



**The Crofters Commission**

**GAELIC LANGUAGE PLAN**

**OCTOBER 2010**

## INTRODUCTION

Gaelic and crofting are intimately connected. Indeed, it could be said that crofting is the strongest bastion of the Gaelic language; and that Gaelic in its turn has strengthened and supported crofting, helping to anchor it through many changes.

The Crofters Commission has, of course, a statutory duty under the Gaelic Language (Scotland) Act 2005 to play its part in promoting the language, but the unique link with crofting gives us an additional responsibility as well as enthusiasm for this task. Over the past few years, before receiving notification from Bòrd na Gàidhlig to draft a Gaelic Language Plan, we have made many of our publications available bilingually, and developed a Gaelic counterpart site for our website, as well as arranging Gaelic language training and Gaelic Awareness Days for our staff.

However, this Plan sets out a formal structure for our support of the Gaelic language, with new initiatives and clear targets. As ever, resources will be a constraint, and time will be a factor, but there is a strong commitment throughout the Commission to see Gaelic thrive.



Drew Ratter  
Convener

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### Summary

The Crofters Commission recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life. The Crofters Commission is committed to the objectives set out in the *National Plan for Gaelic* and has put in place the necessary structures and initiatives to ensure that the organisation contributes towards ensuring that Gaelic has a sustainable future in Scotland.

The Crofters Commission recognises that the position of Gaelic is extremely precarious. If Gaelic is to be reinvigorated 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. This effort should:

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

This document is the Crofters Commission's Gaelic Language Plan, prepared within the framework of the Gaelic Language (Scotland) Act 2005, and it sets out how the organisation will use Gaelic in the operation of its functions, how it will enable the use of Gaelic when communicating with the public and key partners, and how it will promote and develop Gaelic.

The Crofters Commission's Gaelic Language Plan has been prepared in accordance with statutory criteria set out in the 2005 Act, having regard to the *National Plan for Gaelic* and the *Guidance on the Development of Gaelic Language Plans*.

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### **Structure of the Gaelic Language Plan**

The key components of the 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 Crofters Commission's main areas of operation. It also provides a summary of the demography of the Gaelic language.

#### ***Chapter 2 – Core Commitments***

This chapter sets out how the Crofters Commission will use and enable the use of Gaelic in relation to its main functions. It covers key areas of operation such as corporate identity, signage, communication both internally and with the public, and the use of Gaelic on its website. This chapter also sets out the level of Gaelic language provision to which the organisation is committed during the lifetime of the Plan.

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

This chapter sets out how the Crofters Commission will help to implement the *National Plan for Gaelic*. It also shows how it intends to promote the use of Gaelic in service planning and delivery, particularly in the policy areas of staffing and communication. This chapter also considers how the Gaelic language and the organisation's Gaelic Language Plan will be taken into account when new policies are drafted and new strategies considered.

#### ***Chapter 4 – Implementation and Monitoring***

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

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### **CHAPTER 1**

### **INTRODUCTION**

### **Overview of the Gaelic Language (Scotland) Act 2005 and the preparation of Gaelic Language Plans**

#### ***The Gaelic Language (Scotland) Act 2005:***

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 with the English language.

This is a critical time for the future of Gaelic. The position of the language is extremely precarious and the declining numbers of those speaking Gaelic fluently or as a mother-tongue in the language's traditional heartlands threatens the survival of Gaelic as a living language in Scotland. It is essential that steps are taken to create a sustainable future for Gaelic in Scotland.

One of the key features of the 2005 Act is the provision enabling Bòrd na Gàidhlig (the Scottish Government's principal Gaelic development body) 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.

#### ***The requirement to prepare a Gaelic Language Plan***

The requirement for a public body to prepare a Gaelic Language Plan is initiated by Bòrd na Gàidhlig issuing a formal notice to that effect under section 3 of the 2005 Act. The Crofters Commission was issued with a formal notice in January 2009, and was asked to submit its Gaelic Language Plan to the Bòrd for approval during November 2009.

#### ***Key considerations when preparing a Gaelic Language Plan***

The 2005 Act sets out a number of specific criteria which must be taken into account by bodies preparing Gaelic Language Plans. These are designed to ensure that Gaelic Language Plans are comprehensive, consistent and appropriate to the particular circumstances of the body preparing it.

