operates including all of the districts where persons able to understand, speak, read or write Gaelic form a majority of the population.

Demographics[1]

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

While the number of Gaelic speakers declined overall in the last 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.

Gaelic speakers are spread throughout Scotland. Of the Gaelic speakers identified in the 2001 census, just over half lived in the Highland counties (the Highland Council, Argyll & Bute Council and Comhairle nan Eilean Siar areas) and just under half in the Lowland counties. Gaelic is spoken by a majority of people in the Comhairle nan Eilean Siar area and in the parish of Kilmuir in the Isle of Skye within the Highland Council area. Only just over a quarter of speakers live in localities where Gaelic speakers form a majority.

There is a high degree of urbanisation within the Gaelic speech community with large concentrations of Gaelic speakers living in Greater Glasgow, Edinburgh, Inverness and Aberdeen. For example, 11,211 Gaelic speakers, or 19% of all Gaelic speakers, live in Greater Glasgow according to the 2001 census.[2]

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[1] Census data is taken from the 2001 census Gaelic report, available online at: www.groscotland. gov.uk/census/censushm/scotcen/scotcen2/scotcen-gaelic/index.html. Education figures are taken from: University of Strathclyde, Faculty of Education (2008). *Pupil Numbers in Gaelic Education 2007-08*, Glasgow: University of Strathclyde.

[2] Greater Glasgow is defined here as Glasgow City, North Lanarkshire, South Lanarkshire, East Dunbartonshire, West Dunbartonshire, Renfrewshire, East Renfrewshire and Inverclyde.

Gaelic related figures from the 2011 census are expected to be published in late 2012/early 2013.

There is no authoritative figure for the number of non-fluent adult learners. However, a national study in 1995 by John Galloway on behalf of Comunn na Gàidhlig, the Gaelic development agency, found that there were roughly 8,000 in Scotland.[3]

There are around 3,500 primary and secondary schoolchildren in Gaelic medium education (GME) nationally at present, with a further 700 children in Gaelic-medium nurseries and 750 in Gaelic voluntary pre-school groups. Within English-medium education between 2,500 and 3,000 learners study Gaelic as a secondary subject each year between S1 and S6.[4] Many children in English-medium primary schools take part in the *Gaelic Language in the Primary School* scheme each year: around 6,500 children in the 2005/6 session (these are the most recent figures that are available).

Bòrd na Gàidhlig's *National Gaelic Language Plan* 2012-17 sets out key outcomes for numbers of Gaelic speakers, as follows:

Home and Early Years

- An increase in the acquisition and use of Gaelic by young people in the home and increased numbers of children entering Gaelic-medium early years education.

Education: Schools & Teachers

- An increase in the number of children enrolling in Gaelic-medium education (GME), doubling the current annual intake to 800 by 2017.

- A year on year increase in the number of pupils engaged in Gaelic-learner education (GLE) in both primary and secondary schools.

- An expansion in the availability of Gaelic-medium subjects in secondary schools.

Education: Post-school Education

- An increase in the number of adults acquiring Gaelic from the current total of around 2,000 to 3,000 by 2017 and enhanced language skills among fluent Gaelic speakers.

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[3] Galloway, John (1995). Estimation of the Number and Distribution of Adult Learners of Gaelic: Final Report. Inverness: Comunn na Gàidhlig.

[4] In the 2011/12 session, 730 children were attending pre-school voluntary groups, 715 children were attending 60 Gaelic medium nurseries, 2418 primary pupils were being educated through the medium of Gaelic in 60 schools and 1104 secondary pupils were studying through the medium of Gaelic in 35 schools. A further 2643 pupils studied Gaelic classes for learners in 32 schools. Figures taken from *Gaelic Education Data 2011-12, Collected for Bòrd na Gàidhlig by John M.K Galloway.*

Communities

- More opportunities for communities and networks of Gaelic speakers of all kinds to use Gaelic and increased use of the language in community activities and services.

Workplace

- Expansion of the use of Gaelic in places of work and an increase in employment opportunities where Gaelic skills are required in order to enable service delivery in the language.

Arts & Media

- Development of Gaelic arts and media as a means of promoting the language, attracting people to it and enhancing their commitment through opportunities to learn, use and develop Gaelic.

Heritage & Tourism
- An increased profile for Gaelic in the heritage and tourism sectors and increased use of Gaelic in the interpretation of Scotland's history and culture.

Corpus
- Co-ordination of the initiatives of parties active in Gaelic language corpus development to achieve enhanced strength, relevance, consistency and visibility of the Gaelic language in Scotland.

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.

Attitudes to Gaelic[5]

There is an interest in Gaelic amongst many non-Gaelic speakers. The third major Scotland-wide quantitative research on attitudes to the Gaelic language was conducted in 2011 by TNS-BMRB for the Scottish Government's Culture, External Affairs and Tourism Analytical Unit in conjunction with Bòrd na Gàidhlig. The study found that although 87% of those interviewed (1,009 in total) had no knowledge of Gaelic, 81% agreed that "it is important that Scotland does not lose its Gaelic traditions", 78% that "Gaelic is an important part of Scottish culture", 62% that "Gaelic should be supported and encouraged throughout Scotland" and 65% that "more should be done to encourage and promote Gaelic in Scotland".

