



# **GAELIC LANGUAGE PLAN**

**2017 - 2022**

This plan has been created under the Gaelic Language (Scotland) Act

# FOREWORD

Few could fail to appreciate the significance of the Gaelic language in our landscape. Many of our mountains, glens and forests are steeped in Gaelic folklore and bear Gaelic names that describe their appearance, their geography or reflect their importance in Gaelic culture.

For us the significance could not be more relevant as, at its core, the names of the letters in the Gaelic alphabet are based on the names of many of Scotland's native trees.

The creation of this new plan allows us to take stock of what we have achieved over the past 5 years, to consolidate our achievements and review the impact this has had both on our staff and on visitors to Scotland's woodlands and forests.

We will use this plan to develop more opportunities to explore the world of trees and forests - through new and creative education material that engages children, young and old, and that fosters within them an appreciation of the value of trees and the value of the Gaelic language.

We have achieved a significant amount so far, much more than we set out to in the first plan, which perhaps reflects a greater appetite from our staff to engage in the Gaelic Language and in our Gaelic Heritage.

We are committed to the role that Forestry Commission Scotland (FCS) can play in enhancing the status, usage and acquisition of Gaelic, both to further the aims of Bòrd na Gàidhlig and to assist in the delivery of the National Gaelic Plan.

We really value the ongoing support of Bòrd na Gàidhlig and look forward to building that relationship even further throughout the development and implementation of this new plan.



Jo O'Hara  
Head of Forestry Commission Scotland

## **Contents**

**Summary** 4

**Introduction** 6

Setting the Context for Developing Gaelic Language Plans

The Gaelic Language (Scotland) Act 2005 and the issuing of a noticeConsultation on a draft Gaelic Plan:

Approval of Forestry Commission Scotland's Gaelic Language Plan  
Overview of the functions of Forestry Commission Scotland and the use of Gaelic within our area of operation

Background Information about Forestry Commission Scotland - Gaelic within our area of operation

Gaelic within Forestry Commission Scotland

**Core Commitments** 11

Section 1 - Identity

Section 2 – Communications

Section 3 – Publications

Section 4 – Staffing

**Policy Implications for Gaelic and implementation of the National Plan for Gaelic** 27

Commitment to the Objectives of the National Plan for Gaelic  
Language Acquisition

Language Usage

Language Status

Language Corpus

## **Implementation and Monitoring** **31**

Timetable

Publicising the Plan

Administrative Arrangements for Implementing the Gaelic Language Plan

Informing other organisations of the Plan

Resourcing the Plan

Monitoring the Implementation of the Plan

## **Contact Details** **33**

### **Annex 1**

Map of FCS offices

### **Annex 2**

Glossary and Abbreviations

## Summary

Forestry Commission Scotland (FCS) recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life. We are committed to the objectives set out in the *National Gaelic Language Plan* and have put in place the necessary structures and initiatives to ensure that Gaelic has a sustainable future in Scotland.

We recognise that the position of Gaelic is extremely fragile and if Gaelic is to be revitalised as a living language in Scotland, a concerted effort on the part of government, the public and private sectors, community organisations and individual speakers is required to:

- *enhance the status of Gaelic*
- *promote the acquisition and learning of Gaelic*
- *encourage the increased use of Gaelic*

This document is Forestry Commission Scotland's second iteration of Gaelic Language Plan prepared within the framework of the Gaelic Language (Scotland) Act 2005. It sets out how we will

- use Gaelic in the operation of our core functions,
- enable the use of Gaelic when communicating with the public and key partners, and
- promote and develop Gaelic within the organisation.

### **Our high level aims will include**

- *support for the Scottish Gov Education programme which highlights Gaelic education as a central theme*
- *Ensure links to other Scottish Government policies and themes such as Scotland Performs*
- *Support for other Rural Affairs, Food and Environment (RAFE) organisations in developing and delivering their GLP's*

Forestry Commission Scotland's Gaelic Language Plan has been prepared in accordance with statutory criteria set out in the 2005 Act, and is aligned to the *National Gaelic Language Plan* 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:

### – Introduction

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

### – Core Commitments

This chapter sets out how FCS will use, and enable the use of Gaelic in relation to our core business functions. It covers key areas of operation such as corporate identity, signage, communication with the public and outlines our level of support for the provision of Gaelic education resources

### – Policy Implications for Gaelic: implementing the National Gaelic Language Plan

This chapter sets out how FCS will help implement the National Gaelic Language Plan. It also shows how we intend promoting the use of Gaelic in service planning and delivery, particularly the provision of staff training. This chapter also considers how we will take account of Gaelic and our Gaelic Language Plan when drafting new policies and considering new strategies.

### – 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.

## **- INTRODUCTION**

### **Setting the Context for Developing this Gaelic Language Plan**

#### **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 sustainable 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. FCS has consulted publicly on the draft of its Gaelic Language Plan in 2016 and has taken into account representations made to it during the consultation process.

#### **Approval of Forestry Commission Scotland's Gaelic Language Plan:**

The GLP was submitted to Bòrd na Gàelic for approval on 9th February 2017 which granted at a Board meeting on the 8th March 2017.

# **Overview of the functions of FCS and the use of Gaelic within our area of operation**

## **Background Information about FCS**

Forestry Commission Scotland (FCS) is the Scottish Government's forestry advisor and regulator. Our core purpose is to deliver multiple benefits by promoting the sustainable management of trees, woods and forests for the economy, for people and for the environment.

FCS supports and regulates forestry and woodland management throughout Scotland, providing advice and grants to encourage new and existing forests and woods to be managed sustainably.

Guided by National Plans – such as the Scottish Government's Economic and Land Use Strategies – we deliver many benefits for people and communities across the whole of Scotland.

