



GAELIC LANGUAGE PLAN

2011 - 2016



FOREWORD

As the largest landowner in Scotland, Forestry Commission Scotland (FCS) takes its responsibility under the Gaelic Language (Scotland) Act 2005 seriously. We are keen to further the aims of the National Plan for Gaelic, through a series of targeted actions outlined in this plan. We also recognise that we are well placed to reach a wide audience in Scotland. Through our outdoor recreation facilities and our wider interpretative material we seek to make a significant contribution, furthering the understanding of Gaelic culture and language.



Few could fail to understand the significance in our landscape of the Gaelic language, which provides a narrative for many of our mountains, glens and forests. The link between Gaelic, trees and woodlands is also significant, as the Gaelic alphabet is based on the names of many of our native trees.

We understand the role FCS can play in enhancing the status, usage and acquisition of Gaelic to further the aims of BnG and the National Gaelic Plan.

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Director Scotland
Forestry Commission Scotland

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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 Plan for Gaelic* 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 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 functions, how we will enable the use of Gaelic when communicating with the public and key partners, and how we will promote and develop Gaelic.

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 Plan for Gaelic* and the *Guidance on the Development of Gaelic Language Plans*.

Structure of the Gaelic Language Plan

The key components of our Gaelic Language Plan are:

Chapter 1 – Introduction

This chapter provides the background and context relating to the preparation of Gaelic Language Plans under the 2005 Act and the structure of FCS 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 FCS will use, and enable the use of Gaelic in relation to our main business functions. It covers key areas of operation such as corporate identity, signage, communication with the public and the use of Gaelic on our website. This chapter sets out the level of Gaelic language provision to which we are committed to providing in the lifetime of the Plan.

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

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

Chapter 4 – Implementation and Monitoring

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

CHAPTER 1 - INTRODUCTION

Setting the Context for Developing Gaelic Language Plans

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

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

One of the key features of the 2005 Act is the provision enabling Bòrd na Gàidhlig to require public bodies to prepare Gaelic Language Plans. This provision was designed to ensure that the public sector in Scotland plays its part in creating a 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 2009/10 and has taken into account representations made to it during the consultation process.

Approval of Forestry Commission Scotland's Gaelic Language Plan:

Forestry Commission Scotland's Gaelic Plan was submitted to Bòrd na Gàidhlig May 2010 and was approved on 14 December 2010.

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

Background Information about FCS

FCS serves as the Scottish Government's forestry directorate and manages the 667,000 hectare National Forest Estate (NFE). The Commission's woodlands are making a difference to the well being of Scotland's people and their communities. Local woodlands 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

FCS policy is 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. Forest Enterprise Scotland (FES) is the arm of FCS that manages the NFE in Scotland.

In November 2009 FCS employed 838 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. This includes all of the districts in which people able to understand, speak, read or write Gaelic form a majority of the population.

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 since the previous census, the number of people able to speak and also to read and write Gaelic increased between 1991 and 2001, reflecting a growth in Gaelic literacy and growing numbers of Gaelic learners. The number of children aged 5 – 15 able to speak Gaelic also increased between 1991 and 2001.

Gaelic speakers are spread throughout Scotland. Of the Gaelic speakers identified in the 2001 census, just over half lived in the Highland counties (the Highland Council, Argyll & Bute Council and Comhairle nan Eilean Siar areas) and just under half in the Lowland counties.

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 living in Greater Glasgow according to the 2001 census.

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

There are around 2,500 primary and secondary school children in Gaelic-medium education (GME) nationally at present, with a further 718 children in Gaelic-medium nurseries. Within English-medium education, 2733 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, with around 6,000 children in the 2008/9 session. (Gaelic Medium Unit information extracted from Scottish Government website)

Bòrd na Gàidhlig's *National Plan for Gaelic* sets out clear targets (p.15) for numbers of Gaelic speakers over the next 35 years, as follows:-

- 65,000 speakers & 4000 children enrolled annually in GME by 2021
- 75,000 speakers & 10,000 children in GME by 2031; and
- 100,000 speakers & 50,000 children in GME by 2041

Regardless of overall numbers of Gaelic speakers, it can be expected that the trends of increased literacy, increase in numbers of fluent learners and increase in GME will continue, leading to greater demand for services

It is therefore proposed to focus on the areas with the majority of Gaelic speakers and Gaelic medium units and schools during the FCS first Gaelic Language Action Plan 2010 – 2015.