In education, 86% agreed that "school pupils who wish to do so should be able to take Gaelic as a subject in school", 70% that "there should be more opportunities for

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[5] *Public Attitudes to Gaelic: a comparison of surveys undertaken in 1981, 2003 and 2011*: Professor Kenneth MacKinnon

people to learn Gaelic throughout Scotland" and 63% that "Gaelic needs to be promoted more within education, with school pupils encouraged to learn Gaelic".

Factors Affecting Uptake of Services

A major difficulty facing Gaelic services in general is that few public services have been available in Gaelic historically, meaning that there is a low level of expectation on the part of Gaelic speakers that they will be able to use the language in dealing with public authorities. Gaelic speakers are often unused to using public services through the medium of Gaelic as the language has in the past tended to be confined to home and community domains and excluded from higher level domains. As Gaelic-medium education has only become available since the 1980s, many native Gaelic speakers are more comfortable with reading, writing and public speaking in English than in Gaelic. Non-traditional speakers, particularly adult learners, however, are more likely to access Gaelic medium services.

SPCB services and uptake

As listed above, the SPCB already offers a wide range of services to Gaelic speakers and has been proactive in publicising these so as to encourage awareness and uptake. A key aim of this plan is to further raise awareness and uptake of Gaelic services. This process will also be aided by the development of plans by other bodies under the framework of the Gaelic Language (Scotland) Act which is likely to raise awareness, uptake and expectations.

To date, there has been encouraging uptake of Gaelic services offered by the SPCB, particularly of the website, publications and services to schools. The main users to date have been fluent adult learners, adult learners, Gaelic schools, Gaelic groups and native speakers involved with Gaelic organisations. Uptake has been less encouraging from native speakers not involved in Gaelic organisations or Gaelic development. The measures in this plan are intended to encourage a wider range of people to use Gaelic services offered.

Public enquiries and letters to the SPCB in Gaelic have overwhelmingly tended to be on Gaelic related matters to date. Recent expansion of social media presence by the Scottish Parliament has successfully increased engagement by Gaelic speakers with the Parliament on non-Gaelic related subjects. A central aim of the plan is to further raise awareness that the public may use Gaelic to access services in relation to any subject.

KPIs to monitor uptake of specific services are in place or will be developed within the timespan of this iteration of the Gaelic Language Plan. These will be reported to Bòrd na Gàidhlig as well as internally.

Gaelic within the SPCB:

The SPCB has employed Gaelic speaking staff since 2000 to deliver its services in Gaelic.

There are currently three Gaelic speaking members of staff in Outreach Services and one in Visitor Services, whose specific skills are used in their job roles (Gaelic Development Officer, Visitor Services Officer/Tour Guide and Education Officer).

The SPCB will carry out an audit as a key commitment within the first year of this plan (i.e. before May 2014) to assess how many other Gaelic speakers/learners there are at present and the extent of current interest in learning Gaelic. This will inform the SPCB's strategy for staff development, as set out elsewhere in this Plan, from 2015-16 onwards.

Chapter 2

Core Commitments

CHAPTER 2 - CORE COMMITMENTS

In its statutory *Guidance on the Development of Gaelic Language Plans*, Bòrd na Gàidhlig notes that creating the right environment for the use of Gaelic in public life is one of the key components of language regeneration. The Bòrd has identified four core areas of service delivery that it wishes public bodies to address when preparing Gaelic Language Plans. For the SPCB's Plan, the key activities that relate to each of the four core areas are as follows:-

Identity:
corporate identity
signage
business stationery
internal policies and communications
support for parliamentary business
support to Members

Communications:
reception
telephone
mail and e-mail
forms
complaints procedures
freedom of information requests
education and interpretation
events
exhibitions

Publications:
media
public relations and marketing
printed and online materials including film and other formats
websites
social media

Staffing:
audit of language skills
training
language learning
recruitment
advertising

The services referred to in this Gaelic Language Plan that are delivered bilingually will demonstrate equal respect for Gaelic and English as they are renewed or introduced,

Section 1 - Identity

Rationale:

The presence of Gaelic in the corporate identity and signs of a public authority greatly enhances the visibility of the language, increases its status and makes an important statement about how Gaelic is valued and how it is given recognition. Developing the use of Gaelic through signage can also enrich the vocabulary of Gaelic users, raise public awareness of the language and contribute to its development. <u>In addition, the SPCB seeks to extend the visibility of Gaelic and increase its status by including it into its corporate policies and internal communications.</u>

> ***The SPCB recognises the importance of extending the visibility of Gaelic and increasing its status.***

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Corporate Identity:				
Current practice	The SPCB introduced a bilingual identity, and a policy for its use, in 2008 and applies it to all areas of our operations. The vast majority of items have been branded with the bilingual identity and it is used when commissioning any new items.			
Key areas of development	*Carry out an audit to identify any continuing uses of the previous mono-lingual logos and agree action plan to replace with the business area responsible*	All uses identified and costed action plan agreed on time	Public Information and Publications	Complete audit by May 2014 Agree action plan by December 2014 Implement action plan by December 2016