The National Forest Estate (NFE) is managed by Forest Enterprise Scotland an agency of Forestry Commission Scotland. The estate at nearly 650,000 ha covers around 9% of Scotland's land area and is a complex mix of forests and woodlands with a third being open ground

These forests and woodlands are home to some of Scotland's rarest and most spectacular wildlife and landscapes. Not only do they provide a unique and valuable environment but they also provide over 3 million cubic meters of timber each year.

They also act as a catalyst for communities to meet up, get involved with projects and volunteering, or simply enjoy the many walking trails, bike rides and peace and quiet that forests and woodlands can offer. By developing more woodlands, especially near towns and cities, woodlands can also improve healthier lifestyles and bring a boost to urban development across Scotland.

[www.forestry.gov.uk/scotland](http://www.forestry.gov.uk/scotland)

FCS policy is currently defined in the Scottish Government's Scottish Forestry Strategy (SFS) published in 2006. This document describes seven Key Themes (Climate change; Timber; Business development; Community development; Access & Health; Environmental quality; Biodiversity), which together articulate the challenges for forestry, both public and private in Scotland over the next 50 years..

In November 2015 FCS employed 976 full and part time staff plus a large number of contractors on short and long term contracts.

A map showing the location of our main offices in Scotland is shown in annex 1.

## Gaelic within our area of operation.

FCS operates throughout Scotland and it follows that all of Scotland's Gaelic speakers and Gaelic communities are within the area in which the organisation operates. It therefore follows that this includes all of the areas where people are able to understand, speak, read or write Gaelic which forms a majority of the population.

## Census

The main results from the 2011 census are as follows;

### Census 2011

### Scotland

|                                       |               |  |
|---------------------------------------|---------------|--|
| <b>With any Gaelic skill (age 3+)</b> | <b>87,056</b> | <b>1.7% of Scotland's population</b>                                 |
| people who can speak Gaelic           | 57,602        | 66.2% of Scotland's population<br>67.1% of those with a Gaelic skill |
| speakers who can read Gaelic          | 38,636        | 67.1% of those who can speak Gaelic                                  |
| Gaelic-literate speakers              | 32,418        | 56.3% of those who can speak Gaelic                                  |

source: NRS table AT\_234\_2011

|                                 |               |   |
|---------------------------------|---------------|---|
| <b>Using Gaelic in the home</b> | <b>24,974</b> | <b>0.5% of Scotland's population</b><br>43.4% of those who can speak Gaelic |
|---------------------------------|---------------|---|

source: NRS table KS2106SC

|                                       |        |                                    |
|---------------------------------------|--------|------------------------------------|
| <b>With any Gaelic skill (age 3+)</b> |        |                                    |
| Age 3–15                              | 9,686  | 11.1% of those with a Gaelic skill |
| Age 16–24                             | 9,653  | 11.1% of those with a Gaelic skill |
| Age 25–34                             | 10,875 | 12.5% of those with a Gaelic skill |
| Age 35–49                             | 19,155 | 22.0% of those with a Gaelic skill |
| Age 50–64                             | 18,999 | 21.8% of those with a Gaelic skill |
| Age 65+                               | 18,688 | 21.5% of those with a Gaelic skill |

source: NRS table LC21205Cd

### Census 2001

### Scotland

|                                       |               |                             |
|---------------------------------------|---------------|-----------------------------|
| <b>With any Gaelic skill (age 3+)</b> | <b>92,396</b> | <b>-5.8% change to 2011</b> |
| people who can speak Gaelic           | 58,652        | -1.8% change to 2011        |
| speakers who can read Gaelic          | 39,471        | -1.9% change to 2011        |
| Gaelic-literate speakers              | 31,537        | +2.8% change to 2011        |

source: NRS table AT\_001\_2001

### Gaelic Medium Education

### Scotland

|                                       |       |                     |
|---------------------------------------|-------|---------------------|
| Gaelic Provision Age 0–3<br>Jan. 2016 | 65    | locations           |
| Nursery<br>2015-16                    | 54    | nurseries           |
|                                       | 1,003 | children (expected) |
|                                       | 147   | staff               |
|                                       | 81.7  | FTE                 |
| Primary<br>2015-16                    | 57    | primaries           |
|                                       | 2,920 | pupils              |
|                                       | 192   | teachers            |
|                                       | 168   | FTE                 |

|           |       |             |
|-----------|-------|-------------|
| Secondary | 30    | secondaries |
| 2015-16   | 1,193 | pupils      |
|           | 21    | subjects    |
|           | 89    | teachers    |

### Gaelic Learner Education

|                             |       |                                   |
|-----------------------------|-------|-----------------------------------|
| Primary (GLPS classes)      | 13    | council areas                     |
| 2015-16                     | 127   | primaries                         |
|                             | 7,029 | pupils                            |
|                             | 162   | school staff teaching GLPS        |
|                             | 6     | councils with peripatetic teacher |
| Primary (other instruction) | 6     | council areas                     |
| 2015-16                     | 21    | primaries                         |
|                             | 1,004 | pupils                            |
| Secondary                   | 6     | council areas                     |
| 2015-16                     | 27    | secondaries                       |
|                             | 2,838 | pupils                            |
|                             | 51    | teacher                           |

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 the services found at [www.learnghaelic.scot](http://www.learnghaelic.scot)

There are many organisations in Scotland with a Gaelic remit. Arts organisations such as An Comunn Gàidhealach and Fèisean nan Gàidheal work to promote Gaelic music and culture. Comunn na Gàidhlig are the national Gaelic development agency and amongst their duties to promote and encourage the use of Gaelic they, provide financial support to businesses installing bilingual signage, support community groups and provide work placements for graduates.