- 1) the extent to which the persons in relation to whom the authority's functions are exercisable use the Gaelic language, and the potential for developing the use of the Gaelic language in connection with the exercise of those functions

This consideration is designed to ensure that the Gaelic Language Plans prepared by public bodies take account both of the existing number of speakers within their area of operation, and their potential to develop the use of the language. Generally speaking,

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the expectation is that public bodies with significant numbers of Gaelic speakers within their area of operation will develop stronger Gaelic Language Plans.

- 2) statutory guidance on the preparation of Gaelic Language Plans published by Bòrd na Gàidhlig under section 8 of the 2005 Act

Bòrd na Gàidhlig has published statutory guidance under section 8 of the 2005 Act, which provides advice on how Gaelic Language Plans should be structured, and on the content that public authorities should consider for inclusion in their plans.

- 3) the National Plan for Gaelic

The National Plan for Gaelic is a statutory document produced by Bòrd na Gàidhlig under section 2 of the 2005 Act. The National Plan offers a holistic overview of Gaelic development needs, covering language acquisition, language usage, language status and language corpus issues. It sets out priorities for Gaelic development, and identifies bodies that can contribute to achieving them.

- 4) representations made to the public body preparing its plan about how it uses Gaelic

This provision is designed to ensure that public bodies take into account the views of interested parties in the preparation of their Gaelic Language Plans. The Crofters Commission's principal means of obtaining these views is through public consultation on its draft Plan.

- 5) the principle of equal respect

The principle of equal respect was incorporated into the 2005 Act by the Scottish Parliament as a positive statement about the value and worth of Gaelic, in recognition of the fact that users of Gaelic aspire to use Gaelic as normally as possible in their lives, that there should be a generosity of spirit towards Gaelic across Scotland, and that the language should not suffer from lack of respect at either an individual or a corporate level.

The Bòrd's guidance states that giving Gaelic equal respect does not automatically mean identical treatment for Gaelic and English, or that a particular level of Gaelic provision must be made available in all circumstances. Instead, it encourages public bodies to endeavour, whatever the particular linguistic landscape within which they work, to be supportive and generous to Gaelic development. Gaelic Language Plans should be developed with a view to facilitating the use of Gaelic to the greatest extent that is appropriate to a public body's individual circumstances.

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

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### ***Approval of the Crofters Commission's Gaelic Language Plan:***

The Crofters Commission's Gaelic Plan will be submitted to Bòrd na Gàidhlig for approval in November 2009.

### ***Overview of the Crofters Commission***

Crofting is a system of landholding unique to the Highlands and Islands of Scotland. A croft is a relatively small agricultural land holding, 5 hectares on average, and is usually held in tenancy. It may or may not have buildings or a house associated with it. Approximately 18,000 crofts, occupied by an estimated 10,000-12,000 crofting households, account for a total population of about 33,000.

The Crofters Commission was established in 1955 to administer The Crofters (Scotland) Act 1955, and it now operates under the Crofters (Scotland) Act 1993 as amended by the Crofting Reform etc Act 2007. It acts as an impartial tribunal in the regulation of crofting, and also represents the interests of crofting communities and advises Scottish Government Cabinet Secretaries on crofting matters.

The Crofters Commission is an Executive NDPB, with a total gross expenditure of £3.5m. There is no grant in aid to the Crofters Commission. Theoretically, expenditure is incurred by Scottish Government Rural Directorate on behalf of the Commission.

The Crofters Commission's Board of Commissioners comprises a Convener, employed 12 days a month, and 7 Area Commissioners, employed 4 days a month. Commissioners are appointed by Scottish Ministers and supported by the Crofters Commission's Chief Executive and Management. In addition to serving a dedicated area, Commissioners sit together as a Board to set policies and take decisions on complex applications. Board meetings are held in public.

The Crofters Commission's 64 members of staff are Scottish Government civil servants, accountable to Scottish Ministers, who are themselves accountable to the Scottish Parliament Board of Commissioners.

The Crofters Commission's main office is located in Inverness, and there is a subsidiary office on the island of Tiree. Scottish Government Rural Payments and Inspections Directorate have 10 offices in crofting areas.

### ***The use of Gaelic in the Crofters Commission's areas of operation***

In addition to enabling people to remain living and working in the Highlands and Islands, and helping to keep rural schools and other vital public services operating in some of the most remote rural areas of Scotland, crofting has played an important role in sustaining the local cultures of communities in the Highlands and Islands. Story-telling and poetry, crafts such as spinning and knitting, music (especially singing), and seasonal

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celebrations are all aspects of crofting community culture, and language has played a key role in their retention. Communities in Shetland and Orkney have retained their Norse links, and the Gaelic language has remained strongest in crofting areas such as the Western Isles.