	Develop a procedure for considering whether to produce Gaelic versions of additional logos, e.g. as used for major events, as part of the development process	Procedure developed and implemented	Public Information and Publications	Agree action plan by December 2013 Implement action plan by June 2014

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Signage (internal and external):				
Current practice	The SPCB has had bilingual internal and external signs since 1999 and will continue this commitment. Under the SPCB's Plan for 2008-2013, the range of signs was extended to include signs in the non-public areas. This includes the captions for the artworks on display. A procedure for producing permanent and temporary signage has been adopted. Signs are produced on the basis of equal respect, e.g. by using the same font size for Gaelic as for English. All signage will be in accordance with the Gaelic Orthographic Conventions.			
Key areas of development	*Expand use of Gaelic to other signs on a renew / replace basis*	Number of signs renewed/replaced	Facilities Management	Ongoing
	Identify signs that need to be replaced as they do not meet principle of equal respect and work with colleagues to replace them	Audit completed Number of non-compliant signs is reduced	Outreach Services	By May 2015 Ongoing

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Business stationery:				
Current practice	The bilingual corporate identity appears on all pre-printed items including letterheads, compliments slips, envelopes and business cards. Bilingual (double sided) business cards are offered as an option. Online templates use the bilingual identity including for internal letters, memos, agendas, minutes of meetings, presentations.			
Key areas of development	*Make online order form for bilingual business cards more user friendly e.g. by including standard information in Gaelic on the template*		Facilities Management	
	Provide all offices and staff members with a translation of their office name and job titles for use on business cards and other applications	Translations completed and circulated Uptake monitored	Outreach Services	By May 2016 From June 2016 onwards

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Corporate policies and internal communications:				
Current practice	The Outreach Services office manages the SPCB's Gaelic Language Plan and is responsible for its implementation, working with other offices. The Outreach Services annual office plan contains objectives about Gaelic development. Gaelic is included in the SPCB's Language Policy.			
Key areas of development	*Ask offices where use of Gaelic would have most impact to consider including an objective about supporting or developing Gaelic in their annual office plans*	Objectives are included in office plans for business areas where use of Gaelic would have most impact	Leadership Group; Head of Committees and Outreach	Develop policy and process and issue to office heads by June 2014 Introduce for 2015-16 plans (which will be prepared by office heads by August 2014)
	Consider how to position Gaelic when reviewing our corporate policy making process	Outreach Services consulted as part of audit of corporate policies library	Clerk/Chief Executive's Office	Initial audit due to be completed by end of 2013
	Include progress report on implementing the Gaelic Language Plan in the quarterly compliance report to Leadership Group in order to monitor the SPCB's commitment to promoting Gaelic at a strategic level	Compliance reports are submitted on time	Leadership Group; Head of Committees and Outreach	Introduce for 2014-15

	Gaelic Development Officer to act as Gaelic "champion" with the authority to ask offices to update materials to use the bilingual identity or to consider use of (elements of) Gaelic in their services as appropriate	Role is formalised and communicated to all offices	Outreach Services	By March 2014
	Within the lifetime of the Plan, monitor staff language acquisition and encourage more staff to acquire Gaelic language skills, focusing on business areas where most impact can be achieved	A KPI will be determined after the audit of current staff skills is completed	Outreach Services and Human Resources; Leadership Group	See Timescale for audit
	Make Gaelic versions of free software available to staff who wish to use it (e.g. Firefox, LibreOffice etc.)	Work request processed to standard timescale Solution identified and implemented	Business Information Technology	Work request submitted and discussed by May 2014 Timescale for implementation to be agreed as part of Work request discussion

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Support for parliamentary business:				
Current practice	The Standing Orders establish how languages can be used in the Debating Chamber and committees. The SPCB's Language Policy provides the detail of how this will be delivered.			
Key areas of development	*Formalise the support that the Gaelic Development Officer provides to the Official Report when Gaelic is used during business by including as a specific objective in job description*	Included as an objective and performance managed through annual review process thereafter	Outreach Services	Ongoing

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Support to Members:				
Current practice	The SPCB's Language Policy provides the detail of how this is delivered. The Gaelic Development Officer provides support for Members wishing to use Gaelic in parliamentary business.			
Key areas of development	*Improve communications with MSPs to explain what is available to them; how the Gaelic Service can help MSPs in their parliamentary roles; how MSPs may wish to use Gaelic e.g. bilingual business cards*	Uptake of services and use of Gaelic monitored	Outreach Services	Ongoing

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Sharing good practice:				
Current practice	The Gaelic Development Officer is a member of Ainmean-àite na h-Alba and the Gaelic Language Plans Practitioners group.			
Key areas of development	*Include sharing good practice sessions within Gaelic Language Day events in order to highlight and discuss areas where the SPCB has taken a lead e.g. in use of Gaelic social media*	Number and range of attendees at Gaelic Language Day sessions	Outreach Services	November 2014 and November 2016

Section 2 – Communications

Rationale:

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

The use of Gaelic in interactions with the authority by mail, 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.