### Gaelic within FCS:

Historically, in many rural, traditional Gaelic speaking areas of Scotland, the Forestry Commission was a significant employer and supported many jobs associated with the National Forest Estate. Gaelic would have played an important role in day to day life. Gaelic would have been spoken in many forestry squads throughout the West Coast of Scotland

In 2011, FCS undertook an audit of staff to determine how many staff members wished to find out more about the language and the heritage. The results of this survey showed;

- **172** members of staff wanted to learn more about Gaelic language and Gaelic Heritage

Of which;

- **2** members of staff had the ability to converse fluently and read and write in Gaelic.
- **74** could understand basic words spoken
- **48** could read basic words
- **98** had no ability to understand or read basic Gaelic

To address this and with the help of GLAIF funding, we introduced Gaelic Awareness courses, to all staff who showed an interest in learning more about Gaelic. These will be continued in this plan. Over 200 staff now have a basic understanding of Gaelic and Gaelic heritage through attending these awareness courses.

The number of staff in FCS with this basic understanding of Gaelic and Gaelic culture has increased significantly and the number of Gaelic speaking staff has increased over the last plan period. The number of learners, those attending further education courses in Gaelic has also increased significantly. In 2014, twenty four members of staff have attended further Gaelic education training with Sabhal Mòr Ostaig.

During the period of **this** plan, FCS will undertake an audit of the effectiveness and impact of this further training and will continue to support further learning and run Gaelic Awareness courses with the support of Bòrd na Gàidhlig (BnG). These awareness raising opportunities will be offered to other Scottish Government, RAFF organisations to develop their own staff to the same high standard as FCS.

FCS will continue to use Gaelic in signage and published material based on a scoring system highlighted in a BnG audit as best practice, to determine the level of Gaelic that should be included in printed and online material.

Another important element of this plan will be the creation of new Gaelic Language Educational resources to be used in schools throughout Scotland, supported and distributed by **Stòrlann Nàiseanta na Gàidhlig**

To reinforce our continued commitment to Gaelic FCS and FES will continue to use bilingual signs to FES managed woodlands in the traditional Gaidhealtachd and headed paper in some of our Forest District offices as part of this plan

Our policy and approach is to follow best practice guidance, as laid out in: “Using Scots Gaelic in Heritage Interpretation” 2015. <http://www.gaidhlig.org.uk/bord/wp-content/uploads/sites/2/CR13-04-Leabhran-Eadar-mhìneachaidh.pdf>  
This document is the result of a joint project between BnG and Interpret Scotland partners, led by FCS and is founded on research evidence commissioned by the partnership.

FCS scored highly in the BnG Compliance audit carried out in 2013-14 and demonstrated ‘Best Practise’ in a number of key areas.

## CORE COMMITMENTS

Creating the conditions for the use of Gaelic in public life is identified by Bòrd na Gàidhlig, in its statutory Guidance on the Development of Gaelic Language Plans, as a key factor in language regeneration. The Bòrd has identified four core areas of service delivery that it wishes public bodies to address when preparing Gaelic Language Plans:-

|                        |   |
|------------------------|---|
| <i>Identity:</i>       | <i>corporate identity<br/>signage</i>   |
| <i>Communications:</i> | <i>reception<br/>telephone<br/>mail and email<br/>forms<br/>public meetings<br/>complaints procedures</i> |
| <i>Publications:</i>   | <i>public relations and media<br/>printed material<br/><br/>Educational resources<br/>Exhibitions</i>     |
| <i>Staffing:</i>       | <i>training<br/>language learning<br/>recruitment<br/>advertising</i>                                     |

This section of the plan details the FCS core commitments in relation to the Bòrd's "Guidance on Development of Gaelic Language Plans".

### **Implementation of the Scottish Government's Strategic Objectives**

1. Bòrd na Gàidhlig is committed to achieving the Strategic Objectives as established by the Scottish Government.

## Section 1 - Identity

“The presence of Gaelic in the corporate identity and signs of a public body 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.” ( Bòrd na Gàidhlig Guidance)

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

| Development Function                   | Actions   | Targets               | Performance Indicators | Lead Officer | Timescale              |
|--|---|-----------------------|------------------------|--------------|------------------------|
| <b><i>Corporate Identity:</i></b>      |   |                       |                        |              |                        |
| <b>Current practice</b>                | FCS has a written policy for the use of Gaelic in its signage and uses a bilingual logo, as standard  |                       |                        |              |                        |
| <b>Key areas of development</b>        | Ongoing   | Complete audit        |                        | D&IS         | By publication date    |
|  | We have developed a policy for external signage and used Ainmean-Àite na h-Alba, the national advisory partnership for Gaelic place-names, to help with name research. We will continue to roll this out to cover use of office (including visitor centres) and forest place-names. | Policy implementation |                        | D&IS         | Throughout plan period |
| Relevant Strategic Objectives assisted |   | 1,2                   |                        |              |                        |

## Section 2 – Communications

“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, email 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.” (Bòrd na Gàidhlig Guidance)

***FCS recognises the importance of creating opportunities for the practical use of Gaelic in a wide range of everyday situations and is committed to increasing its level of provision in this area.***

| Development Function         | Actions  | Targets | Performance Indicators | Lead Officer | Timescale |
|------------------------------|--|---------|------------------------|--------------|-----------|
| <b><i>Staff training</i></b> |  |         |                        |              |           |
| <b>Current Practice</b>      | FCS makes some provision for Gaelic through training and Gaelic Awareness and formal education opportunities |         |                        |              |           |

