

**NATIONAL
GAELIC
LANGUAGE
PLAN**

2012|2017

GROWTH
&
IMPROVEMENT

BÒRD NA
GÀIDHLIG





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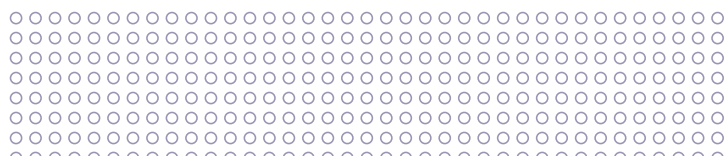
BÒRD NA
GÀIDHLIG





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Foreword

Minister for Learning, Science and Scotland's Languages

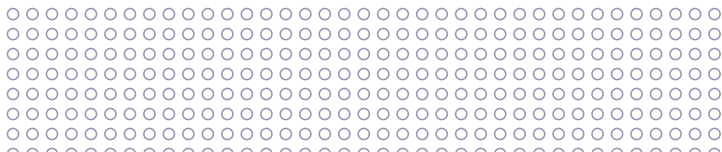


Dr. Alasdair Allan

It gives me great pleasure to provide a few words in support of the National Gaelic Language Plan, 2012-17. This is a strategy for growth. The purpose of this Plan is straightforward; it is to secure an increase in the number of people learning, speaking and using Gaelic in Scotland. Gaelic belongs to Scotland. It is a valuable and enduring part of both Scotland's heritage and current cultural life and as such a determined and focused effort must be made to secure and strengthen the place of Gaelic in Scotland. While this Plan is supporting Gaelic we must value the linguistic traditions of all parts of Scotland, including lowland Scots, Shetland and Orkney.

As we make progress with this Plan it will enable us to demonstrate commitment to our Gaelic manifesto commitments. In addition, the priorities in this Plan will also contribute to other manifesto commitments in areas such as language learning, Scottish studies, early years education and literacy.

The value of this Plan is that it provides us with the priorities around which this effort should be taken forward. This Plan answers two fundamental questions about the support and promotion of Gaelic in Scotland. It clearly explains why Gaelic should be supported and it also outlines how it can be promoted. Although the purpose of this Plan may be straightforward, there is still a significant challenge facing us.



The purpose of this Plan is straightforward; it is to secure an increase in the number of people learning, speaking and using Gaelic In Scotland.

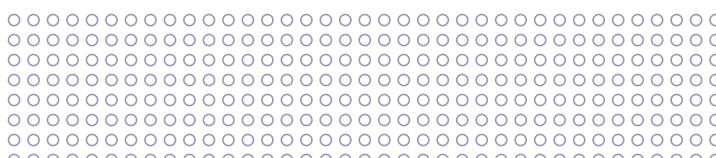


In responding to this challenge individuals, communities and authorities all have key roles to play. It is vital that Gaelic speakers, learners and supporters recognise they have a role in promoting Gaelic and that their actions, including the language they choose to use in daily life, matter. It is vital that communities take steps to use Gaelic and recognise the contribution they can make. It is also vital that Scottish authorities and bodies recognise they have a role in this and that their policies and programmes can significantly shape the future of Gaelic in Scotland.

To assist with this, this Plan provides a clear list of priorities where we expect to see further progress. It can fairly be said of Gaelic that much has been achieved and that much still needs to be achieved. The priorities in this Plan help with this ambition and demonstrate clearly where activity and resources should be directed in order to secure further progress for Gaelic in Scotland.

This is not something that the Scottish Government or Bòrd na Gàidhlig can achieve by themselves. However, I am confident that the combination of these priorities with commitment at individual, community and corporate level will make a difference.

Finally I would like to thank Arthur Cormack for all his work at Bòrd na Gàidhlig and particularly his guidance in shaping this Plan.



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Foreword

The Cathraiche of Bòrd na Gàidhlig



Elizabeth McAtear

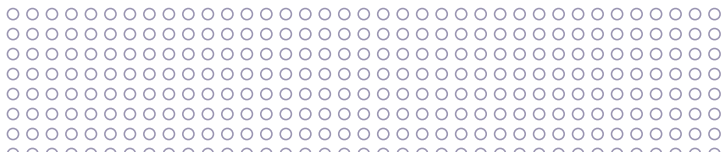
I am pleased to present the National Gaelic Language Plan for 2012-17.

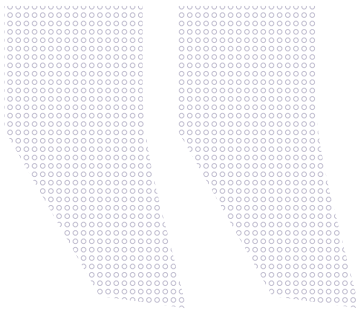
Bòrd na Gàidhlig is clear that the focus of the National Gaelic Language Plan must be on increasing the numbers of speakers of Gaelic and expanding the range of opportunities for people to use the language. We also need to ensure the language continues to develop.

Bòrd na Gàidhlig has a duty to prepare a National Gaelic Language Plan and will take a lead in delivering appropriate measures within it. This is, however, a national Plan and the Bòrd will enter into effective partnerships with the Scottish Government, public bodies, local authorities, Gaelic organisations, communities and members of the public, all of whom should have a role in its implementation.

It will be through a sense of shared ownership, and with everyone taking an active part in its delivery, that this Plan will achieve success. The National Gaelic Language Plan will require a concerted effort on the part of public authorities in Scotland, as well as Gaelic speakers themselves, if we are to make the progress required to ensure the Gaelic language has a viable future.

Many challenges remain in reversing the decline of the Gaelic language, but with evidence that 81% of Scottish people do not want Scotland to lose its Gaelic identity¹, we move forward with confidence that the National Gaelic Language Plan will gain support. It sets out what needs to be done to promote the learning, use and understanding of the Gaelic language and defines how Bòrd na Gàidhlig will make progress with its activities. It provides clear messages to public authorities as





Bòrd na Gàidhlig believes that if sufficient effort and resource is put into delivering this Plan, real progress will be made towards sustainability over the next five years.

to the steps they should take to promote and support Gaelic through the development of Gaelic Language Plans and implementation in delivering their functions.