In addition, the SPCB communicates with the people of Scotland through a range of educational and interpretation services, including events. Gaelic is integrated throughout in order to enhance the visible and audible presence of the language further.

> *The SPCB 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	Performance Indicators	Lead Office	Timescale
Reception:				
Current practice	A procedure has been adopted for how non-Gaelic speaking reception staff can access assistance for members of the public with queries in Gaelic. Bilingual lanyards are issued with all visitor passes. The orientation map for all visitors is bilingual.			
Key areas of development	*Encourage Security Staff to issue a bilingual "Welcome" message*	Piloted for Gaelic Language Day Pilot review and action plan agreed	Human Resources and Security Group	Pilot in November 2014 By March 2015
	Identify and introduce a method for Gaelic speaking staff to alert visitors to our service offer (e.g. through signage at the desks or staff badges)	Visitors are able to identify whether a Gaelic speaker is available to assist them	Visitor Services Outreach Services	By March 2014

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Telephone:				
Current practice	A procedure has been adopted for how non-Gaelic speaking staff can access assistance for members of the public with queries in Gaelic. The Gaelic Service telephone number is promoted in public information publications. The Gaelic Service telephone has a bilingual answer phone message.			
Key areas of development	*Produce a desk-top prompt card for MSPs and staff with the Gaelic Service number on it*	Card distributed to all MSPs for their Holyrood and local offices	Outreach Services	By May 2014
	Investigate including Gaelic in "out of office" messages issued by the	Investigation completed and outcome implemented.	Public Information and Publications	Complete investigation by May 2014 Agree action plan by

| | | | | August 2014 Implement action plan by December 2014 |

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Mail and E-mail:				
Current practice	Since 1999, the SPCB has accepted communications in Gaelic and will reply in Gaelic where a response is required. A procedure has been adopted for written communications. Written communications received in Gaelic are replied to within the SPCB's standard timescale and within relevant statutory limits. Holding replies to Gaelic correspondence are issued in Gaelic. When initiating correspondence, the Gaelic Service will initiate correspondence in Gaelic or bilingually with those individuals and organisations known to prefer correspondence in Gaelic. Emails issued by Gaelic Service carry the corporate email disclaimer/promotional strap-lines in Gaelic. All emails issued from SPCB email accounts carry a line in Gaelic publicising the Gaelic Language Plan / Service and the Language Policy in English. Some staff use bilingual email signatures. Calls for Evidence, issued in English and Gaelic, state that evidence may be sent in Gaelic.			
Key areas of development	*Introduce bilingual email signatures / e-cards for all staff*	Percentage of staff using bilingual signatures / e-cards	Outreach Services	By December 2017
	Encourage use of Gaelic in "out of office" email messages	Percentage of staff using Gaelic in out of office email messages	Outreach Services	By December 2017
	Make the corporate email disclaimer statement bilingual as standard	Work request processed to standard timescale Solution identified and implemented	Business Information Technology	Work request submitted and discussed by May 2014 Timescale for implementation to be agreed as part of Work request discussion

| | Investigate whether can set up email addresses so that a Gaelic version can be used as an option for MSPs and staff who are likely to be communicating with Gaelic speakers and learners | Work request processed to standard timescale

Solution identified and implemented | Business Information Technology | Work request submitted and discussed by May 2014
Timescale for implementation to be agreed as part of Work request discussion |

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Forms:				
Current practice	The SPCB makes a range of forms available in Gaelic and accepts forms completed in Gaelic.			
Key areas of development	*Audit all forms and ensure that the bilingual corporate identity has been applied to all templates and online forms. Identify if Gaelic versions of forms are required and develop as appropriate, giving priority to the most frequently used internal and public forms.*	Audit completed and action plan with timescale for implementation agreed	Outreach Services	Audit completed by December 2014

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Complaints Procedure:				
Current practice	The SPCB's procedure is available in Gaelic; forms are published and can be submitted in Gaelic. Responses are issued in Gaelic.			
Key areas of development	*Continue to monitor number of complaints received in Gaelic and timescale for responding*	Requests dealt with within timescale	Outreach Services	Ongoing
	Develop on-line complaints form in Gaelic	BIT work request submitted Form developed, tested and published within agreed timescale	Outreach Services	By December 2014 To be agreed under Work Request discussion

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Freedom of Information requests:				
Current practice	The SPCB's procedure is available in Gaelic via the Parliament website and requests can be submitted in Gaelic. Responses are issued in Gaelic.			
Key areas of development	*Continue to monitor number of requests received in Gaelic and timescale for responding*	Requests dealt with within timescale	Communications and Research Group	Ongoing