There are many organisations in Scotland with a Gaelic remit. Clì Gàidhlig are the national learner's association providing Gaelic training opportunities. 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:

FCS has no record of how many current staff members are fluent Gaelic speakers, are currently learning Gaelic or have the ability to read or write Gaelic. Historically, however given the influence of the organisation and its role as a major employer in many rural areas of Scotland, Gaelic would have played an important role in the day to day activities of many employees. FCS will conduct a Gaelic skills audit amongst all staff in order to ascertain how many staff have Gaelic skills. Data is expected by December 2010.

As a core commitment we propose to undertake a staff survey to establish the number of Gaelic speakers within our existing staff, and also the number of learners, those interested in learning and those who can read and write Gaelic. With this information we will be able to use and enhance the skills of our current staff and also to strengthen the level of Gaelic used by key staff. FCS is aware that many staff have an interest in the Gaelic language and culture.

During the preparation period of this plan, FCS has run series of Gaelic Awareness courses with the support of Bòrd na Gàidhlig (BnG). These will continue throughout the plan period to improve the understanding of Gaelic language and culture, amongst the organisations key staff.

FCS currently translates a small number of key policy documents. In 2008, 2009 and 2010 the FCS published its Annual Report in both English and Gaelic and we have also incorporated Gaelic into some of our leaflets and information panels. We currently use bilingual headed paper in some of our Forest District offices and a strategy for rolling this out across the organisation will be implemented as part of this plan.

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 language regeneration. The Bòrd has identified four core areas of service delivery that it wishes public bodies to address when preparing Gaelic Language Plans:-

- Identity:* *corporate identity*
 signage
- Communications:* *reception*
 telephone
 mail and email
 forms
 public meetings
 complaints procedures
- Publications:* *public relations and media*
 printed material
 websites
 exhibitions
- Staffing:* *training*
 language learning
 recruitment
 advertising

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

Bòrd na Gàidhlig is committed to achieving the Strategic Objectives as established by The Scottish Government. In preparation of Gaelic Language Plans, public bodies should indicate how they shall assist in the implementation of the Strategic Objectives and identify which Strategic Objective will be assisted by the actions in their plans.

1. Wealthier & Fairer

2. Smarter

3. Healthier

4. Safe & Stronger

5. Greener

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
<i>Corporate Identity:</i>					
Current practice	FCS does not currently have a written policy for the use of Gaelic in its corporate identity although we do frequently use Gaelic on vehicles and letterheads				
Key areas of development	<p>The new version of our bilingual logo will be used generally – replacing all existing expressions of our brand.</p> <p>Availability of new brand identities to all staff and commencement of replacement programme.</p> <p>Completion – replacement of all expressions of the FCS brand</p>	<p>Visibility of our bilingual logo.</p>		<p>Design & Interpretive Services (D & IS)</p>	<p>October 2010</p> <p>April 2015</p>

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Corporate Identity:					
	We will update our Brand Manual with our new bilingual identity. This will cover use on letterheads, name badges, business cards & vehicles.	Completed Brand manual		D&IS	October 2010
Relevant Strategic Objectives assisted		1,2			
Corporate Identity:					
Signage (internal and external):					
Current practice	FCS does not currently have a written policy for the use of Gaelic in its signage although we do use a bilingual header board on some office signs in Argyll and the Highlands				
Key areas of development	We will carry out an audit of all signage in the Forest Districts and Conservancies in Argyll and the Highlands	Complete audit		D&IS	By publication date
	We will develop a policy for external signage to cover use of office (including visitor centres) and place-names. We will continue to work with Ainmean-Àite na h-Alba, the national advisory partnership for Gaelic place-names.	Policy complete		D&IS	October 2010