The Crofters Commission, by bringing stability to crofting communities, has benefited the Gaelic language and culture in the past, and wishes to support the Scottish Parliament's commitment to Gaelic as set out in Bòrd na Gàidhlig's *National Plan for Gaelic*, as well as supporting the commitment to the *National Plan for Gaelic* expressed in Scottish Government's Gaelic Language Plan.

In addition to the Gaelic Language Act, due regard will be given to the European Charter for Regional or Minority Languages, drawn up in 1992 by the Council of Europe. The Charter is designed to enable speakers of a regional or minority language to further its use in private and public life. The UK Government signed the Charter in 2000 and ratified it in 2001 in respect of Scottish Gaelic.

The former Crofting Counties of Caithness, Sutherland, Ross & Cromarty, Inverness, Argyll and the Western Isles have been traditionally Gaelic speaking, Gaelic having been the first language of many of the older crofters in these areas. There are also strong resonances of Gaelic language and culture throughout the north and west of Scotland, seen particularly in place names. In the past, crofting townships produced many notable Gaelic scholars, poets, writers and musicians. The Crofters Commission would like to see crofting areas continuing to produce talented people who impart their culture and language to a worldwide audience in addition to stimulating interest and pride in the use of Gaelic in their own communities.

### ***Demography***

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. It is a priority for this Government to stabilise the number of Gaelic speakers at their 2001 levels by the 2021 census.

Gaelic speakers are spread throughout Scotland. The 2001 Census does not differentiate between crofters and non-crofters, therefore it is not known how many of those recorded as being able to speak and/or read and/or write and/or understand Gaelic are crofters. However, of the Gaelic speakers identified in the 2001 Census, just over half live in the Highland counties, and 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.

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There are approximately 6,000 crofts in the Comhairle nan Eilean Siar area and 2,000 in the Isle of Skye, totalling 8,000 (43% of registered crofts). Research studies have shown that there is a particularly strong relationship between the proportion of Gaelic speakers and registered crofters across the parishes of the mainland Highlands and Hebrides.

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. Many of these Gaelic speakers' families migrated from crofting areas in order to find employment, and they retain strong links with the communities they left behind, often returning to the family croft for holidays and to take up permanent residence on retirement.

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.

There is provision for adult learners in most areas of the Highlands and in the Western Isles, in addition to distant learning. In Inverness, Cli Gàidhlig is able to provide information and contact details for those interested in learning Gaelic, either from its office or through its website [www.cli.org.uk](http://www.cli.org.uk), and Comunn na Gàidhlig, the development agency for Gaelic, also provides information for community organisations and businesses, as well as information about Gaelic and events, either from its office or through its website [www.cnag.org.uk](http://www.cnag.org.uk)

There are approximately 2,500 primary and secondary schoolchildren in Gaelic-medium education (GME) nationally at present, with a further 700 children in Gaelic-medium nurseries. Within English-medium education between 2,500 and 3,000 learners study Gaelic as a secondary subject each year between S1 and S6. Many children in English-medium primary schools take part in the *Gaelic Language in the Primary School* scheme each year: approximately 6,500 children participated during the 2005/6 academic year.

*The National Plan for Gaelic* sets out clear targets for numbers of Gaelic speakers over the next 35 years, as follows:

- 65,000 speakers and 4,000 children enrolled annually in GME by 2021
- 75,000 speakers and 10,000 children in GME by 2031
- 100,000 speakers and 50,000 children in GME by 2041

Regardless of overall numbers of Gaelic speakers, it can be expected that current trends will continue, leading to increased literacy, a rise in numbers of fluent learners, and increased GME provision. These trends will lead to greater demand for Gaelic services.

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### *Gaelic within the Crofters Commission*

Between Devolution in 1999 and the publication of the Gaelic Language (Scotland) Bill 2004, the Crofters Commission developed a Gaelic Policy, which was endorsed by its Board in 2002. Gaelic summaries were included in many of its information leaflets. In 2001 a Gaelic Education pack for schools was produced in conjunction with partner organisations.