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Education and outreach:				
Current practice	Education outreach sessions are taught in Gaelic. Educational materials are available online and in print in Gaelic. This includes a range of interactives and online games. Guided tours are available in Gaelic. A Gaelic audio tour is available.			
Key areas of development	*Provide the Education Service staff with translations of the names of the schools that are visiting so that they can include them in their sessions*	Procedure set up to provide translations	Outreach Services	By August 2013
	Provide the Education Service staff with simple Gaelic phrases that they can use during sessions	Training sessions delivered to all Education Officers	Outreach Services	By August 2013
	Include an explanation of the SPCB's support for Gaelic in guided tours script	Tour script updated and all Guides briefed on new content	Outreach Services Visitor Services	By December 2013

| | Based on our experience of delivering outreach education sessions since 2008, deliver a project to develop tailored education sessions for Gaelic schools and report on our outcomes in order to share good practice | Funding for project identified

Project plan with KPIs and timescale agreed

Project plan delivered | Outreach Services | For April 2014

By March 2014

By August 2014 |
| | Produce Gaelic versions of resources for interactive whiteboards | All resources produced in Gaelic | Outreach Services | By May 2015 |

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Events:				
Current practice	A procedure has been adopted for use of interpretation at events and meetings for the public that fall outwith parliamentary business or support to Members. The policy for interpretation during parliamentary business is set out in the SPCB's Language Policy. The policy for Member hosted events is covered by the SPCB's events guidance for Members and for event organisers. The SPCB owns interpretation equipment which can be used for events / meetings at Holyrood or in local venues. The availability of Gaelic interpretation is included in advance information for meetings and events. Gaelic is used in publications and on temporary signage for events, e.g. Festival of Politics. The SPCB hosts a Gaelic Language Day event every 2nd year as part of the major events programme. The SPCB supports the BT Gaelic Schools Debate final as a Member sponsored event every year (in conjunction with a Member sponsored reception for the Cross Party Group on Gaelic).			

Key areas of development	Provide Gaelic signage for events and cross party group registration points (where turnaround times for translations allow)	Number of signs made available in Gaelic	Visitor Services	Introduce procedure after February recess 2014
	Extend use of Gaelic on signage for events	Gaelic signage is made available at a range of events for different audiences	Events and Exhibitions	Ongoing

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Exhibitions (including the SPCB's display if its art collection):				
Current practice	Gaelic is incorporated into the exhibition about the Parliament which is normally on display in the public areas. Gaelic in included in display materials for temporary exhibitions. Gaelic is included in the captions for artworks on display.			
Key areas of development	Provide a translation of the Gaelic words that appear in the Travelling the Distance artwork for Education Officers and Tour Guides	Translation sourced and proofed Education Officers and Tour Guides use translation during tours	Outreach Services	By August 2013

Section 3 – Publications

Rationale:

The use of Gaelic in a range of printed and online materials 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. <u>In addition, the SPCB is making innovative use of social media to publish and communicate with Gaelic speakers and learners.</u>

> ***The SPCB 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	Performance Indicators	Lead Office	Timescale
Media:				
Current practice	News releases are published in Gaelic and promoted via the SPCB's Gaelic blog and Twitter. The SPCB's target is to publish 80% of releases in Gaelic. All Calls for Evidence are published in Gaelic and promoted via the blog and Twitter. The Gaelic Development Officer acts as a spokesperson to the Gaelic media for interviews. The SPCB proactively seeks opportunities to promote the work of the Parliament and the SPCB's Gaelic services.			
Key areas of development	*Increase the use of topical, official photographs in the SPCB's Gaelic social media platforms*	Range of photographs is increased Number of blog hits Number of Twitter followers and re-tweets	Outreach Services Media Relations Office	By September 2013

	Continue to look for opportunities to promote Gaelic Language Day to the Gaelic media as a key element of highlighting the SPCB's role as a "champion"	Monitor coverage of Gaelic Language Day Number of media contacts attending Gaelic Language Day sessions	Media Relations Office	November 2014 November 2016
	Continue to develop proactive media strategies to promote significant pieces of Parliamentary business or SPCB activities such as Gaelic Language Day	Monitor media coverage achieved	Media Relations Office Outreach Services	Ongoing

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Public relations and marketing:				
Current practice	Some marketing materials are published in Gaelic. Branded items sold in the Parliament Shop carry the bilingual logo. The SPCB's Guidebook contains elements of Gaelic.			
Key areas of development	*Formalise a procedure for considering use of Gaelic in promotional and marketing plans that fits with current communications strategies, tactical approaches and resources*	Procedure agreed and published	Head of Communications and Research Group	By December 2014

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Printed and Online Materials including film and other formats:				
Current practice	A policy and procedure has been adopted for considering Gaelic in publications. All education materials and most public information materials are published in Gaelic. All publications about the Gaelic Language Plan or Gaelic Service are published bilingually. Some official and business publications feature Gaelic. A distribution strategy has been developed and take up is monitored.			
Key areas of development	*Encourage more use of bilingual titles in publications e.g. films, committee reports, titles of legislation*	Range of publications containing bi-lingual titles is increased during the life of the Plan	Outreach Services	Ongoing
	Encourage inclusion of elements of Gaelic e.g. into descriptions of content for films	Range of films featuring Gaelic is increased during the life of the Plan	Broadcasting	Ongoing
	Investigate possibility of including Gaelic as standard as part of Business Publication Titles (e.g. Official Report, Business Bulletin)	Range of documents containing bi-lingual titles is increased during the life of the Plan	Public Information and Publications	Complete audit of business documents by December 2014
	Consider how to include Gaelic when developing an eBooks strategy	Investigation completed and outcome implemented	Public Information and Publications	By December 2017