In particular we would like communities, and individual Gaelic speakers within communities, to play a much greater part in this Plan's delivery. Stabilising and revitalising Gaelic will require its speakers – whether learners or people for whom it is their first language – to take on the most important role of all. A challenge lies within this for all of us who have any ability in the Gaelic language to ensure we use it as fully as possible.

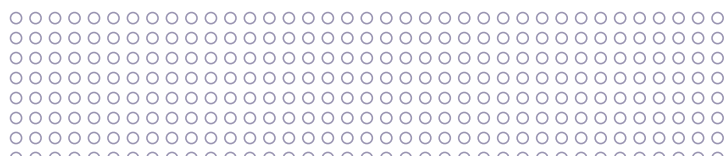
The Scottish public is in favour of steps being taken to ensure that Gaelic continues to be spoken in Scotland. In the context of very tight public spending it is more important than ever that bodies work in partnership to secure a future for the Gaelic language.

Gaelic is an official language of Scotland: its future depends on the support of the people of Scotland and Scottish authorities. Investment in Gaelic initiatives, in addition to strengthening the language, also produces significant economic², educational³ and cultural⁴ benefits for Scotland.

Bòrd na Gàidhlig believes that if sufficient effort and resource is put into delivering this Plan, real progress will be made towards sustainability over the next five years.

I wish to thank all those who contributed to the development of this Plan. In particular, I am indebted to Arthur Cormack for his tireless effort in the post of Cathraiche in the drafting of this plan, and for his unwavering commitment from the outset to the aims of Bòrd na Gàidhlig.

¹ West, Catriona & Graham, Alastair, 2011. *Attitudes Towards the Gaelic Language*, Edinburgh: Scottish Government Social Research, p.41 (6.3)
² Chalmers, Douglas, 2003. *The Economic Impact of Gaelic Arts and Culture*. Unpublished PhD thesis, Glasgow Caledonian University
³ O'Hanlon, Fiona & McLeod, Wilson & Paterson, Lindsay, 2010. *Gaelic-Medium Education in Scotland: choice and attainment at the primary and early secondary school stages*. Inverness: Bòrd na Gàidhlig
⁴ Sproull, Alan & Chalmers, Douglas, 2006. *The Demand for Gaelic Arts: Patterns and Impacts — A 10 year longitudinal study*. Stornoway: Gaelic Arts Strategic Development



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Summary of Outcomes

This National Gaelic Language Plan will deliver the following key outcomes:

Home and Early Years

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



Education: Schools & Teachers

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



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

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

Education: Post-school Education

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



Communities

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



Workplace

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



Arts & Media

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



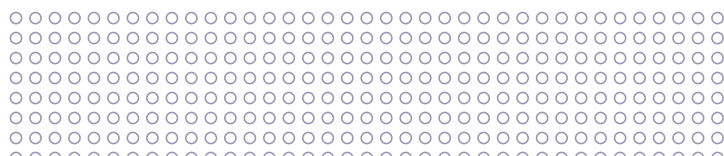
Heritage & Tourism

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



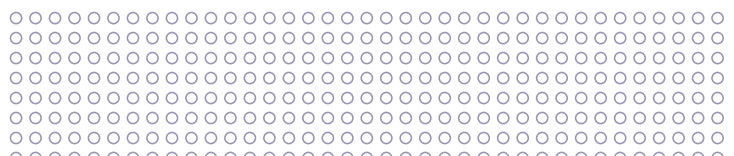
Corpus

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



National Outcomes

Development area	National Outcome: Number and statement	
Home and Early Years Education Corpus	5	Our children have the best chance in life and are ready to succeed.
	4	Our young people are successful learners, confident individuals, effective contributors and responsible citizens.
	3	We are better educated, more skilled and more successful, renowned for our research and innovation.
Communities Workplace	11	We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.
	2	We realise our full economic potential with more and better employment opportunities for our people.
	6	We live longer, healthier lives.
Arts and Media Heritage and Tourism	13	We take a pride in a strong, fair and inclusive national identity.
The whole plan	16	Our public services are high quality, continually improving, efficient and responsive to local people's needs.
	7	We have tackled the significant inequalities in Scottish society.



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Introduction

The purpose of this Plan is to secure an increase in the number of people learning, speaking and using Gaelic in Scotland.



Welcome

Welcome to the National Gaelic Language Plan 2012-17.

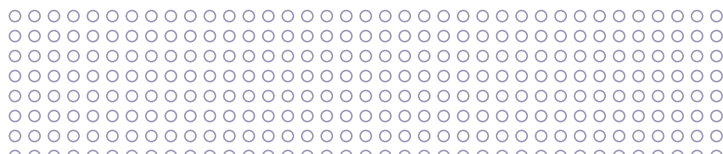
This National Gaelic Language Plan focuses on initiatives that will increase the number of speakers of Gaelic in Scotland and expand the range of situations in which Gaelic is used.

With this National Gaelic Language Plan and in the years that follow, Bòrd na Gàidhlig will work with the Scottish Government in striving to ensure the proportion of Gaelic speakers in Scotland is restored, by 2021, to the levels recorded in the 2001 census.

In this, we are very clear that our overall aim of securing an increase in the number of people learning, speaking and using Gaelic is not something that the Scottish Government or Bòrd na Gàidhlig can achieve by themselves, and we will work with all bodies who can help achieve these goals.

Bòrd na Gàidhlig has a duty to prepare a National Gaelic Language Plan and to take a lead in delivering aspects of it. There is also a clear role for Gaelic speakers, public bodies, local authorities, Gaelic organisations and others to work with the Bòrd in ensuring the Plan is implemented as fully as possible.

Section 4 of the Plan sets out more detail on the development areas that are important in achieving Bòrd na Gàidhlig's aims, a rationale as to why these development areas are important and the outcomes we want to achieve together through strategies for the Bòrd, other authorities and bodies.



	What is the National Gaelic Language Plan?
	Why do we need a National Gaelic Language Plan?
	What are the reasons for promoting Gaelic?

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What is the National Gaelic Language Plan?