In response to the publication of the Gaelic Language (Scotland) Bill 2004, representatives of the Crofters Commission met with Bòrd na Gàidhlig to discuss development of a Gaelic Language Plan. Bòrd na Gàidhlig requested information about the existing services offered in Gaelic. An audit of staff skills was then undertaken

The figures listed on the following table result from self-assessed information obtained from 49 members of staff, in response to an internal questionnaire:

Fluent Gaelic speaker	5
Conversational Gaelic	7
Able to read Gaelic	7
Able to write Gaelic	5
No Gaelic	37

Eleven members of staff attended Conversational Gaelic classes in 2004. In September of the same year, the Gaelic website, a mirror image of its English counterpart, was launched.

With the support of Bòrd na Gàidhlig, in 2007 the Crofters Commission published its Annual Report in both English and Gaelic, and translated many of its leaflets into Gaelic. 3 Gaelic Awareness courses took place, 2 at the main office, one in Tìree. Further language courses, one for beginners and another for intermediate users of Gaelic, were organised for staff. Bilingual signage was introduced externally and internally. Exhibition material used at the Royal Highland show was also bilingual.

In terms of the 1993 Act, 2 members of the Board are Gaelic speakers. Where appropriate, Gaelic speaking staff and Board members communicate Commission policies and promote crofting issues by interview through the Gaelic media.

A survey of Staff and Commissioner Gaelic Skills was undertaken in 2009. [See attached results.](#)

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### CHAPTER 2

### 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 normalising the use of Gaelic. The Bòrd has identified four core areas of service delivery that it wishes public bodies to address when preparing their Gaelic Language Plans. These are:

Identity	corporate identity signage
Communications	reception telephone mail and email forms public meetings feedback and complaints
Publications	public relations and media printed material website
Staffing	training language learning recruitment advertising

Each of these four corporate functions can play an important role in raising the profile and visibility of Gaelic, and in creating practical opportunities for Gaelic speakers and learners, and in this section of the Gaelic Language Plan the Crofters Commission sets out the Gaelic provision that will be made in relation to all four functions.

In considering how it can develop its Gaelic provision in these areas, the Crofters Commission has had regard to the statutory requirements laid out in the Gaelic Language (Scotland) Act 2005, and to the Bòrd's Guidance on the development of Gaelic Language Plans. The Guidance states that, in general terms, the expectation is that in those geographical locations in which the percentages or numbers of Gaelic speakers is greater, the scope of the Gaelic Language Plan will be wider and the level of commitments in it will be stronger.

The Crofters Commission operates in the Highlands and Islands of Scotland. The Northern Isles are associated with Norse languages rather than Gaelic, whereas in Skye and the Western Isles there are many Gaelic speakers as well as strong cultural associations with the Gaelic language. In other crofting areas, Gaelic was in use in the past but has fallen into partial disuse. The Crofters Commission will therefore adopt a minimum level of provision applying to all of our areas of operation, and will provide an enhanced level of provision in areas where the number of Gaelic speakers is greater. When Scottish Government has completed its language audit of Scotland, the Crofters Commission will be able to identify more accurately aspects of services and geographical areas where more detailed Gaelic provision may be feasible and desirable.

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The Crofters Commission is committed to furthering the usage of Gaelic, and this section sets out the minimum level of Gaelic provision which it intends to provide in the 5-year lifetime of the plan. This Gaelic Language Plan represents a starting point, and the Crofters Commission hopes to exceed targets and increase Gaelic provision gradually over the lifetime of the plan.

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 authorities to address when preparing Gaelic Language Plans.

### Section 1 – Identity

*“The presence of Gaelic in the corporate identity and signage of a public authority can greatly enhance the visibility of the language, and makes an important statement by a public authority about how Gaelic is valued and how it will be given recognition. Developing the use of Gaelic through signage can also enrich the vocabulary of Gaelic users and contribute to the development of the language.”* (Bòrd na Gàidhlig Guidance)

***The Crofters Commission recognises the importance of creating widespread awareness of Gaelic, creating a positive image of the language and promoting its use.***

#### CORPORATE IDENTITY AND SIGNAGE

***Currently, the Crofters Commission uses a bilingual logo and has some bilingual internal and external signage***

Outcome	Target	Target date
Visible and audible normalisation of Gaelic as a core element of the Crofters Commission’s identity and signage	The Gaelic for “Commission” changed from “Ughdarras” to “Coimisean”	Aug 2010
	Job titles, Divisional & Team names published bilingually	Aug 2010
	Staff & Commissioners’ badges and passes bilingual	Aug 2010
	Visitors’ passes bilingual	Aug 2010
	Corporate publications bilingual	Aug 2010
	External signs on office buildings and in parking areas bilingual	Aug 2010
	‘Welcome/Failte’ signs in place in reception areas	Aug 2010
	Signs and information for the public in reception bilingual where possible	Aug 2010
	All internal signage bilingual	Aug 2010

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### Section 2 - Communications

The Crofters Commission 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.