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Websites:				
Current practice	The SPCB provides a comprehensive range of Gaelic web pages and uses a Gaelic URL. There is a dedicated link for Gaelic from the English pages (which is separate to the links to the other languages that the SPCB uses). Online education resources for teachers and young people are published in Gaelic and English and promoted via the English web pages as well as the Gaelic pages. The SPCB uses social media in Gaelic to complement its website, including a blog, Twitter, RSS feed. Information about the Gaelic Service is available via the SPCB's intranet pages.			
Key areas of development	*Investigate how to provide a Gaelic version of the online petitions system*	Investigation completed; timescale and KPIs for any solution identified to be agreed as part of implementation plan	Committees and Outreach Group	Investigation completed by August 2015
	Investigate provision of online glossing to explain terms for learners / less confident speakers of Gaelic	Investigation completed; timescale and KPIs for any solution identified to be agreed as part of implementation plan	Outreach Services	Investigation completed by May 2016
	Investigate use of sound files on web pages to highlight how Gaelic should be pronounced or to provide short explanations – to enable non-fluent learners and less confident speakers to make better use of web pages	Investigation completed; timescale and KPIs for any solution identified to be agreed as part of implementation plan	Outreach Services	Investigation completed by March 2014

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Social media:				
Current practice	The Parliament has a Gaelic blog and Twitter presence to allow progressive access to information about the Scottish Parliament and engagement by a range of audiences, e.g. adult learners and young people.			
Key areas of development	*Introduce a Gaelic "word of the week" for Twitter during Summer recess, supported by sound files*	Gaelic twitter account followers increased Increase in number of English re-tweets	Public Information and Publications	Implement by June 2013
	Expand cross-promotion with the Parliament's corporate social media and with the Committees Twitter accounts	Monitor number of re-tweets and increases in followers/likes	Outreach Services Public Information and Publications Committee Office External Communications	In line with the SPCB's Web and Social Media Plan
	Continue to monitor how Gaelic speakers and learners are using social media and adapt our online presence to reflect current trends, including by stopping existing use of platforms or introducing new ones as appropriate	Monitor SPCB's ongoing role as an early adopter / champion of use of social media in Gaelic	Outreach Services	Ongoing

Section 4 – Staffing

Rationale:

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

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

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

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Audit of language skills:				
Current practice	Anecdotal evidence is gathered about the number of staff with Gaelic language skills			
Key areas of development	*Carry out an audit of all SPCB employees in line with guidance on Gaelic Language Plans and use information to develop provision as appropriate. Audit will*	Audit completed to establish baseline data Annual reports	Outreach Services	By May 2014 Ongoing

	include information on any specific skills related to our use of Gaelic in our job roles, such as translation services, bilingual service delivery or educational use of Gaelic.			

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Training:				
Current practice	A wide range of staff have received Gaelic awareness training. Courses are made available to new starts, and current staff, from time to time. Priority is given to staff in public engagement roles such as Visitor Services, Security, Outreach Services, Public Information and Publications, Events and Exhibitions, Media Relations and Web and Social Media teams. Ad hoc training sessions are provided by the Gaelic Development Officer to support staff to include elements of Gaelic in their work, e.g. in education sessions or guided tours. Gaelic materials are available in the Learning Resource Centre.			
Key areas of development	*Expand provision of "Snippets" sessions on basic Gaelic for front of house teams and then for other offices*	Number of sessions delivered and numbers attending	Learning and Development	Ongoing
	Develop content for an introductory level training course and a programme for delivery (using our own staff) that focuses on Gaelic Awareness and on	Content developed Programme established Number of sessions delivered and numbers attending	Outreach Services	By December 2015

	Language Acquisition/Skills			
	Investigate development of a "Toolkit" package to add to the SPCB's e-learning platform in order to support staff wishing to follow up on learning from Snippets or introduction level courses	Viable package identified and procured and made available on e-learning platform Number of staff using Toolkit	Learning and Development Outreach Services	By December 2015 From January 2016 onwards
	Investigate including Gaelic Awareness training as part of the SPCB's induction programme for all staff	Training is included in the induction programme Numbers of new starts attending the training	Learning and Development Outreach Services	By December 2013

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Language Learning:				
Current practice	Staff can apply to study Gaelic at any level through office training budgets in order to acquire or develop language skills. Gaelic materials are available in the Learning Resource Centre. Staff involved in delivering the SPCB's Gaelic services have access to language resources and services including dictionaries and software. Their annual personal development plans and objectives support job related training, such as attending corpus planning groups.			
Key areas of development	*Develop a fact sheet on how to learn Gaelic and distribute internally*	Fact sheet produced and published	Outreach Services	By August 2014
	Investigate scope for joint provision of Gaelic	Investigation completed and action plan agreed	Outreach Services Learning and	Investigation completed by October 2015

| | *learning opportunities with other public bodies based in Edinburgh that have Gaelic Language Plans* | for any solution identified with KPIs and timescale | Development | |
| | *Establish a "Practice Group" for staff learning Gaelic* | Number of staff in group | Outreach Services | By May 2015 |