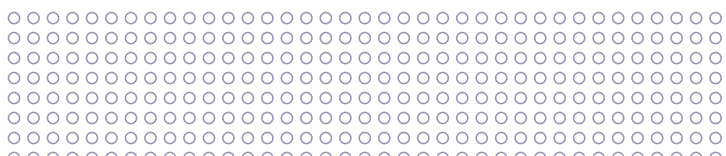
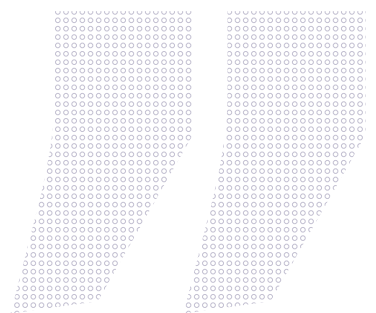
The Gaelic Language (Scotland) Act 2005 (the Act), passed by the Scottish Parliament, seeks to secure the status of Gaelic as an official language of Scotland commanding equal respect to the English language.

The Act builds on existing measures to support the rights of Gaelic and other minoritised languages, including: the United Nations Declaration on the Rights of Persons belonging to National or Ethnic, Religious and Linguistic Minorities (1992); the Council of Europe's European Charter for Regional or Minority Languages (1992); Framework Convention of the Protection of National Minorities (1995); and clauses relating to Gaelic in education, media, civil courts andcrofting legislation of the UK and Scottish Parliaments. Among other things, the Act requires Bòrd na Gàidhlig to prepare and submit to the Scottish Ministers a National Gaelic Language Plan. As such, the National Plan has legal status and is more than a list of corporate priorities.

This Plan meets the Act's requirement for a revised Plan to be submitted five years after the first and it clearly identifies the main priorities for Gaelic and where available resources should be directed.

The Plan includes proposals for the promotion of strategies for increasing the number able to speak Gaelic, encouraging its use and facilitating access to Gaelic language and culture. It includes priorities that other bodies and authorities should have regard to in respect of Gaelic matters and the preparation of Gaelic Language Plans.

The National Plan is our principal policy document for Gaelic and it indicates how Government, authorities, public bodies and Bòrd na Gàidhlig along with others will take forward the promotion and support of Gaelic in the next five years.



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What is the National Gaelic Language Plan?
Why do we need a National Gaelic Language Plan?
What are the reasons for promoting Gaelic?

The reasons for this are clear. We need a National Plan because the Gaelic language is important to Scotland; yet it is in a precarious state and this can best be reversed by concerted action focusing activity, resources and government support on agreed priorities.



Why do we need a National Gaelic Language Plan?

The Gaelic language has suffered serious decline in Scotland. There are a number of reasons for this, including official neglect⁵ over many years as well as the loss of population from communities where it was the language of the majority.

There are currently over 90,000 people in Scotland with an ability in Gaelic and almost 60,000 who speak it.⁶

More recently there have been initiatives to halt the decline of Gaelic. Since 1991 there has been evidence that the rate of decline has begun to slow down and, in particular, that the number of young Gaelic speakers has risen.⁷

This is a welcome trend, but the position of Gaelic in Scotland continues to require support. It is clear that the rate at which new speakers are being created needs to increase significantly, and urgently, if the language is to be put on a path of sustainable growth. There is still the need and the potential to take important steps forward in further developing initiatives such as Gaelic-medium education and in ensuring the use and development of Gaelic continues in communities, especially where it has its strongest roots.

It is Gaelic speakers who will determine whether or not the language has a future and we have to restore their confidence and pride in the language by offering more opportunities for Gaelic to be used and valued, and for greater involvement in revitalisation initiatives.

Other countries have successfully revitalised minoritised languages and Scotland can achieve this for Gaelic with a concerted effort, effective partnership working and the focused application of resources.

We are confident that this National Gaelic Language Plan has the potential to achieve this. It sets out what needs to happen to enable Gaelic to have a sustainable future commanding equal respect to the English language and indicates where Bòrd na Gàidhlig will take a lead, where other public authorities have a responsibility and where Gaelic speakers themselves have an important role.

⁵ Crystal, David, 2000. *Language Death*. Cambridge: Cambridge University Press, p.79

⁶ Cf. *Scotland's Census 2001: Gaelic report*. Edinburgh: General Register Office for Scotland, 2005, Table 1

⁷ *Scotland's Census 2001: Gaelic report*. Edinburgh: General Register Office for Scotland, 2005, Table 5

What is the National Gaelic Language Plan?
Why do we need a National Gaelic Language Plan?
What are the reasons for promoting Gaelic?

What are the reasons for promoting and supporting Gaelic?

Gaelic is important for reasons of heritage and identity. It provides continuity with a language community that has deep historical roots in Scotland.

Gaelic is also important for reasons of cultural enrichment and strengthening diversity. It provides Scotland and the rest of the world with access to a unique culture and the opportunity for that to be expressed in many forms.

The Gaelic Language (Scotland) Act 2005 enshrined Gaelic as an official language in Scotland. No other language in Scotland has this status.

Gaelic is important, as it provides Scotland with an active bilingual community. There is growing consensus regarding the benefits of bilingualism in education⁸, culture⁹ and in personal life.¹⁰

Research shows that children learning through the medium of Gaelic achieve on an equal footing with their peers in English-medium education in curricular subjects such as science and mathematics and usually perform better than their peers in English-medium education in reading and writing English.

There are proven health benefits for those using two languages, for example the delayed onset of mental health problems, such as Alzheimer's.¹¹

Gaelic has been shown to generate significant economic benefits¹². This is particularly true in areas of low population and increasingly as young people educated bilingually find opportunities to use their Gaelic skills in employment and further and higher education.¹³

There are many reasons for promoting and supporting Gaelic in Scotland, both personal and national. Although these reasons vary it is clear that the responsibility for these things belongs to Scotland alone.



Gaelic is also important for reasons of diversity and equality. Support for Gaelic enables Scotland to demonstrate that it is taking steps to reverse years of historical neglect and is providing a measure of equal respect to a language that has become marginalised.

There is a role for government at all levels in the promotion of Gaelic. There is also a role for Gaelic speakers to help with this task. Those who have spoken the language all their lives have a great deal to contribute to the richness and quality of the language as it becomes re-established, develops and is spoken by more people.