| Development Function                   | Actions   | Targets  | Performance Indicators                | Lead Officer                      | Timescale                            |
|--|---|--|---------------------------------------|-----------------------------------|--------------------------------------|
| <b>Key areas of development</b>        | All 'reception' staff in offices and main visitor centres in Argyll and the Highlands will attend Gaelic awareness training   | Train all relevant staff within plan period  | Attendance – rerun skills survey 2017 | FCS Comms                         | ongoing                              |
|  | <p>Where current reception staff have the proficiency to deal with enquiries in Gaelic, we will make customers aware of this service by placing a sign, which will be clearly visible, on the reception desk.</p> <p>Gaelic support will be identified to assist staff. This support will assist with queries at/from receptions.</p> | <p>All signage used where the opportunities arise</p> <p>Key staff will have support, guidance or assistance from a named individual or company who can deal with appropriate matters on their behalf.</p> | Identification of Gaelic support      | <p>FCS Comms</p> <p>FCS Comms</p> | <p>Ongoing</p> <p>September 2016</p> |
| Relevant Strategic Objectives assisted |   | 1,2  |                                       |                                   |                                      |
| <b>Telephone:</b>                      |   |  |                                       |                                   |                                      |
| <b>Current practice</b>                | There is at present minimal provision for Gaelic telephone queries  |  |                                       |                                   |                                      |
| <b>Key areas of</b>                    |   |  |                                       |                                   |                                      |

| Development Function                   | Actions   | Targets   | Performance Indicators   | Lead Officer         | Timescale              |
|--|---|---|--|----------------------|------------------------|
| <b>development</b>                     | We will make the ability to speak Gaelic a desirable attribute in selected recruitments in key posts  | Increase over the plan period   | Skills audit 2017  | HR                   | ongoing                |
|  | Continue to offer Gaelic training or skills enhancement to key staff and appropriate frontline staff in Argyll and the Highlands.<br><br>Support training via necessary time off, financial support and active encouragement of participation via performance management system | Increased number of staff acting as primary stakeholder contact with greater Gaelic knowledge and skills<br><br>Run a minimum of 12 courses | Skills audit 2017  | L&D<br><br>FCS Comms | Ongoing<br><br>Ongoing |
| Relevant Strategic Objectives assisted |   | 1,2   |  |                      |                        |
| <b><i>Mail and Email:</i></b>          |   |   |  |                      |                        |
| <b>Current practice</b>                | Guidance is offered on inclusion of Gaelic on mail items  |   |  |                      |                        |
| <b>Key areas of development</b>        | If Gaelic letters or emails cannot be dealt with locally, they can be directed to FCS Comms either for direct response or response in consultation with relevant support staff.   | All Gaelic emails and letters will receive a response in Gaelic within the same timescale as those in English.                              | Timings to be logged. Gaelic responses received within standard timescale. | FCS Comms            | on going               |
|  | Continue with bilingual letter-heading throughout Scotland  | Ongoing   |  | FCS Comms            | Throughout Plan period |

| Development Function                   | Actions   | Targets                                   | Performance Indicators       | Lead Officer | Timescale              |
|--|---|---|------------------------------|--------------|------------------------|
| Relevant Strategic Objectives assisted |   | 1,2                                       |                              |              |                        |
| <b>Forms:</b>                          |   |   |                              |              |                        |
| <b>Current practice</b>                | Main forms are generated by FC GB colleagues or Scottish Gov  |   |                              |              |                        |
| <b>Key areas of development</b>        | Accept all forms completed in Gaelic and respond in Gaelic using assistance of Gaelic Translation service.  | Accept forms completed in Gaelic.         | Number of requests recorded. | FCS Comms    | throughout plan period |
|  | All forms generated by FCS and used in Scotland to have bilingual header and Gaelic statement welcoming completion in Gaelic.   |   |                              | FCS Comms    | ongoing                |
| Relevant Strategic Objectives assisted |   | 1,2                                       |                              |              |                        |
| <b>Public Meetings:</b>                |   |   |                              |              |                        |
| <b>Current practice</b>                | None or very limited provision at present   |   |                              |              |                        |
| <b>Key areas of development</b>        | Gaelic spokesperson / instant translation service to be made available at meetings that involve Gaelic culture or language and where other parties or organisers have made a request for this service. We will place a notice offering this service on any promotional materials for such events. | Assessed when relevant opportunity arises | Monitor success              | FCS Comms    | throughout plan period |
| Relevant Strategic Objectives assisted |   | 1,2                                       |                              |              |                        |

| Development Function                             | Actions   | Targets   | Performance Indicators   | Lead Officer | Timescale              |
|--|---|---|--|--------------|------------------------|
| <b>Complaints Procedure, Enquiries &amp; FOI</b> |   |   |  |              |                        |
| <b>Current practice</b>                          | Current Scottish Gov policy does not include Gaelic   |   |  |              |                        |
| <b>Key areas of development</b>                  | Deal with any complaints received in Gaelic in Gaelic. We will translate our complaints procedures and place them on our website. | Gaelic used in response to all complaints raised in Gaelic. | Via standard complaints monitoring procedures, Certification Audit | Secretariat  | throughout plan period |
| Relevant Strategic Objectives assisted           |   | 1,2   |  |              |                        |
| <b>Education and Led Events:</b>                 |   |   |  |              |                        |
| <b>Current practice</b>                          | limited capacity to lead school and other recreational events in Gaelic or with translation                                       |   |  |              |                        |
| <b>Key areas of development</b>                  | Encourage Gaelic learning amongst recreation ranger staff, to assist with visits to and from Gaelic Medium Schools                | Run Gaelic awareness courses for key staff                  | Record and evaluate the success.                                   | FCS Comms    | throughout plan period |
|  | Review needs in Gaelic medium education areas and consider buying in key skills for specific events.                              | Create a number of events held during period of Plan.       | Record and evaluate the success.                                   | FCS Comms    | Throughout plan period |
| Relevant Strategic Objectives assisted           |   | 1, 2  |  |              |                        |
| <b>Current practice</b>                          | Limited amount of Gaelic Education material available   |   |  |              |                        |
|  | Create new Educational resource material and distribute through <b>Stòrlann Nàiseanta na Gàidhlig</b>                             | Create 10 new Educational items                             | Record and evaluate the success.                                   | FCS Comms    | Throughout plan period |

|  |  |  |                                  |                |                        |
|--|--|--|----------------------------------|----------------|------------------------|
|  | Encourage Gaelic learning amongst recreation ranger staff, to assist with visits to and from Gaelic Medium Schools | Run Gaelic awareness courses for key staff | Record and evaluate the success. | L&D/ FCS Comms | Throughout plan period |
| Relevant Strategic Objectives assisted |  | 1, 2                                       |                                  |                |                        |