#### RECEPTION

*“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.”* (Bòrd na Gàidhlig Guidance)

Currently, the Crofters Commission provides a Gaelic speaker in reception as requested.

Outcome	Performance indicators	Target Date
Crofters Commission reception staff welcome and assist Gaelic users	Guidance notes on Gaelic issues available to staff	Jan 2010
	Guidance notes available to staff on how to treat enquiries from Gaelic speakers	Jan 2010
	Staff answer the telephone in Gaelic	Jan 2011
	Staff in reception have conversational Gaelic	Jan 2010
	Selected staff able to deal with members of public preferring to communicate in Gaelic	Jan 2010

#### TELEPHONE, MAIL, EMAIL & FORMS

*“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 Gaelic forms, or in bilingual 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, helping the development of the language itself.”* (Bòrd na Gàidhlig Guidance)

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### TELEPHONE

*Currently, the Crofters Commission passes a Gaelic call to a Gaelic-speaking member of staff, or arranges for a call to be returned by a Gaelic speaker within 24 hours.*

Outcome	Target	Target date
The Crofters Commission welcomes telephone communication in Gaelic	Guidance notes available to staff on how to treat calls from Gaelic users	Jan 2010
	Designation of members of staff to handle Gaelic enquiries	Jan 2010
	Bilingual welcomes on answer machine messages	Jan 2010
	Staff on switchboard trained in essential Gaelic	Jan 2010
	Stakeholders informed that organisation welcomes telephone communications in Gaelic	Aug 2010
	Where it is known that individuals or organisations prefer communications in Gaelic, initiating contact made in Gaelic	Aug 2011

### MAIL AND EMAIL

*Currently, when members of the public write to the Crofters Commission in Gaelic, they receive replies in Gaelic.*

Outcome	Target	Target date
The Crofters Commission welcomes and initiates written communication in Gaelic	Commitment given to promote supportive attitude to Gaelic throughout organisation	Jan 2010
	Guidance notes available to staff on how to treat enquiries from Gaelic users	Jan 2010
	Correspondence received in Gaelic responded to in Gaelic within agreed timescales	Jan 2010
	Crofters Commission contact details bilingual	Aug 2010
	Wording on compliment slips bilingual	Aug 2010
	Wording on business cards bilingual	Aug 2010
	Straplines on letters and emails bilingual	Aug 2010
	Automatically generated electronic content (such as email disclaimers) bilingual.	Aug 2010
	Stakeholders informed that organisation welcomes written communication in Gaelic	Aug 2010
	Database created listing individuals/organisations wishing to receive correspondence in Gaelic	Jan 2011
	Templates for correspondence bilingual	Jan 2012
	Correspondence is initiated in Gaelic where it is known that individuals or organisations prefer to receive communications in Gaelic	Dec 2014

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### FORMS

Currently, Crofters Commission application forms are published and completed in English; application forms completed in Gaelic are accepted and translated by a Gaelic speaking member of staff.

Outcome	Target	Target date
Crofters Commission application forms and guidance are bilingual	Guidance notes available to staff on how to treat enquiries from Gaelic users	Jan 2010
	The organisation welcomes the completion of forms in Gaelic	Jan 2010
	The Crofters Commission increases the use and visibility of Gaelic in its most commonly used forms	Jan 2012
	The Crofters Commission publishes application forms and guidance in both Gaelic and English	Aug 2012

### PUBLIC MEETINGS

*Currently the Crofters Commission will try to make provision for a Gaelic speaking Commissioner to conduct a Hearing when it takes place in a Gaelic-speaking community; there is no provision to conduct other public meetings in Gaelic or provide Gaelic translation.*

Outcome	Target	Target date
Members of the public participate in Crofters Commission meetings in their language of choice	A Gaelic-speaking Commissioner or member of staff present at public meetings in the Western Isles, Highland and Argyll areas	Jan 2010
	Hearings conducted in Gaelic when requested, when sufficient notice given, with translation facility available	Jan 2010
	Meetings conducted in Gaelic where it is the language of choice of 40% or more of those attending, when sufficient notice given, with translation facility available	Aug 2010
	An active offer of holding meetings in Gaelic advertised to the public	Aug 2010