⁸ O'Hanlon, Fiona & McLeod, Wilson & Paterson, Lindsay, 2010. *Gaelic-Medium Education in Scotland: choice and attainment at the primary and early secondary school stages*. Inverness: Bòrd na Gàidhlig

⁹ Sproull, Alan & Chalmers, Douglas, 2006. *The Demand for Gaelic Arts: Patterns and Impacts — A 10 year longitudinal study*. Stornoway: Gaelic Arts Strategic Development

¹⁰ Europublic, 2009. *Study on the Contribution of Multilingualism to Creativity*. Brussels: European Commission

¹¹ Schweizer, Tom A & Ware, Jenna & Fischer, Corinne E. & Craik, Fergus I.M. & Bialystok, Ellen, 2011. *Bilingualism as a contributor to cognitive reserve: Evidence from brain atrophy in Alzheimer's disease*

¹² Chalmers, Douglas, 2003. *The Economic Impact of Gaelic Arts and Culture*. Unpublished PhD thesis, Glasgow Caledonian University

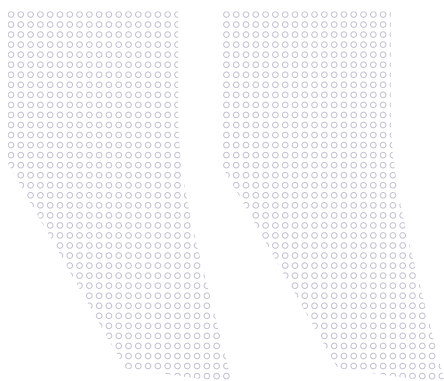
¹³ Campbell, Iain et al., 2008. *Measuring the Gaelic Labour Market: current and future potential*, Inverness: Hecla Consulting

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Home & Early Years
Education: Schools & Teachers
Education: Post-school Education
Communities
Workplace
Arts & Media
Heritage & Tourism
Corpus

4

Development Areas



Introduction

This National Gaelic Language Plan focuses on six key development areas, all of which have a vital contribution to make in increasing the numbers of people learning, speaking and using Gaelic in Scotland.

The six areas and their importance are briefly described below. The steps that need to be taken, which are detailed thereafter, have been informed by research on language planning in general and on aspects of Gaelic education, childcare and community in particular. Research will continue to have an important role to play in informing policy and assessing the impact of initiatives in these development areas.

Home & Early Years

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

Workplace

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

Education: Schools & Teachers and Post-School Education

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

Arts & Media, Heritage & Tourism

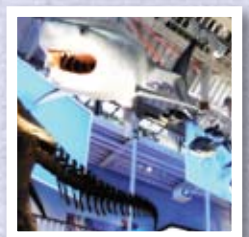
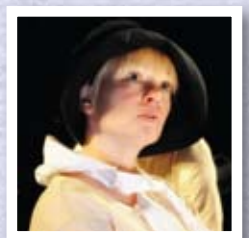
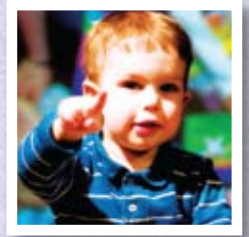
The future of Gaelic in Scotland requires increased use of Gaelic in the arts, media, heritage and tourism sectors, demonstrating the place of Gaelic in Scotland's cultural life and providing the opportunity to strengthen the appeal and awareness of Gaelic in Scotland, with opportunities for both expression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

Communities

The future of Gaelic in Scotland requires increased support for communities and networks of speakers of Gaelic and for community initiatives that have the purpose of expanding the use and learning of Gaelic.


Corpus

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





**HOME
&
EARLY YEARS**



*International research
and experience indicate
that language learning at
home and in early years
provision will be vital for
the future of the Gaelic
language in Scotland.*



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	Education: Post-school Education
	Communities
	Workplace
	Arts & Media
	Heritage & Tourism
	Corpus

4

Development Areas Home & Early Years

Outcome:

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

Rationale

International research and experience indicate that language learning at home and in early years provision will be vital for the future of the Gaelic language in Scotland. Early language learning produces an attachment and loyalty to a language and provides a basis for and expectation of continuity in Gaelic language learning.

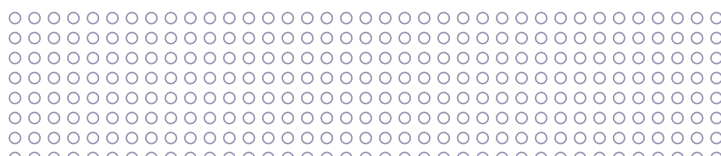
This development area **will be prioritised** and, through the delivery of effective early years support, activity and resources will be directed to initiatives that promote Gaelic in the home and early years.

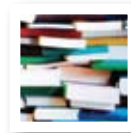
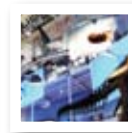
Strategy

We recognise the importance of passing Gaelic on to children in the home and the need for an increase in the number of children acquiring Gaelic in this way as well as the need for enhanced early years education in Gaelic.

Our strategic priorities are:

- > Raising awareness of the importance of the home for acquiring Gaelic and encouraging more parents to choose Gaelic education for their children
- > Ensuring practical support, resources and advice are available for passing Gaelic on to children in the home and in Gaelic early years education
- > Ensuring the links are strengthened between the use of Gaelic in the home and Gaelic early years provision
- > Improving the quality and availability of voluntary-led Gaelic pre-school activities and statutory early years education.





Bòrd na Gàidhlig's Role

In its function of promoting the use and understanding of Gaelic, Bòrd na Gàidhlig will lead the implementation of the strategy to raise awareness of the importance of the home for the use and transmission of Gaelic.

Bòrd na Gàidhlig will take the lead in Gaelic 0-3 early years provision. The Bòrd will ensure delivery through its early years team's pro-active involvement in supporting early years workers and families to bring up children with Gaelic in the home. Through Service Level Agreements with Gaelic organisations and community organisations offering early years services, support will be available to parents and families engaged in intergenerational transmission of Gaelic.