### Section 3 – Publications

“The use of Gaelic in a range of printed material can assist Gaelic development in a variety of ways. It helps increase the visibility of the language, it enhances Gaelic’s status by being used in high profile publications, and it can help develop new and enhance existing terminology. The use of Gaelic in the media helps demonstrate a public authority’s commitment to making important information available through the medium of Gaelic, as well as enhancing the visibility and status of the language. As more people access information about public authorities through their websites, making provision for the use of Gaelic can significantly enhance the status and visibility of the language.” (Bòrd na Gàidhlig Guidance)

***FCS is committed to increasing the use of Gaelic where the subject matter is of most interest to the general public or relates specifically to Gaelic issues.***

| Development Function   | Actions  | Targets                  | Performance Indicators                | Lead Officer       | Timescale |
|--|--|--------------------------|---------------------------------------|--------------------|-----------|
| <b><i>Printed Material:</i></b>                                    |  |                          |                                       |                    |           |
| <b>Current practice</b>  | FCS has a planning form that includes a section on how we will approach Gaelic for a particular job and location, in print, web and media based material |                          |                                       |                    |           |
| <b><i>Printed Material – Policy &amp; procedural documents</i></b> |  |                          |                                       |                    |           |
| <b>Key areas of development</b>                                    | All publications printed or online will be subject to the application of planning form   | Continue current actions | Maintain or Increase document numbers | FCS Comms and D&IS | ongoing   |

| <b>Development Function</b>                    | <b>Actions</b>  | <b>Targets</b>                               | <b>Performance Indicators</b>                        | <b>Lead Officer</b> | <b>Timescale</b> |
|--|---|--|--|---------------------|------------------|
|  | We will include Gaelic elements (e.g. Gaelic names, bilingual captions, Gaelic summary) in key publications.  | Maintain or increase numbers of publications |  | FCS Communications  | ongoing          |
| <i>Printed Material – Visitor publications</i> |   |  |  |                     |                  |
| <b>Key areas of development</b>                | We apply the current planning form and apply best practice guidance, as laid out in: “Using Scots Gaelic in Heritage Interpretation” 2015. (See section below : On-site Visitor Information and Interpretation for more detail on the approach for all visitor media. |  | Increase in access to Gaelic material                | D&IS                | Sept 2016        |
|  | We are constantly revising to this portfolio. All future publications now contain at least a flavour of Gaelic.   |  | Feedback from visitors and users of FCS publications | D&IS                | Ongoing          |
| Relevant Strategic Objectives assisted         |   | 1,2  |  |                     |                  |
| <b>Public Relations and Media:</b>             |   |  |  |                     |                  |
| <b>Current practice</b>                        | <i>We currently do not issue Press releases in Gaelic. We currently do not have a FCS spokesperson for TV / Written media.</i>  |  |  |                     |                  |

| Development Function   | Actions   | Targets   | Performance Indicators  | Lead Officer   | Timescale              |
|--|---|---|---|----------------|------------------------|
| <b>Key areas of development</b>  | FCS will identify a Gaelic spokesperson to represent Gaelic in broadcast/ written media.  | Recruit Spokesman   | Spokesperson identified                                       | FCS Comms team | Sept 2016              |
|  | We will be proactive in our approach with BBC Alba and other Gaelic media channels.   | Recruit Gaelic support from contractor  | Increase in numbers of FCS/Forestry related stories broadcast | FCS Comms Team | throughout plan period |
|  | We will continue to include a Gaelic translation of the FCS core duties in all 'Notes to editors' and will assess demand for use of Gaelic in press releases.           | Create Text for issue in press releases. Assess demand for use of Gaelic in press releases by May 2016. | Uptake in Gaelic press items                                  | FCS Comms Team | May 2017               |
| Relevant Strategic Objectives assisted   |   | 1,2   |   |                |                        |
| <b>Websites: Links to our Gaelic publications are on our website to download</b> |   |   |   |                |                        |
| <b>Current practice</b>  | There is currently no policy to create individual Gaelic web pages  |   |   |                |                        |
| <b>Key areas of development</b>  | By applying the planning form, we will include Gaelic in some of the content of what FCS publishes online. We will continue to identify priority areas for development. | Maintain content effectively and accurately in a timely manner  | Increase of content in Gaelic established on website.         | FCS Comms Team | January 2017           |
|  | The Approved Gaelic Language Plan will be placed on the FCS web-site  |   |   | FCS Comms Team | May 2016               |
| Relevant Strategic Objectives assisted   |   | 1,2   |   |                |                        |

| Development Function                                   | Actions   | Targets   | Performance Indicators                                       | Lead Officer   | Timescale              |
|--|---|---|--|----------------|------------------------|
| <b>Shows/Exhibitions:</b>                              |   |   |  |                |                        |
| <b>Current practice</b>                                | <i>We currently provide a limited amount of exhibition or shows material in Gaelic.</i>   |   |  |                |                        |
|  | We will continue to apply the form used to assess the level of Gaelic for shows and events material   | The level of Gaelic will be determined using the FCS Template | Inclusion of Gaelic in design material used at shows/events. | FCS Comms Team | ongoing                |
|  | Gaelic speaking staff will be identified and if appropriate, trained to represent FCS at shows/exhibitions.   | Staff training to be continued                                |  | FCS Comms team | ongoing                |
|  | We will continue to link with Scottish Gov RAFE partners when attending national shows/events and develop a co-operative approach to delivering Gaelic.   |   | Increase use of Gaelic interpretation at shows attended      | FCS Comms Team | Throughout Plan period |
|  | We will develop bespoke material for national/regional events such as RHS when required   |   | National Events attended and Gaelic material provided        | FCS Comms Team | Throughout Plan period |
| Relevant Strategic Objectives assisted                 |   | 1,2   |  |                |                        |
| <b>On-site Visitor Information and Interpretation:</b> |   |   |  |                |                        |
| <b>Current practice</b>                                | <p>We use our Visitor Experience Planning sheet (planning form) to identify objectives, audience and messages for each site and so the appropriate level of Gaelic treatment (1,2,3) to use.</p> <p>All our work has followed this approach since we adopted the scoring approach in 2010 and the early drafts of the guidance in late 2012. We apply this guidance in all our work, as our onsite and visitor centre interpretation is revised and replaced.</p> |   |  |                |                        |