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Corporate Identity:					
	We will establish a programme for implementation of our external signage policy	100 signs to be replaced with plan compliant signage in 09/10 and a further 50 signs for the following two years.	Sign output from FCS signs unit	D&IS	2011/12
		All office buildings within Argyll and the Highlands will have external bilingual signage		CRT managers & D&IS	April 2011
	We will develop a policy for use of internal bilingual signage in our offices (including visitor centres) and build this into our Brand Manual			D&IS	April 2011
	We will implement internal signage solutions during office building re-fits	All appropriate offices in Argyll and the Highlands will have bilingual internal signage		Lead Building Surveyor. Inverness	April 2012
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
Reception:					
Current Practice	FCS makes very little provision for Gaelic				
Key areas of development	All ‘reception’ staff in offices and main visitor centres in Argyll and the Highlands will attend Gaelic awareness training	April 2011	Attendance – rerun skills survey 2014.	GDO	April 2011

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
	A Gaelic Development Officer will be identified and part of their role will be to assist with queries at receptions through being available on the phone to assist. 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.	All FC staff will have someone to turn to for support, guidance or assistance or who can deal with appropriate matters on their behalf.	Identification of Gaelic Development Officer	FCS Communications	March 2010
Relevant Strategic Objectives assisted		1,2			
Telephone:					
Current practice	There is at present no or very minimal provision for Gaelic telephone queries				
Key areas of development	Gaelic awareness training for all key staff answering telephones. Develop a system to cater for Gaelic queries. May be directed – direct to Gaelic Development Officer.	All Gaelic telephone queries will be either dealt with directly or transferred to someone who can respond to the caller.	Training records and records of enquiries in Gaelic	Learning & Development (L&D)	December 2010
	Make Gaelic fluency or knowledge a desirable attribute in selected recruitments in key posts		Skills audit 2014	HR	October 2010

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
	Offer Gaelic training or skills enhancement to key staff and appropriate frontline staff in Argyll and the Highlands. 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	Skills audit 2014	L&D	October 2010
Relevant Strategic Objectives assisted		1,2			
Mail and Email:					
Current practice	There is no agreed policy but bilingual letter-heading used by some FD offices.				
Key areas of development	All Gaelic letters or emails transferred to GDO either for direct response or response in consultation with relevant staff. We will place a notice welcoming Gaelic responses on our website, our standard email disclaimer and on any relevant documentation.	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.	GDO	Start January 2010
	Continue with bilingual letter-heading throughout Scotland	Ongoing		GDO	Throughout Plan period
Relevant Strategic Objectives assisted		1,2			
Forms:					
Current practice	No specified policy – all forms only in English at present				
Key areas of development	Accept all forms completed in Gaelic and respond in Gaelic using assistance of GDO.	Prepare to accept forms completed in Gaelic.	Number of requests recorded.	GDO	End 2010

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
	All forms used in Scotland to have bilingual header and Gaelic statement welcoming completion in Gaelic.			GDO	End 2014
Relevant Strategic Objectives assisted		1,2			
Public Meetings:					
Current practice	None or very limited provision at present				
Key areas of development	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.	Introduce on a trial basis and assess success for 2013	Monitor success	FCS Communications.	2013
Relevant Strategic Objectives assisted		1,2			
Complaints Procedure, Enquiries & FOI					
Current practice	Current policy does not include Gaelic				
Key areas of development	Deal with all 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	GDO	End 2010
Relevant Strategic Objectives assisted		1,2			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Education and Led Events:					
Current practice	Currently no policy or capacity to lead school and other recreational events in Gaelic or with translation				
Key areas of development	Encourage Gaelic learning amongst recreation ranger staff, to assist with visits from Gaelic Medium Schools	Run Gaelic awareness courses for key staff	Record and evaluate the success.	L&D/ GDO	October 2010
	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.	GDO	December 2012
Relevant Strategic Objectives assisted		1, 2			
	Extend Gaelic policy to third party partners e.g where FCS are funding third parties through grant schemes. As an example may be to– ask third party to use bilingual signage for their woodlands.	Increase the use of Gaelic Interpretation in Private sector	Record requests to use Gaelic signage	FCS	October 2014

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
<i>Printed Material: Some national documents have been translated in recent years.</i>					
Current practice	FCS have translated the Annual Report for 07/08 and 08/09 into Gaelic.				
<i>Printed Material – Policy & procedural documents</i>					
Key areas of development	We will continue to translate the Annual Report. Full bilingual downloadable versions will be available for more important policy documents, where these are considered appropriate.	Continue current actions	Increase in document numbers	FCS Communications	April 2014