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Recruitment:				
Current practice	Gaelic is a requirement for the post of Gaelic Development Officer. It is desirable for staff recruited to support the SPCB's public engagement work (e.g. tour guides, Education Officers) to be fluent in Gaelic.			
Key areas of development	*Continue to require Gaelic for Gaelic Development Officer post and to encourage Gaelic speakers to apply for Education Officer and Visitor Services Officer posts*	Staff with Gaelic language skills are retained in post or recruited into vacancies	Outreach Services Visitor Services	Ongoing

Development Function	Actions	Performance Indicators	Lead Office	Timescale
Advertising:				
Current practice	Advertisements for Gaelic Development Officer and for Education Officers are bilingual.			
Key areas of development	*Include a bilingual strapline into all external job adverts to explain that applications from Gaelic speakers are welcome*	All adverts published carry the strapline	Human Resources	Ongoing

Chapter 3

Policy Implications for Gaelic: Implementing the National Gaelic Language Plan

Chapter 3 – POLICY IMPLICATIONS FOR GAELIC: implementation of the National Plan for Gaelic

Policy implications for Gaelic

The SPCB recognises that the various priority areas identified in the National Gaelic Language Plan will be primarily implemented through our Gaelic Language Plan but that opportunities may arise to promote and develop the language through other policy measures. The SPCB is reviewing its policy making process and will look to identify areas where Gaelic can be pro-actively incorporated into this. We see this development as corresponding to the normalisation principle which aims to include Gaelic as an everyday part of life in Scotland.

Whilst reviewing our policy making process, the SPCB will consider how, in the future formation, renewal and monitoring of policies, the SPCB can ensure that the impacts on Gaelic can be considered in line with the National Gaelic Language Plan.

Overview of the National Gaelic Language Plan

The National Gaelic Language Plan identifies four key categories that have influenced it and which are expected to influence all Gaelic Language Plans, namely:

1. *Acquisition*

   - Enabling people to develop speaking, reading and writing skills in Gaelic

2. *Usage*

   - Enabling the use of Gaelic in a range of social formal and work settings

3. *Status*

   - Expanding visibility, audibility, recognition and respect for Gaelic

4. *Corpus*

   - Developing the quality, consistency and richness of the Gaelic language.

Commitment to the Objectives of the National Gaelic Language Plan

The SPCB is committed to helping to ensure that the National Plan is implemented, and in this section we set out how we will achieve that aim. Overall, our intention is to increase the numbers of service users for each Objective.

Objective 1 - Home & Early Years
Objective 2 - Education: Schools & Teachers and Post-school education

Rationale:
The SPCB recognises that the future of Gaelic in Scotland requires an increase in the use and transmission of Gaelic in the home and the provision and expansion of Gaelic early years education.

The SPCB recognises that the future of Gaelic in Scotland requires increased support for Gaelic education at all levels and in all sectors, leading to greater promotion, support and expansion.

- Gaelic in Education – *the SPCB will provide outreach sessions and education resources as described in Section 2 – Communications and Section 3 – Publications. Gaelic guided tours and audio tours are also available.*

- Gaelic in Adult Learning – *the SPCB will encourage and facilitate adult learning amongst staff as detailed in Section 4 – Staffing. The SPCB will further facilitate adult learning in general with our publications and through our social media and website presence which provides reading material for learners as detailed in Section 3 – Publications, including some material aimed directly at learners.*

- Gaelic in the Home – *while this not an area where the SPCB has direct influence, a range of measures in the Plan are aimed at raising the profile of the language amongst both speakers and non-speakers alike and at encouraging its use and therefore indirectly support the goals of this key development area of the National Gaelic Language Plan.*

See also Objective 5. Arts, Media, Heritage and Tourism.

Objective 3 - Communities
Rationale:
The SPCB recognises that the future of Gaelic in Scotland requires increased support for communities and networks of speakers of Gaelic and for community initiatives that have the purpose of expanding the use and learning of Gaelic.

The SPCB recognises the diversity of the modern Gaelic community and will support communities of all types – urban, rural, online, learning and others through the full range of measures in the plan including:
- Communications – *Section 2 – Communications sets out a full range of ways of communicating with the Scottish Parliament, enabling Gaelic speakers to engage with the Parliament.*
- Publications – *Section 3 – Publications sets out how we will interact with Gaelic speakers via print and online resources including our website and social media presence.*

See also Objective 2. Education: Schools & Teachers and Post-school education, and Objective 5 – Arts, Media, Heritage and Tourism.