| <b>Development Function</b>            | <b>Actions</b>   | <b>Targets</b> | <b>Performance Indicators</b>                                | <b>Lead Officer</b> | <b>Timescale</b> |
|--|--|----------------|--|---------------------|------------------|
| <b>Key areas of development</b>        | Few Gaelic writers, working in interpretation have had any training in interpretation principles and practice. BnG, working in partnership with Interpret Scotland partners (including FCS) may wish to sponsor events to train Gaelic writers in interpretation – to improve the quality and likely efficacy of interpretive texts. |                | BnG may work with Interpret Scotland partners on a proposal. | D&IS                | By 2021          |
|  | The interpretation profession across Scotland could eventually benefit from further visitor research to evaluate the impact and success of the guidance published in 2015. Updated guidance might be issued as a result. BnG may wish to lead on this work, again, in partnership with Interpret Scotland partners.                  |                | BnG may work with Interpret Scotland partners on a proposal. | D&IS                | By 2021          |
| Relevant Strategic Objectives assisted |  | 1,2            |  |                     |                  |

## Section 4 – Staffing

“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 speakers 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.” (Bòrd na Gàidhlig Guidance)

***FCS recognises the importance of seeing Gaelic as an important skill and of identifying situations in which its use is essential or desirable. FCS also recognises the importance of enabling staff to develop their Gaelic skills where considered appropriate.***

| Development Function    | Actions  | Targets | Performance Indicators | Lead Officer | Timescale |
|-------------------------|--|---------|------------------------|--------------|-----------|
| <b><i>Training:</i></b> |  |         |                        |              |           |
| <b>Current practice</b> | <i>FCS is funding some individual staff training in Gaelic and has run several Gaelic awareness courses.</i> |         |                        |              |           |

| Development Function                   | Actions   | Targets  | Performance Indicators  | Lead Officer   | Timescale       |
|--|---|--|---|----------------|-----------------|
| <b>Key areas of development</b>        | We will continue to provide a programme of Gaelic awareness courses for existing and new staff. We will explore holding joint training events in partnership with other agencies. | A minimum of one course to be held each calendar year throughout period of Gaelic Plan. Additional spaces offered to FCS staff in conjunction with other agencies. | Increase in the number of staff who better understand Gaelic and Gaelic culture | FCS comms      | Throughout Plan |
|  | A detailed list of all Gaelic courses available will be brought to the attention of all staff and placed on FCS intranet site   | More staff trained   | A record of Gaelic courses attended will be maintained                          | FCS comms      | ongoing         |
|  | We will identify a Gaelic resource to promote our Gaelic Language Plan and new policies/procedures as they are developed.   | create Gaelic support  | Create contractor role and profile  | FCS Comms      | May 2016        |
|  | Support and encourage appropriate staff to improve their Gaelic language skills via the online FCS toolkit  | More staff trained   | Training audit carried out  | FCS Comms & HR | Ongoing         |
| Relevant Strategic Objectives assisted |   | 1,2  |   |                |                 |

| Development Function                   | Actions   | Targets                        | Performance Indicators  | Lead Officer | Timescale |
|--|---|--------------------------------|---|--------------|-----------|
| <b>Language Learning:</b>              |   |                                |   |              |           |
| <b>Current practice</b>                | The FCS have supported some personal study at formal education outlets Sabhal Mòr Ostaig  |                                |   |              |           |
| <b>Key areas of development</b>        | We will encourage appropriate staff in each area to develop their competencies in Gaelic. Opportunities to hold joint training sessions with other agencies and local authorities are being explored. | Ongoing throughout plan period | Future audit will give indication of increase in fluency levels | FCS Comms    | Ongoing   |
| Relevant Strategic Objectives assisted |   | 1,2                            |   |              |           |

| Development Function                   | Actions  | Targets | Performance Indicators | Lead Officer | Timescale |
|--|--|---------|------------------------|--------------|-----------|
| <b>Recruitment:</b>                    |  |         |                        |              |           |
| <b>Current practice</b>                | All Recruitment to the FCS is carried out with the Civil Service rules on fair and open competition. This means that the best person is chosen to fill the vacancy. If the ability to speak or write Gaelic is a genuine occupational requirement then the linguistic ability will be properly taken into account. |         |                        |              |           |
| <b>Key areas of development</b>        | When Gaelic skills are necessary for a particular post, these will be specified during the recruitment process.  |         |                        | HR           | Ongoing   |
| Relevant Strategic Objectives assisted |  | 1,2     |                        |              |           |
| <b>Advertising:</b>                    |  |         |                        |              |           |
| <b>Current practice</b>                | The FCS does have any formal provision for Gaelic on bilingual advertising for staff at present.   |         |                        |              |           |

| <b>Development Function</b>     | <b>Actions</b>   | <b>Targets</b>  | <b>Performance Indicators</b> | <b>Lead Officer</b> | <b>Timescale</b> |
|---------------------------------|--|---|-------------------------------|---------------------|------------------|
| <b>Key areas of development</b> | Where Gaelic skills are part of the job description, we will advertise such posts bilingually.   | Increase in staff with Gaelic skills  | Keep records of such posts    | HR                  | ongoing          |
|                                 | Skills in Gaelic, or willingness to learn, should be listed as a desirable attribute in recruiting reception staff to main offices and main visitor centres in Argyll and the Highlands and for other key jobs e.g. community liaison staff in selected districts or conservancies. Adverts for these areas will be bilingual. | All key staff have improved understanding of Gaelic culture/language and procedures for involving | Audit 2014                    | HR                  | ongoing          |