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
	We will include Gaelic elements (e.g. Gaelic names, bilingual captions, Gaelic summary) in key publications.	Increase numbers of publications		FCS Communications	October 2010
<i>Printed Material – Visitor publications</i>					
Key areas of development	We will prepare a guide to staff on how to include Gaelic elements - Gaelic names, welcomes and bilingual captions in key publications.		Increase in printed media	D&IS	April 2012
	We will develop a methodology to provide instruction to staff on the level of Gaelic to be included, up to bilingual provision, in visitor publications. This methodology will incorporate issues of potential demand, of localities with a concentration of Gaelic users or with bilingual policies by other public authorities, of sites serving schools providing Gaelic Medium Education, and of sites of importance in the history or heritage of the Gaels		Increase in printed media	D&IS	April 2013

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
	We will use Kinloch Hills on Skye and other suitable sites as a pilots for exploring alternative printed media options.		Increase in printed media	D&IS	June 2010
	FCS have hundreds of publications in production and given our recreational remit, we are constantly adding to this portfolio. All future publications will contain at least a flavour of Gaelic. We propose to meet with Bòrd na Gàidhlig annually in order to assess what has been produced in the pervious year and also to assess future publications.	To obtain guidance / appraisal on our publications.	To meet annually with Bòrd na Gàidhlig.	D&IS	Ongoing
Relevant Strategic Objectives assisted		1,2			
Public Relations and Media:					
Current practice	<i>We currently do not issue Press releases in Gaelic or provide an option to have the Press Release translated through a recognised translation provider. We currently do not have a FCS spokesperson for TV / Written media.</i>				
Key areas of development	FCS will identify a Gaelic spokesperson to represent Gaelic in broadcast/ written media.	Recruit GDO	Spokesperson identified	FCS Comms team/GDO	October 2010

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
	We will be proactive in our approach with BBC Alba and other Gaelic media channels.	Recruit GDO	Increase in numbers of FCS/Forestry related stories broadcast	FCS Comms Team/GDO	October 2010
	We will 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 October 2011.	Uptake in Gaelic press items	FCS Comms Team/GDO	October 2010
Relevant Strategic Objectives assisted		1,2			
Websites:					
Current practice	There is currently no policy for creating Gaelic web pages				
Key areas of development	We will Introduce Gaelic into the content of what FCS publishes online. We will develop a strategy 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	October 2010
	The Approved Gaelic Language Plan will be placed on the FCS web-site.			FCS Comms Team	June 2010
	The FC will review its Web structure and ensure Gaelic is embedded in the FCS pages			FCS Comms Team	June 2010
Relevant Strategic Objectives assisted		1,2			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Shows/Exhibitions:					
Current practice	<i>We currently have no policy to provide exhibition or shows material in Gaelic.</i>				
	We will prepare an options appraisal as part of the National Shows and Events strategy to identify shows/events where different levels of Gaelic should be used.	At least a flavour of Gaelic at all exhibitions. Develop guidelines and create a strategy for use of Gaelic.	Inclusion of Gaelic in design material used at shows/events.	FCS Comms Team/GDO	February 2011
	Following the FCS staff audit, Gaelic speaking staff will be identified and if appropriate, trained to represent FCS at shows/exhibitions.	Staff trained by 2012		FCS Comms team/GDO	February 2011
	We will continue to link with SEARS 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/GDO	Throughout Plan period
	We will develop bespoke material for national/regional events such as RHS		National Events attended and Gaelic material provided	FCS Comms Team/GDO	Throughout Plan period
Relevant Strategic Objectives assisted		1,2			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
<i>On-site Visitor Information and Interpretation:</i>					
Current practice	We have often “dropped in” individual translated words into English texts (the “partner words” approach) for on site material in the Highland and other areas. We have also interpreted Gaelic culture at key sites. We have also commissioned some early research into use of Gaelic in interpretation.				
Key areas of development	We will establish a methodology to provide instruction on the level of Gaelic to be included, up to bilingual provision, in heritage interpretation and in signage, on a new or replacement basis. This methodology to incorporate issues of potential demand, of localities with a concentration of Gaelic users or with bilingual policies by other public authorities, of sites serving schools providing Gaelic Medium Education, and of sites of importance in the history or heritage of the Gaels		media	D&IS	April 2015
	We will continue to try out different approaches in different locations. All approaches will be audience centred.		media	D&IS	Ongoing