The Bòrd will also encourage the inclusion of this strategy in Single Outcome Agreements and ensure its inclusion in the Gaelic Language Plans of appropriate authorities.

The Bòrd will take every possible opportunity to expand provision in this area and to improve the quality of provision and appropriate support. The Bòrd will also explore appropriate mechanisms to support private sector operators offering Gaelic-medium early years services.

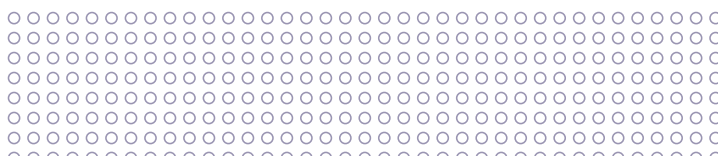
The Role of Other Authorities and Bodies

The priorities above provide the opportunity for public authorities in Scotland to deliver elements of this National Gaelic Language Plan through their own strategies or as part of a statutory Gaelic Language Plan.

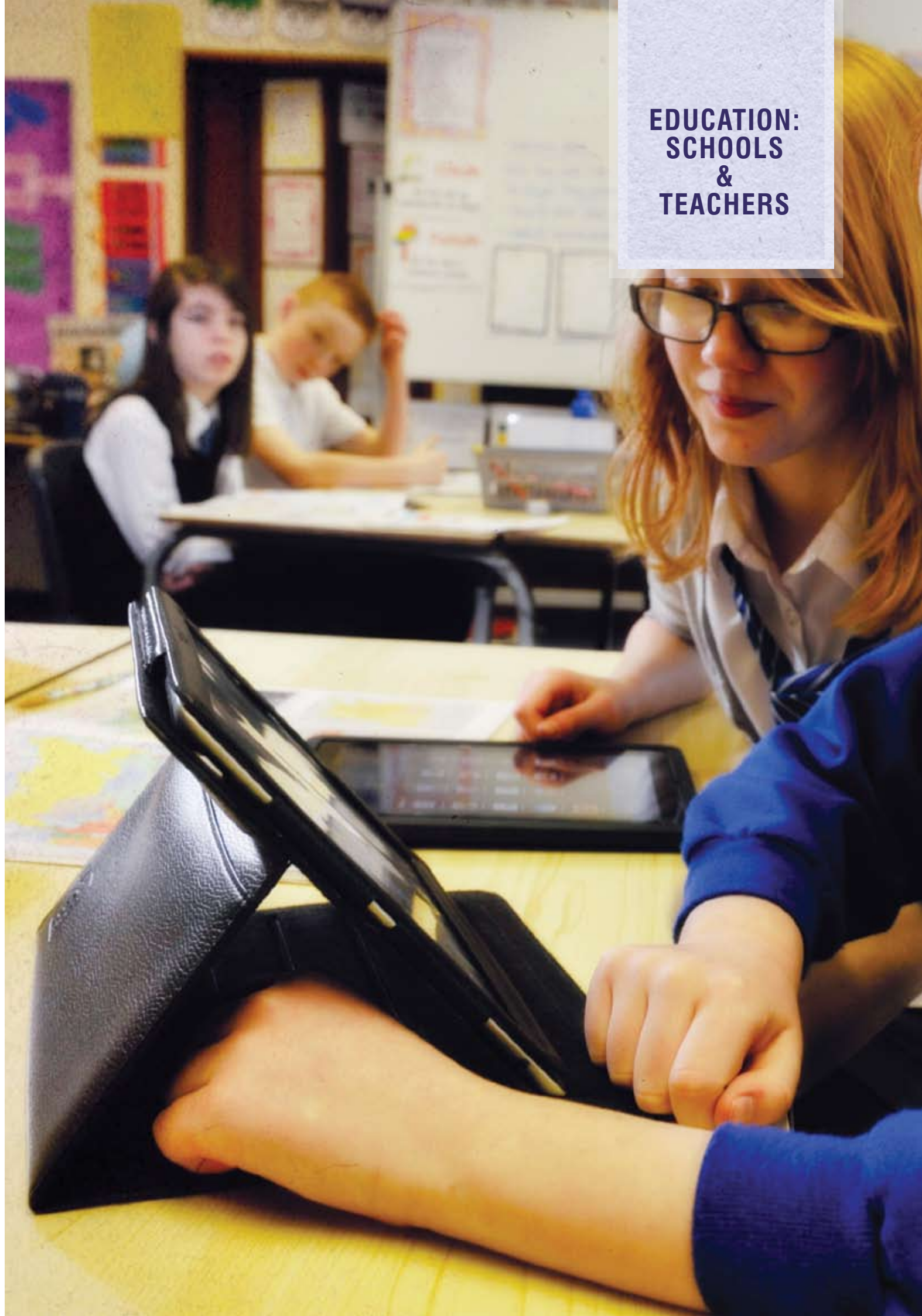
Through Service Level Agreements with Bòrd na Gàidhlig, appropriate organisations will produce the resources necessary to support early years education in Gaelic.

While the provision of Gaelic 0-3 education is delivered largely on a voluntary basis, it is important that local authorities support Gaelic early years services in their area of operation to ensure continuity and smooth transition into statutory 3-5 provision. They will be expected to have regard to this in their Gaelic Language Plans.

There are a number of others that have a role in Gaelic early years and for whom the above priorities are relevant, including the Scottish Government, public bodies such as Education Scotland, as well as MG ALBA and the BBC who provide programming that supports Gaelic acquisition for this age group.



**EDUCATION:
SCHOOLS
&
TEACHERS**





*Gaelic-medium
education
reinforces and
expands their
language skills.*



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Home & Early Years
Education: Schools & Teachers
Education: Post-school Education
Communities
Workplace
Arts & Media
Heritage & Tourism
Corpus

4

Development Areas

Education: Schools & Teachers

Outcomes:

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

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

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

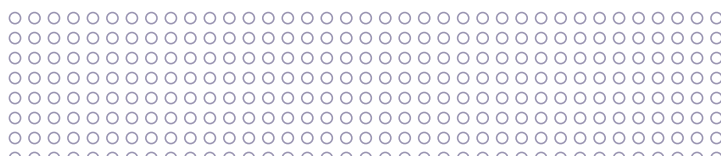
Strategy

We recognise the importance of both GME and GLE and the need within both for an increase in numbers and improvement in support.