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### FEEDBACK & COMPLAINTS

***Currently, the Crofters Commission does not make provision for including Gaelic in its feedback or complaints procedures***

Outcome	Target	Target date
The Crofters Commission welcomes feedback & complaints in Gaelic	Forms and guidance available in both Gaelic and English	Jan 2011
	Forms completed in Gaelic, and correspondence written in Gaelic, responded to in Gaelic within target times specified for such communications written in English	Aug 2012

### 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 through its use in high-profile publications, and it can help develop new terminology 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 on-line provision for the use of Gaelic can significantly enhance the status and visibility of the language.” (Bòrd na Gàidhlig Guidance)*

***The Crofters Commission is committed to increasing the use of Gaelic in those areas where the subject matter is of most interest to the general public or relates specifically to Gaelic issues, and in geographical areas where the Gaelic language is currently in use or was commonly in use in the past.***

### PUBLIC RELATIONS AND MEDIA

***Currently, the Crofters Commission does not publish bilingual or Gaelic press releases or advertisements***

Outcome	Target	Target date
Visible and audible normalisation of Gaelic as a core element in the Crofters Commission's public relations	The Gaelic Language Plan publicised bilingually across all areas of operation	Jan 2010
	All press releases to be bilingual	Aug 2010
	Gaelic press releases available to view on the website	Aug 2010
	Non-statutory advertisements bilingual	Aug 2010
	Exhibitions – the Commission participate in the SEARS stand at the Royal Highland Show where all our materials will be bilingual	June 2010

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### PRINTED MATERIAL

*Currently the Crofters Commission publishes bilingual leaflets, a bilingual Annual Report and bilingual materials for public display.*

Outcome	Target	Target date
Crofters Commission literature and papers published in Gaelic	The Crofters Commission maintains a list of its publications that are available in Gaelic	Jan 2010
	Brochures, booklets and leaflets designed to promote, publicise or explain services, legislation, procedures and policies are bilingual	Aug 2010
	Gaelic translation of approved minutes published on Crofters Commission's website	Aug 2010

### WEBSITE

*Currently, the Crofters Commission's Gaelic website is a mirror of its English website.*

Outcome	Target	Target date
Increased visibility of Gaelic on the English and Gaelic versions of the Crofters Commission website	Gaelic versions of bilingual press releases are placed on the Gaelic website	Dec 2010
	Information about the Gaelic Language Plan is placed on both English and Gaelic versions of the website, as is the Gaelic Language Plan itself	Dec 2010
	The content of the Gaelic version of the website is checked monthly for updating	Dec 2010
	A Gaelic web address is created, to be used in addition to the English web address	Dec 2010
	Whilst the Commission cannot promote individual organisations, we will provide links to certain organisations that promote Gaelic	Dec 2010

### Section 4 - Staffing

*"In order to deliver services through the medium of Gaelic, public authorities will need to develop the requisite job skills and language skills of staff. The provision of language learning for its staff will help promote adult Gaelic learning, and in promoting Gaelic as a useful skill in the workplace. The creation of jobs in which Gaelic is an essential or desirable skill will contribute greatly to the status of the language, and in identifying it as a positive skill to acquire."*

(Bòrd na Gàidhlig Guidance)

***The Crofters Commission recognises the importance of encouraging the use of Gaelic outwith and within the organisation, and of identifying situations in which***

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*its use is essential or desirable. The Crofters Commission also recognises the importance of enabling staff to acquire and develop Gaelic skills.*

### STAFF TRAINING AND LANGUAGE LEARNING

*The Crofters Commission has held Gaelic Awareness Days and Ulpan classes for staff.*

Outcome	Target	Target date
Crofters Commission staff supported to learn Gaelic and given opportunities to use Gaelic skills at work	Guidance notes on the Gaelic Language Plan circulated to staff and staff informed of new policies/procedures related to Gaelic services	Jan 2010
	Audit of staff Gaelic skills updated	Dec 2012
	Gaelic Awareness training available to staff who have not previously received such training	Dec 2012
	Gaelic module included in Crofters Commission's Training Programme for staff	Dec 2012
	Staff made aware of opportunities to use Gaelic in internal and external communication	Dec 2012
	Staff made aware of career opportunities for Gaelic users within organisation	Dec 2012