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
	We will take appropriate opportunities to interpret Gaelic culture through demonstration of the language.		media	D&IS	Ongoing
	We will author Gaelic text initially in Gaelic and from a Gaelic point of view.		media	D&IS	Ongoing
	We will work with others on evaluation and research into Gaelic interpretation		Research & evaluation projects	D&IS	Ongoing
	We will use Kinloch Hills on Skye and other suitable sites as a pilot for exploring alternative options.		media	D&IS	June 2010
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
<i>Training:</i>					
Current practice	<i>FCS have funded some individual staff training in Gaelic and have run several Gaelic awareness courses.</i>				
Key areas of development	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 courses held	GDO	Throughout Plan

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
	A detailed list of all Gaelic courses available will be brought to the attention of all staff and placed on FCS intranet site		A record of Gaelic courses attended will be maintained	GDO & HR	December 2014
	We will identify a Gaelic Development Officer to promote our Gaelic Language Plan and new policies/procedures as they are developed.	Appoint GDO	Create Job role and profile	FCS Comms Team	October 2010
	Support and encourage appropriate staff to improve their Gaelic language skills via further training .			GDO & HR	Ongoing
Relevant Strategic Objectives assisted		1,2			
Language Learning:					
Current practice	The FCS have supported some personal study.				
Key areas of development	We will undertake a staff audit to find out how many of our staff have Gaelic language ability and to what standard.	Gain an understanding of our requirement for further staff training.	Audit completed	GDO	November 2010
	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	GDO	July 2014
Relevant Strategic Objectives assisted		1,2			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Recruitment:					
Current practice	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.				
Key areas of development	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			
Advertising:					
Current practice	The FCS does not make any provision for Gaelic on bilingual advertising for staff at present.				
Key areas of development	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	April 2010
	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 GDO where needed.	Audit 2014	HR	April 2014

Chapter 3 – Policy Implications for Gaelic and implementation of the National Plan for Gaelic

Policy implications for Gaelic

FCS recognises that the various priority areas identified in the National Plan for Gaelic 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 Plan for Gaelic 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 Plan for Gaelic.

Overview of the National Plan for Gaelic

The National Plan for Gaelic 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 Plan for Gaelic

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 PLAN FOR GAELIC

Objectives:

1. To have our Gaelic Plan approved by BnG by June 2010 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 have our bilingual logo in use by October 2010.
4. To increase the visibility of Gaelic in our signage and interpretive material.
5. 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. FCS 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. We will also encourage private woodland owners to support our approach to Gaelic interpretation.
- 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 Ùlpan classes, our Gaelic toolkit and, regular features in our staff magazine.
- 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 interpretative 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 carry out a signs audit and pay due recognition to the findings 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 first Gaelic language plan, also contribute towards the implementation of ‘Ginealach Ùr na Gàidhlig’, an action plan by Bòrd na Gàidhlig to increase the number of Gaelic speakers.

CHAPTER 4 – IMPLEMENTATION AND MONITORING

Timetable

This Gaelic Language Plan will formally remain in force for a period of 5 years from this date or until a new plan has been put in place. In Chapter 2 (*Core Commitments*) and Chapter 3 (*Implementation of the National Plan for Gaelic*), 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 in our public offices and reception areas,
- make the plan known to employees via Forestry Commission Scotland's Intranet;
- distribute copies of the plan to our Non-departmental Public Bodies and agencies, agents and contractors;
- distribute copies of the Plan to Gaelic organisations;
- distribute copies of the plan to other interested bodies; and
- make copies available on request.

Administrative Arrangements for Implementing the Gaelic Language Plan

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

Overall Responsibility:

The Director 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. We will also apply to the BnG, Gaelic Language Act Implementation Fund for a contribution to specific items where these can be identified.