Rationale

Gaelic language learning at all levels is vital for the future of Gaelic in Scotland. Both GME and GLE have the potential to create new Gaelic speakers. For those who have learned Gaelic from an early age Gaelic-medium education reinforces and expands their language skills and it is important that it continues for as long as possible. For those without this background, Gaelic education is effective in providing them with the ability to operate with a range of Gaelic abilities.

This development area **will be prioritised** and activity and resources will be directed to initiatives that promote Gaelic in school education.





Our strategic priorities are:

- > Increasing initiatives to promote, establish and expand both GME and GLE at primary and secondary levels
- > Ensuring adequate attention is given to the recruitment, retention, education, support and development of GME and GLE teachers
- > Providing a wide range of opportunities for young people in both GME and GLE to engage in activities that enhance their Gaelic skills through greater use
- > Ensuring that all steps are taken to secure the quality of both GME and GLE through National Guidance and other means.

.....
Bòrd na Gàidhlig's Role

Bòrd na Gàidhlig has a key duty to develop a strategy for Gaelic education as part of the National Gaelic Language Plan.

The Bòrd will also take a lead in areas such as the preparation of National Guidance on Gaelic Education and the identification of capital and revenue funding requirements. Bòrd na Gàidhlig will assist Scottish Ministers with their commitment to secure an entitlement to Gaelic education as well as advising in what circumstances it might be appropriate for Gaelic-medium education alone to be available within certain schools.

Bòrd na Gàidhlig will provide leadership in this sector through the National Gaelic Education Steering Group, the membership of which includes all the key interests in the delivery of Gaelic education.

The Bòrd has a key role in Gaelic teacher recruitment and will co-operate with all relevant interests to improve workforce planning, recruitment and education of Gaelic teachers. We will work with the Scottish Government and local authorities to make incentives available to teachers considering working in GME and to ensure teachers are placed and retained in agreed posts.

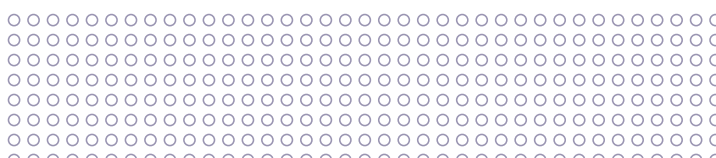
Through funds available to it, Bòrd na Gàidhlig will work in partnership with local authorities and national education bodies and will, where appropriate, support Gaelic educational developments.

The Bòrd will encourage the inclusion of this strategy in Single Outcome Agreements and ensure its inclusion in the Gaelic Language Plans of appropriate authorities.

.....
The Role of Other Authorities and Bodies

The priorities above provide the opportunity for public authorities in Scotland to deliver elements of this National Gaelic Language Plan through their own strategies or as part of a statutory Gaelic Language Plan.

While the provision of Gaelic education is largely the responsibility of local authorities, there are a number of others that have a key role in this and for whom the above priorities are relevant. These include the Scottish Government, public bodies such as Education Scotland, the SQA, MG ALBA, BBC, institutions of further and higher education, Gaelic organisations, parental groups and the media.



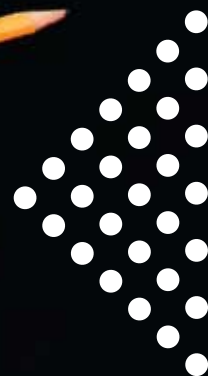
**EDUCATION:
POST-SCHOOL
EDUCATION**





“

Further Education & Higher Education sectors and adult learning of Gaelic delivered independently are vital for the future of Gaelic in Scotland.



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Development Areas

Education: Post-school Education

Outcome:

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

Rationale

Gaelic education in the Further Education (FE) and Higher Education (HE) sectors and adult learning of Gaelic delivered independently are vital for the future of Gaelic in Scotland. In these sectors, Gaelic learning has the potential to increase the numbers of people speaking and using Gaelic. In addition, FE and HE sectors offer unique expertise to enrich Gaelic in Scotland and provide important continuity and diversity in Gaelic language learning.

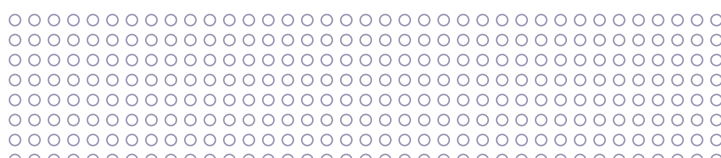
This development area **will be prioritised** and activity and resources will be directed to initiatives that promote effective Gaelic adult education.

Strategy

We recognise the importance of Gaelic learning outwith school and the need to see progress with this in order to reverse the decline in speaker numbers. We also recognise the specific need to strengthen the place of Gaelic in both FE and HE.

Our strategic priorities are:

- > Extending access to, and participation in, a wide range of Gaelic learning opportunities for adults and increasing the numbers progressing to fluency
- > Ensuring opportunities for the continuity and progression of literacy and other language skills for adults learning Gaelic and for fluent speakers
- > Ensuring good resources are available to support adults learning Gaelic
- > Strengthening the unique capacity in FE and HE to enrich the profile of Gaelic in Scotland.





.....

Bòrd na Gàidhlig's Role

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In its function of promoting the use and understanding of Gaelic, Bòrd na Gàidhlig will take a key role in supporting Gaelic education provision outwith FE/HE to adults in Scotland.

Bòrd na Gàidhlig will support research into aspects of Gaelic provision, and will also continue to invest in the development of post-school Gaelic learning opportunities and to ensure that Gaelic organisations, through Service Level Agreements, deliver learning opportunities for adults where appropriate and support further opportunities to use the language in more situations.

The Bòrd will also ensure that appropriate measures to support the delivery of the above priorities are included in the Gaelic Language Plans of public authorities.

.....