Objective 4 - Workplace
Rationale:

The SPCB recognises that the future of Gaelic in Scotland requires the increased use of Gaelic in places of work, providing the opportunity for Gaelic skills to be used and developed in different work contexts and to enable the provision of Gaelic medium services.

Our commitments relating to the workplace are laid out in Section 4 - Staffing of the SPCB Gaelic Language Plan including:

- *Audit of Gaelic language skills*
- *Training*
- *Language learning*
- *Recruitment*
- *Advertising.*

Objective 5 - Arts & Media, Heritage and Tourism
Rationale:

The SPCB recognises that the future of Gaelic in Scotland requires increased use of Gaelic in the arts, media, heritage and tourism sectors demonstrating the place of Gaelic in Scotland's cultural life and providing the opportunity to strengthen the appeal and awareness of Gaelic in Scotland, with opportunities for both expression and employment.

Our commitments are laid out in the following sections of our Plan: Section 1 - Identity; Section 2 - Communications; Section 3 - Publications including:

- *Identity: bilingual corporate identity and signage including artwork captions*
- *Gaelic and bilingual publications*
- *Gaelic guided tours and Gaelic audio tours*
- *The use of Gaelic in events and exhibitions, both permanent and temporary.*

Objective 6 - Corpus
Rationale:

The SPCB recognizes that the future of Gaelic in Scotland requires that attention is given to initiatives focusing on terminology, translation, orthography and place-names for the purpose of continues to develop and to archive greater strength, relevance, consistency and visibility.

These are implemented in the following ways:

- Gaelic Orthographic, Terminological and Place-name Development – *the Gaelic Officer participates in the national Gaelic place-names group Ainmean-àite na h-Alba and is also represented on the Gaelic Plan Practitioners' Group, and Bòrd na Gàidhlig's corpus group*
- Gaelic Translation and Interpretation – *translation guidance has been produced for translators working for Parliament and a corpus planning area has been established on the Scottish Parliament Gaelic web pages. The Scottish Parliament is participating in the development of TòMaS, the national translation memory service, being delivered by the University of the Highlands and Islands.*
- Making Gaelic software available.

Chapter 4

Implementation and Monitoring

CHAPTER 4 – IMPLEMENTATION AND MONITORING

Timetable

This Gaelic Language Plan will formally remain in force for a period of 5 years from this date or until a new plan has been put in place. In Chapter 2 – *Core Commitments,* we have set out the individual target dates for when we expect to implement specific commitments.

Publicising the Plan

The SPCB's Gaelic Language Plan will be published bilingually on the SPCB's website. In addition, we shall:

- issue a press release announcing the plan and hold a press launch event

- publicise the plan via the SPCB's Gaelic blog, Twitterand RSS

- make copies of the plan available in our reception areas

- make the plan known to employees via the SPCB's 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

This plan is the policy of the SPCB and has been endorsed both by our Leadership Group and the SPCB.

Overall Responsibility:

The Clerk/Chief Executive will be responsible for ensuring that the organisation delivers on the commitments set out in the SPCB's Plan.

Individual Staff members:

Guidance notes will be issued to all staff to inform them of the Gaelic Language Plan and its Core Commitments (such as notes about the Plan, why we have it and who to contact to discuss its impact on services and projects). "Snippets" sessions will be held to inform staff about the Plan and encourage discussion.

Services delivered by third parties:

Guidance is issued to contractors who work directly on delivering services in Gaelic, e.g. translation and interpretation. Other contractors will be able to access the guidance issued to staff as described above. Contractors who are required to work on implementing the Core Commitments will be contacted through contract managers.

Informing other organisations of the Plan

The Plan will be publicised via the Parliament's website. A public information leaflet is available to explain the SPCB's policy and services. Contact details are given for further guidance as required. Specific events and activities will be used to promote the Plan, for example via the Gaelic blog or at our Gaelic Language Day events.

Resourcing the Plan

The majority of Core Commitments can be met through current staff and budgetary resources. Timescales for completion of development work have been set in order to ensure that delivering on the Plan is sustainable and achievable. Additional funding may be sought for some "start-up" development activities, for example from the Gaelic Language Act Implementation Fund (GLAIF).

Monitoring the Implementation of the Plan

An annual report will be prepared and considered by Leadership Group before being forwarded to Bòrd na Gàidhlig. The SPCB will aim to submit the report on the anniversary of the Plan's approval (i.e. in March each year from 2014).

The report will detail progress with the Core Commitments as well as any additional development work and activities undertaken in each year. It will outline uptake of services.

Contact Details

Contact details

The senior officer with operational responsibility for overseeing preparation, delivery and monitoring of the SPCB's Gaelic Language Plan is:

Rosemary Everett
Head of Outreach Services
The Scottish Parliamentary Corporate Body
The Scottish Parliament
Edinburgh
EH99 1SP

0131 348 5393
rosemary.everett@scottish.parliament.uk

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

Alasdair MacCaluim/Mark Neilly
Gaelic Development Officer
Outreach Services
The Scottish Parliamentary Corporate Body
The Scottish Parliament
Edinburgh
EH99 1SP

0131 348 5395
gaidhlig@scottish.parliament.uk