### RECRUITMENT AND ADVERTISING

*All recruitment to the Scottish Government is carried out in accordance with the Civil Service rules on fair and open competition. Currently the Crofters Commission has no formal policy to designate posts 'Gaelic desirable' or 'Gaelic essential'.*

Outcome	Target	Target date
The Crofters Commission's recruitment policy increases the number of Gaelic users within the organisation	Appointments policy recognises Gaelic as a desirable job skill	Jan 2010
	Recruitment for posts in reception identifies Gaelic as an essential skill	Jan 2010
	Where a certain level of Gaelic skills is desirable or essential for any post, this is specified when recruiting to the post	Jan 2010
	Career opportunities for Gaelic users highlighted when posts are advertised	Jan 2010
	Where a certain level of Gaelic language skills is part of the job description, the post is advertised bilingually.	Jan 2010

# **Gaelic Language Plan**

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### **Chapter 3 - Policy Implications for Gaelic and Implementation of the National Plan for Gaelic**

#### **Policy implications for Gaelic**

The priority areas identified in the National Plan for Gaelic, together with the expectations adopted for the Crofters Commission by Bòrd na Gàidhlig, will be implemented primarily through the Core Commitments of the Gaelic Language Plan.

The Bòrd's expectations are as follows:

1. an employment policy that will increase the ability to use Gaelic in services
2. the encouragement of Gaelic use and conversation between staff and with crofters

Opportunities will also arise to promote and develop the Gaelic language through existing policy measures. The Crofters Commission will examine policy commitments to identify areas where Gaelic can be incorporated and the priorities of the National Plan for Gaelic initiated. This corresponds to the normalisation principle that aims to include Gaelic as an everyday part of life in Scotland.

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

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

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

##### **1. *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

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### **2. *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

### **3. *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

### **4. *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 Plan for Gaelic**

Recognising that Gaelic is an integral part of Scotland's heritage, national identity and current cultural life, the Scottish Government is committed to ensuring that Gaelic has a sustainable future in Scotland. As an agency of the Scottish Government, the Crofters Commission aims to contribute to ensuring that the National Plan for Gaelic is implemented, and in this section sets out how it plans to achieve that aim.

## **Implementation of the National Plan for Gaelic**

Objectives:

1. to have the Gaelic Language Plan approved by Bòrd na Gàidhlig by 31<sup>st</sup> December 2009 and incorporated into the Commission's corporate and operational plans for 2010
2. to publicise the approved Gaelic Language Plan bilingually in January 2010, both externally and internally, through direct contact with stakeholders, via the organisation's Gaelic and English websites, and through media coverage

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3. to apply to the Gaelic Language Act Implementation Fund for funding for the year 2009-2010, to implement those parts of the approved Plan that are not funded through core funding
4. to have in reception areas staff able to meet and greet visitors and deal with telephone calls in Gaelic if requested by 31<sup>st</sup> December 2009
5. to ensure that recruitment advertisements are bilingual and highlight Gaelic as a desirable skill by 31<sup>st</sup> March 2010
6. to have bilingual signage, letter heads, strap-lines, business cards, compliment slips etc. by 31<sup>st</sup> March 2010
7. to hold one Assessors meeting in Gaelic in the Western Isles by 31<sup>st</sup> March 2010
8. by 31<sup>st</sup> March 2009, to begin the process of homogenising Gaelic and English business terms and language to ensure definitions and interpretation are consistent.

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

The Crofters Commission recognises that a sustainable future for Gaelic requires more people to learn the language and that the key means of achieving this is through focusing on Gaelic in the home, in schools and in provision for adult learning. Although neither education nor development form part of the Crofters Commission's remit, the organisation can create a supportive environment for increasing the number of Gaelic speakers in Scotland by encouraging the use of Gaelic internally, in communication between staff, Commissioners and Assessors, and in the delivery of services.

### ***2. Language Usage***

The Crofters Commission 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, and recognises 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.

- Gaelic in Communities: the use of Gaelic at Crofters Commission meetings and Hearings in crofting communities will be facilitated when desirable and possible; in time, the organisation will communicate with Assessors in Gaelic if it is their language of choice.
- Gaelic in the Workplace: the use of Gaelic in the workplace will be encouraged and staff and Commissioners given opportunities to learn Gaelic and improve their Gaelic skills.
- Gaelic in the Media: the publication of bilingual documents and development of the Gaelic website will be continued; bilingual press releases and advertisements will be introduced during the lifetime of the Plan.