The Role of Others

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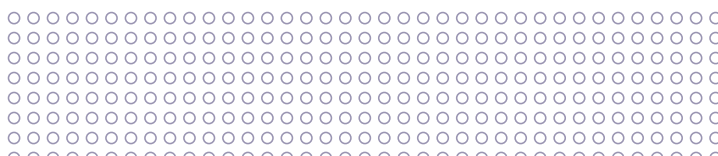
A range of bodies and authorities has a role to play in investing in FE/HE institutions that deliver Gaelic post-school education opportunities, including the Scottish Funding Council.

Sabhal Mòr Ostaig has a key role to play in this area and the Bòrd will work with the college to ensure it is supported in providing its Gaelic courses through UHI partners and other institutions across Scotland.

Enterprise bodies also have a role to play in investing in Gaelic learning by adults, particularly where initiatives support the creation or retention of jobs and where they help to strengthen communities.

Public authorities that have been issued with a notice to prepare a Gaelic Language Plan must have regard to this priority area.

MG ALBA has a key role to play in supporting training that ensures the technical and Gaelic language skills of those working in the media are continuously developed. Along with the BBC, Sabhal Mòr Ostaig and Gaelic organisations, MG ALBA should support the learning of Gaelic through the availability of appropriate programming and community activities.



A blurred photograph of a busy city street with pedestrians walking. The image is intentionally out of focus to convey a sense of movement and a diverse community.

COMMUNITIES

NR

*Speakers of Gaelic
are the most valuable
resource available to
ensure the language's
vitality.*





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Development Areas **Communities**

Outcome:

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

Rationale

Communities and networks where Gaelic is used are vital to the future of Gaelic in Scotland and speakers of Gaelic are the most valuable resource available to ensure the language's vitality.

This development area **will be prioritised** and steps will be taken to support and strengthen Gaelic use where there are communities of speakers.

Strategy

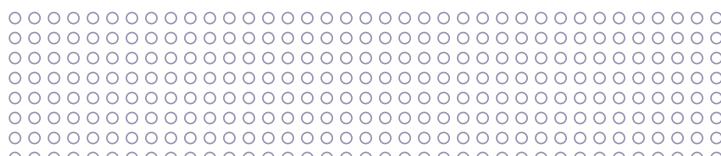
We recognise the importance of the use of Gaelic in communities of speakers and of promoting initiatives that strengthen and expand the use of Gaelic. We will support initiatives that strengthen different kinds of Gaelic communities. Different approaches may be needed for each but it will be important for communities to be involved in planning and delivering Gaelic initiatives and for them to take ownership of the actions agreed.¹⁴

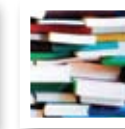
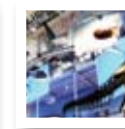
In communities where 20% or more of the population have Gaelic abilities, Gaelic's use should be strengthened by means of the provision by public authorities of bilingual services, such as education and communication with the public, and Bòrd na Gàidhlig will support additional opportunities to use Gaelic in everyday business and community life.

In other areas with significant concentrations of Gaelic speakers, support will be available for a wide range of community initiatives to promote the learning and use of Gaelic. This will be especially important in areas where Gaelic-medium education is available and where other Gaelic activities would contribute towards enhancing Gaelic acquisition and use in the home or community.

Other networks of Gaelic speakers, which might include parents at a particular Gaelic educational establishment, a group that takes part in a Gaelic conversation event and active participants in online Gaelic communities, will be supported to use Gaelic in their activities.

¹⁴ Taylor, Iain & Munro, Gillian & Armstrong, Tim, 2010. *Barail agus Comas Cànanain*. Sabhal Mòr Ostaig: Bòrd na Gàidhlig





Our strategic priorities are:

- > Increasing the profile and use of Gaelic through the availability of a range of Gaelic-medium services in areas where 20% or more of the population have Gaelic abilities
- > Ensuring support for initiatives that promote the use of Gaelic among all kinds of communities of speakers
- > Supporting initiatives that make use of the skills and abilities of Gaelic speakers in community activities
- > Creating increased situations in which Gaelic can be used informally by young people and adult learners.

Bòrd na Gàidhlig's Role

In its function of promoting the use and understanding of Gaelic, Bòrd na Gàidhlig will, on request or at its own initiative, take a lead role in the planning process to establish and support local Gaelic initiatives, but community ownership will be important in ensuring their success. The Bòrd will provide funding towards the activities agreed as part of local initiatives and will monitor progress through informal means and more formal research and evaluation from time to time.

Through Service Level Agreements, Bòrd na Gàidhlig will ensure the involvement of Gaelic organisations in supporting the various initiatives agreed in Gaelic communities.

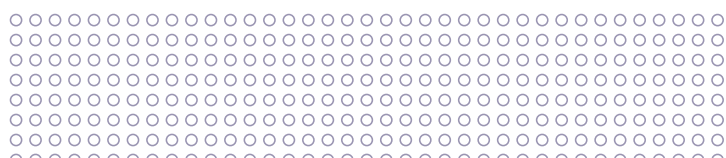
Bòrd na Gàidhlig will discuss local initiatives with the public authorities and churches that have a locus in Gaelic communities and ensure that measures are agreed within their Gaelic Language Plans to support the outcomes required. The Bòrd will also seek to negotiate their inclusion in Single Outcome Agreements.

The Role of Others

Through the Gaelic Language Plans process we will expect public authorities to make their services available in Gaelic in communities in which more than 20% of the population have Gaelic abilities.


Public authorities that have been issued with a notice to prepare a Gaelic Language Plan must have regard to this priority area and put in place the infrastructure for which they are responsible in such a way as to enable maximum visibility and use of Gaelic in communities. We would also expect bodies such as relevant local authorities actively to support Gaelic community activities through the provision of funding, staffing and facilities support.

Community groups must take ownership of local plans to stabilise and revitalise Gaelic and Gaelic organisations will be expected to support local initiatives in Gaelic communities in line with their Service Level Agreements.