# **Policy Implications for Gaelic and implementation of the National Gaelic Language Plan**

## **Policy implications for Gaelic**

FCS recognises that the various priority areas identified in the National Gaelic Language Plan will be primarily implemented through our Gaelic Language Plan and that opportunity will arise to promote and develop the language through existing policy measures. FCS will examine current policy commitments to identify areas where Gaelic can be pro-actively incorporated and the priorities of the National Gaelic Language Plan initiated through additional methods. We see this development as corresponding to the normalisation principle which aims to include Gaelic as an everyday part of life in Scotland.

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

## **Overview of the National Gaelic Language Plan**

The National Gaelic Language Plan identifies four interlinking aspects of language development which need to be addressed, and within them sets out a number of priority action areas:

### **Language Acquisition**

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

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

### **Language Usage**

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

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

## **Language Status**

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

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

## **Language Corpus**

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

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

## **Commitment to the Objectives of the National Gaelic Language Plan**

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

### **IMPLEMENTATION OF THE NATIONAL GAELIC LANGUAGE PLAN**

#### **Objectives:**

1. To have our Gaelic Plan approved by BnG by May 2016 and to implement it immediately.
2. To publicise the approved Gaelic Language Plan bilingually, both internally and externally, through stakeholders and through media coverage.
3. To maintain the visibility of Gaelic in our signage and interpretive material.
4. To extend our Gaelic policy to third party partners.

#### ***1. Language Acquisition***

FCS recognises that a sustainable future for Gaelic requires more people to learn the language and that attention requires to be focused on the home, education and adult learning as the key means of achieving this. FES woodlands are used for a variety of educational purposes e.g. where school groups and families visit the forests. We therefore propose to increase the Gaelic content of materials where

these are provided for Gaelic Medium and other schools and to increase the visibility through signage and interpretive material at various locations throughout Scotland.

## **2. Language Usage**

### **Rationale:**

FCS recognises that creating a sustainable future for Gaelic requires not only increasing the number of people able to speak the language, but increasing actual usage. We recognise the importance of enabling more people to use Gaelic as their preferred and normal mode of communication in an increasingly wide range of daily activities. These considerations will be recognised in the development of both the FCS External and Internal Communications Plans

- Gaelic in Communities :We will provide interpretive material in Gaelic on NFE sites where a clear need is recognised.
- Gaelic in the Workplace : We will encourage the use of Gaelic in the workplace and key staff, will be given opportunities to improve their Gaelic skills through Awareness classes, our Gaelic toolkit. Gaelic in the Media : The provision of bilingual documents and Gaelic content on our web-site will be implemented.
- Gaelic in Tourism, Heritage and Recreation – With the introduction of our bilingual logo and Gaelic on our own and our partners various signs and interpretive material. This will increase the visibility of Gaelic to tourists and also to the public using forests for recreation.
- Gaelic in the arts: Occasionally the organisation supports the arts through the use of story, poetry and song.

## **3. Language Status**

FCS recognises that the status of a language is affected by its presence in the daily environment and the extent to which it is used, valued and perceived to be valued by those institutions which play an important role in our daily lives.

- Preparation of Gaelic Language Plan : The statutory Gaelic Language Plan has been prepared under the terms of the Gaelic Language Scotland Act 2005, setting out how FCS will use and enable the use of Gaelic in relation to corporate identity, communications, publications and staffing.
- Creating a Positive Image for Gaelic :When delivering services in Gaelic we will ensure that these services are of a comparable standard and quality to those provided in English.
- Increase Visibility of Gaelic – We will increase the visibility by the introduction of the bilingual logo, the increase in the use of Gaelic on our signage, leaflets and on our web-page.

#### ***4 Language Corpus***

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

- Gaelic Orthographic, Terminological and Place-name Development; FCS will pay due recognition to the findings of the signs audit carried out in the 2010 – 15 plan and in future Interpretation Strategies.
- Gaelic Translation and Interpretation: we will be using reputable translators to assist with the Gaelic input into our signage and for the translation of interpretive material and compliance with current Gaelic orthographic conventions will be ensured.
- Gaelic in Surveys and Research – we will be conducting research on using Gaelic in interpretive material along with BnG.
- Gaelic place-names – we will continue to consult Àinmean-àite na h-Alba, the national advisory partnership for Gaelic place-names to ensure consistency in our use of Gaelic place-names.

FCS also recognise that many of the Core Commitments contained within this, our second Gaelic language plan, also contribute towards the implementation of the National Gaelic Language Plan, designed in part, to increase the number of Gaelic speakers.

# **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. We have set out the individual target dates for when we expect to implement specific commitments.

## **Publicising the Plan**

Forestry Commission Scotland's Gaelic Language Plan will be published bilingually, as one document, on Forestry Commission Scotland's website. In addition, we shall:

- issue a press release announcing the plan;
- make copies of the plan available on our website to be downloaded from home or from our public offices
- make the plan known to employees via Forestry Commission Scotland's Intranet and internal comms material;
- make available to download, copies of the plan to our Non-departmental Public Bodies and agencies, agents and contractors;
- make available to download, copies of the Plan to Gaelic organisations;
- make available to download, copies of the plan to other interested bodies; and

## **Administrative Arrangements for Implementing the Gaelic Language Plan**

This plan is the policy of FCS and has been endorsed both by our senior management team and by the Head of Forestry Commission Scotland.