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- Gaelic in Tourism, Heritage and Recreation: the Commission acknowledges the strong links between crofting and the Gaelic language and culture.

### **3. Language Status**

The Crofters Commission 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 institutions that play an important role in daily life. The organisation aims to enhance the status of Gaelic in corporate identity, communications, publications and staffing.

- This statutory Gaelic language Plan has been prepared under the terms of the Gaelic Language Scotland Act 2005, setting out how the Crofters Commission 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, the Crofters Commission will ensure that these services are of a comparable standard and quality to those that are provided in English.
- Increased visibility of Gaelic: equal prominence will be given to English and Gaelic in publications and publicity materials. All internal and external signage will be bilingual.
- The linguistic consequences of new policies or initiatives will be examined to ensure that, as far as is reasonably possible, they do not impact adversely on the use of Gaelic, and where possible will ensure that they impact positively.

### **4. Language Corpus**

The Crofters Commission recognises the need to strengthen the relevance and consistency of Gaelic, and the importance of facilitating translation services and promoting research into the language.

- Gaelic Translation and Interpretation: the Crofters Commission will strengthen the relevance and consistency of Gaelic by ensuring that its Gaelic publications and translation facilities are of a consistently high standard.
- Gaelic Orthographic Conventions: the Crofters Commission will have regard to GOC and Àinmean Àitean na h-Alba.
- Gaelic in Surveys and Research: the Crofters Commission will require that all surveys and research carried out by ourselves or a third party are available bilingually.

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### CHAPTER 4

## IMPLEMENTATION AND MONITORING

#### *Timetable*

This Gaelic Language Plan will remain in force formally for a period of 5 years from this date or until a new Plan has been put in place. In Chapter 2 (*Core Commitments*) and Chapter 3 (*Implementation of the National Plan for Gaelic*) individual target dates have been identified for specific commitments.

#### *Publicising the Plan*

The Crofters Commission's Gaelic Language Plan will be published bilingually on the Commission's website. In addition, the Commission will:

- issue a bilingual press release announcing the Plan
- make copies of the bilingual Plan available in the Commission's public offices and reception areas
- make the bilingual Plan known to employees via the Crofters Commission's Intranet
- distribute copies of the bilingual Plan to partner agencies, agents and contractors
- distribute bilingual copies of the Plan to Gaelic organisations
- distribute bilingual copies of the Plan to other interested bodies
- make bilingual copies of the Plan available on request

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

The approved Gaelic Language Plan will be the policy of the Crofters Commission and will be endorsed by Commissioners and Management.

#### ***Overall Responsibility:***

- The Chief Executive will have overall responsibility for ensuring that the Crofters Commission fulfils the commitments set out in this Gaelic Language Plan.
- The GLP Officer will be the initial contact for general enquires.

#### ***Individual Staff members:***

- All staff will receive bilingual copies of the approved Gaelic Language Plan.
- All staff will receive guidance notes on Gaelic usage in the workplace.
- Staff with stated objectives relating to the implementation of the Gaelic Language Plan will be appraised according to their performance against these objectives.

#### ***Services delivered by third parties:***

- Over time the organisation will compile a list of third parties who prefer to communicate in Gaelic.
- Bilingual communication between the Crofters Commission and third parties will be introduced where appropriate.
- All internal policies and contracts with third-party organisations delivering services on behalf of the Crofters Commission will refer to the Gaelic Language Plan and encourage compliance with the principles of the Gaelic Language Plan.

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

- The Crofters Commission will publish the bilingual Gaelic Language Plan on both its English and Gaelic websites.
- The Crofters Commission will advise consultees and other external organisations and third parties of the publication of the Gaelic Language Plan.
- The Crofters Commission will: summarise the organisation's commitment to the Gaelic language; highlight its commitment to deliver the objectives set out the Gaelic Language Plan; seek co-operation to promote the use of Gaelic as a language of business.

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### **Resourcing the Plan**

- Normal activities will be included and resourced through the Crofters Commission's budgets agreed with its sponsor Scottish Government Department.
- One-off activities relating to the implementation of the Plan will require additional funding, and the Crofters Commission will apply for any available funding to contribution to costs.

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

- The outcomes of the Gaelic Language Plan will be included in the Commission's corporate and operational plans and will be monitored by the Commission's Management Team, with a quarterly discussion at Management Board meetings.