Monitoring the Implementation of the Plan

The Gaelic Language Plan will be monitored by the Gaelic Development Officer (GDO) with input for the other departments identified. The GDO 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. The GDO 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:

Dr Bob McIntosh
Director Scotland
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EH12 7AT

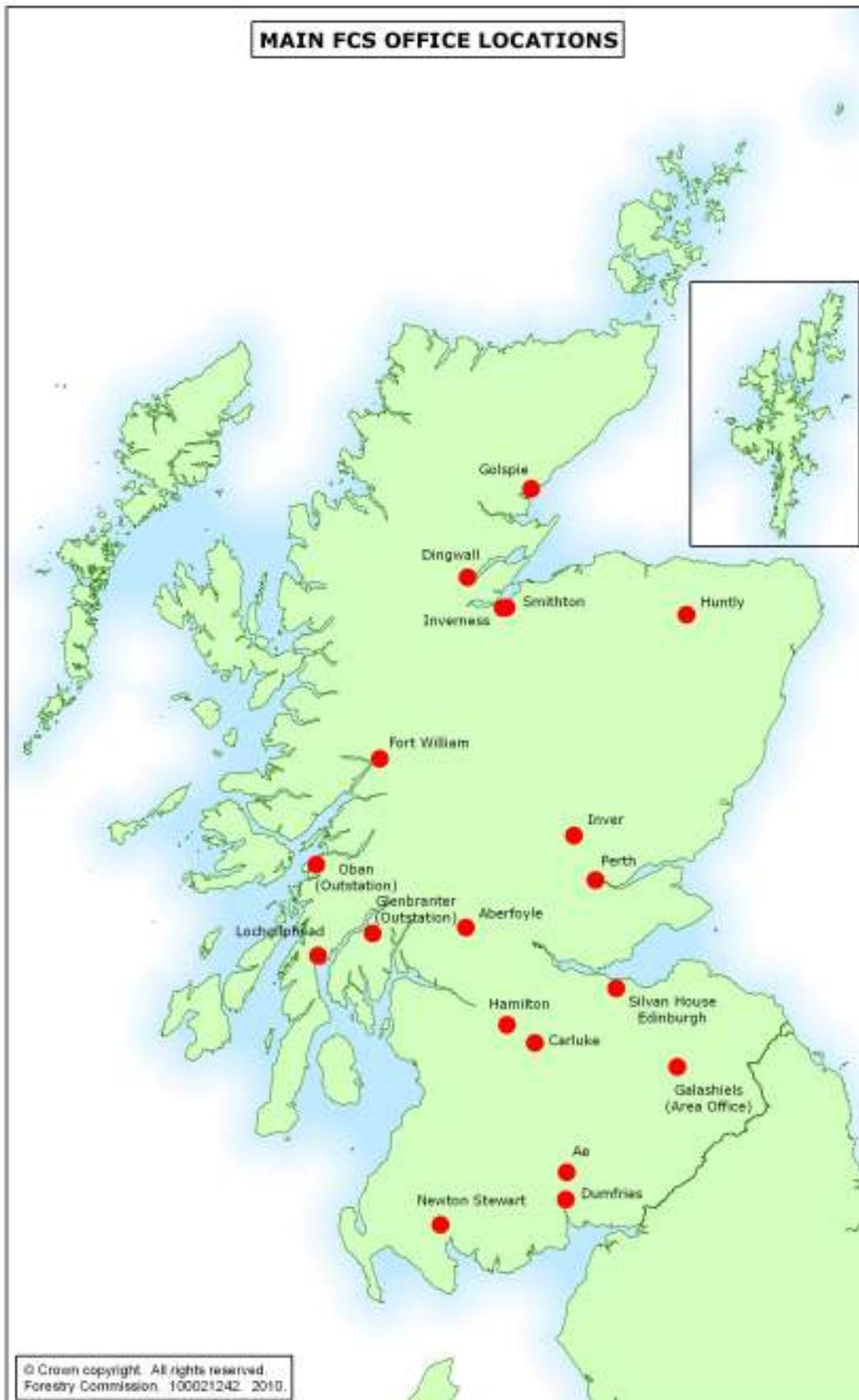
0131 334 0303

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

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MAIN FCS OFFICE LOCATIONS



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
Gaelic Development Officer	GDO	Employee of FCS responsible for the delivery of Gaelic Language Plan