### *Overall Responsibility:*

The Head of Forestry Commission Scotland, will be responsible ultimately for ensuring that FCS delivers on the commitments set out in this Plan.

### *Individual Staff members:*

Staff will be advised where the Plan is located on our Intranet and will be encouraged to comment on it during the consultation period and to make suggestions for improvements throughout the period of the plan.

## **Informing other organisations of the Plan**

FCS will publish the bilingual Gaelic Language Plan on our web –site , we will advise consultees and other external organisations and third parties of the publication of the draft and approved Gaelic Language Plan.

## **Resourcing the Plan**

Normal activities will be included and resourced through FCS budgets agreed annually with the Scottish Government.

## **Monitoring the Implementation of the Plan**

The Gaelic Language Plan will be monitored by Forestry Commission Scotland Communications team with input for the other departments identified. They will be responsible for an annual review of the plans targets in November of each year, and report on the successful implementation or otherwise of the FCS Core Commitments. They will have an overview of the implementation of the plan but will also look at ways to deliver the plan in a more practical fashion. This will be in consultation with and the agreement of BnG.

## Contact details

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

Jo O'Hara  
Head of Forestry Commission Scotland  
Forestry Commission Scotland  
231 Corstorphine Road  
Edinburgh  
EH12 7AT

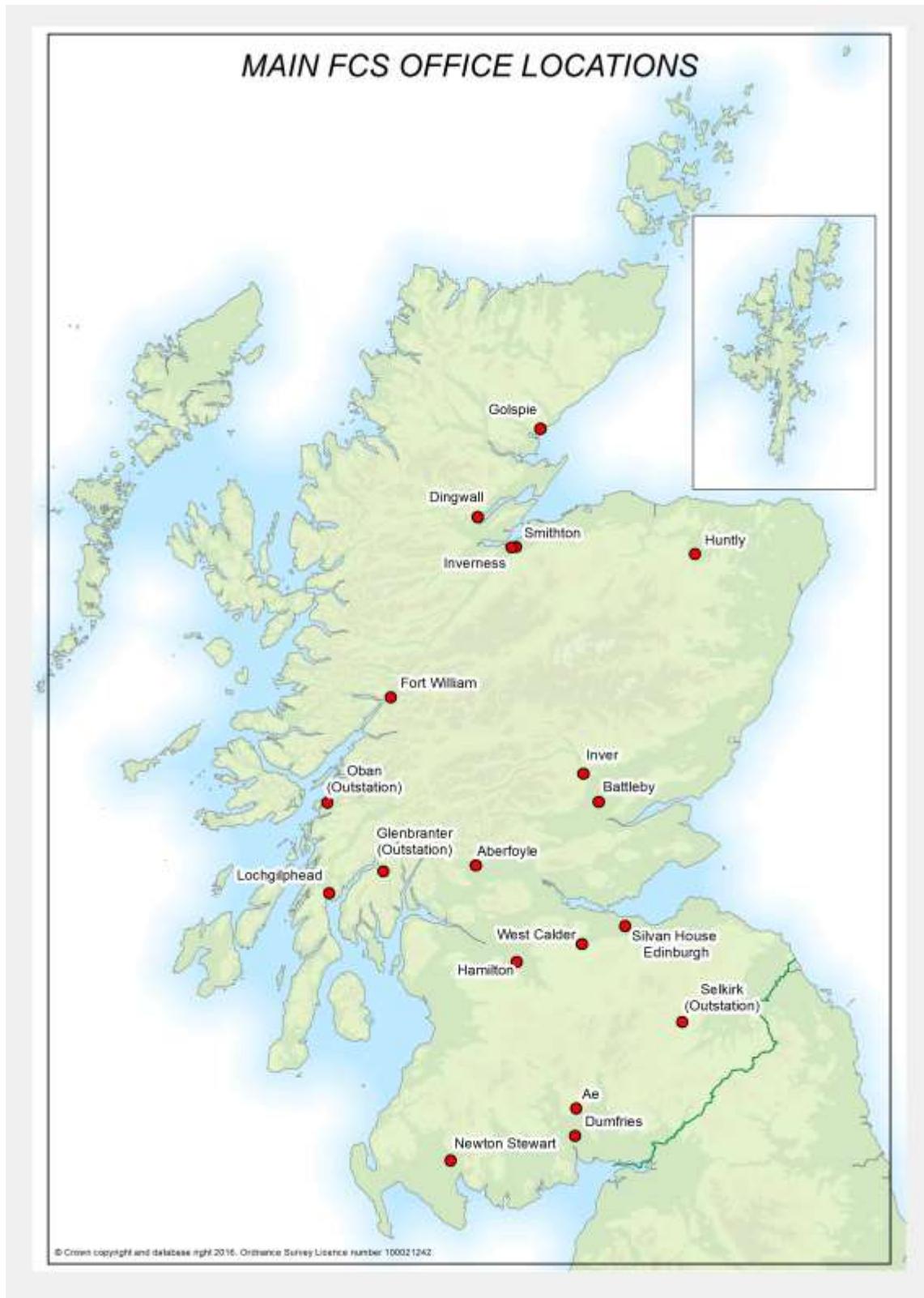
Queries about the operational aspects of the plan should be addressed to:

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0300 067 6372

Annex 1



## Annex 2

### Glossary and Abbreviations

| Term                         | Abbreviation | Notes  |
|------------------------------|--------------|--|
| Forestry Commission Scotland | FCS          | Serves as directorate to Scottish Gov. regarding matters relating to forestry. |
| Forest Enterprise Scotland   | FES          | Part of FCS responsible for managing the National Forest Estate                |
| National Forest Estate       | NFE          | Forests in Scotland owned by the Scottish Government                           |
| Scottish Forestry Strategy   | SFS          | Policies defined by FCS and adopted by Scottish Gov.                           |
| Bòrd na Gàidhlig             | BnG          | National Statutory Agency for Gaelic   |
|                              |              |  |