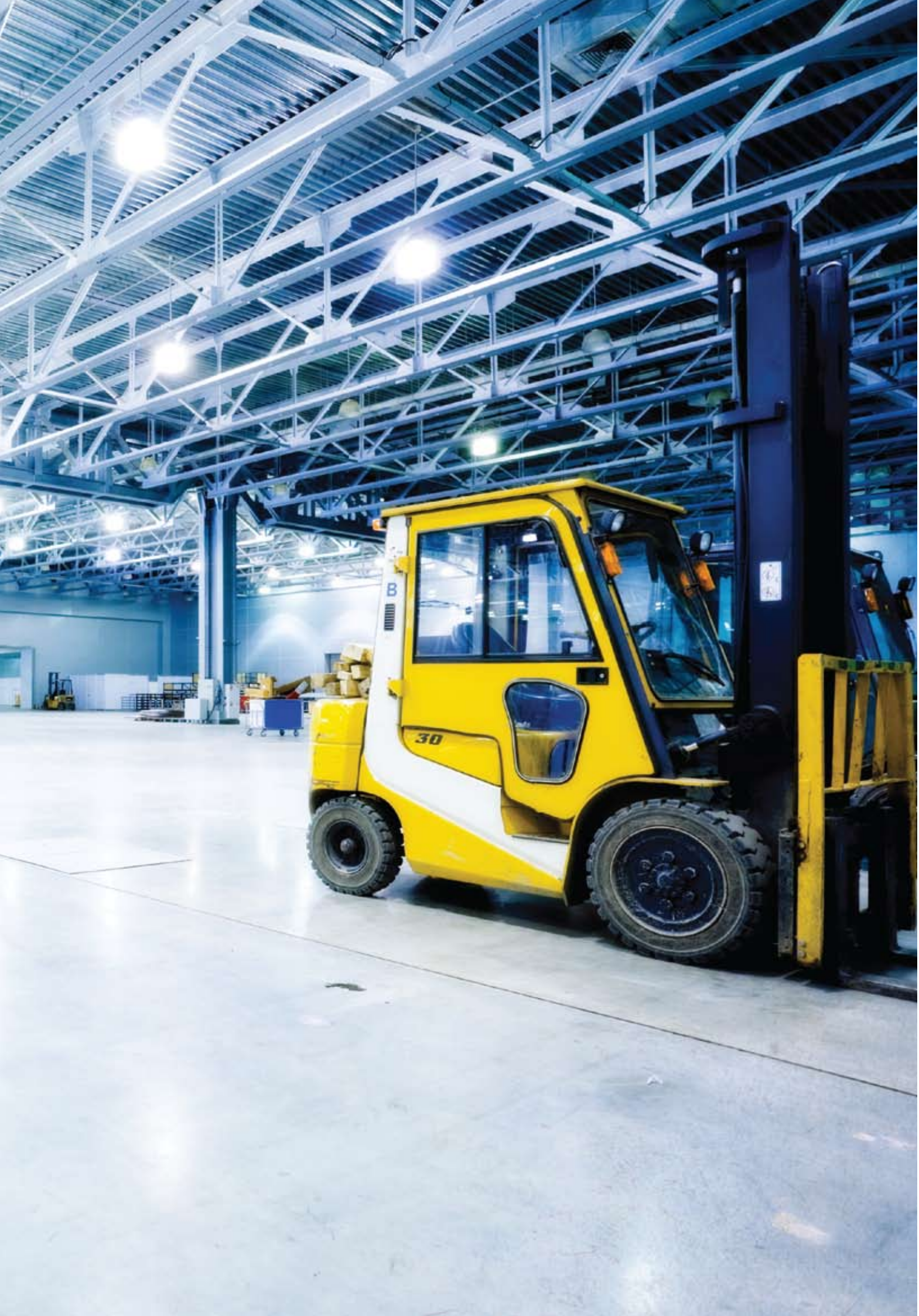


WORKPLACE



*The use of Gaelic
in places of work is
important to the future
of Gaelic in Scotland.*





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Education: Post-school Education
Communities
Workplace
Arts & Media
Heritage & Tourism
Corpus

4

Development Areas **Workplace**

Outcome:

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

Rationale

The use of Gaelic in places of work is important to the future of Gaelic in Scotland. This provides an opportunity for people with Gaelic to use, expand and develop their language skills, and provides opportunities for Gaelic to be acquired and used in different work contexts and in the provision of services to the public.

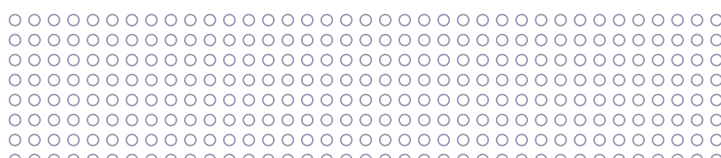
For those reasons steps must be taken to ensure Gaelic is used in places of work.

Strategy

We recognise the importance of the workplace as a context for extending Gaelic usage, reinforcing individuals' language skills and enhancing the status of the language.

Our strategy will include:

- > Creating a positive attitude to Gaelic in the workplace through awareness-raising and signage
- > Increasing opportunities for staff to learn Gaelic and for speakers to develop their language skills
- > Sustaining and enhancing language vitality in workplaces, particularly in areas where Gaelic is spoken by 20% or more of people in the community served
- > Promoting recruitment of Gaelic speakers to ensure the language is increasingly visible and used in the workplace and in providing services to the public.





Bòrd na Gàidhlig's Role

Bòrd na Gàidhlig will ensure inclusion of actions relating to Gaelic in the workplace in the Gaelic Language Plans of public authorities, including those that have an influence on the private and voluntary sector.

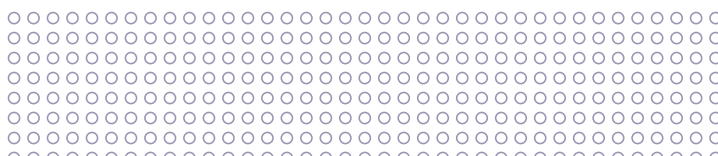
Through Service Level Agreements with Gaelic organisations and making funding available to assist public authorities with implementation of their Gaelic Language Plans, Bòrd na Gàidhlig will ensure that support is available to assist in achieving the required outcome.

The Role of Others

Public authorities that have been issued with a notice to prepare a Gaelic Language Plan must have regard to this development area and will be expected to raise awareness of Gaelic within their workforce and offer training, as appropriate, with a view to increasing the availability of services and employment opportunities in Gaelic and promoting a positive Gaelic ethos.

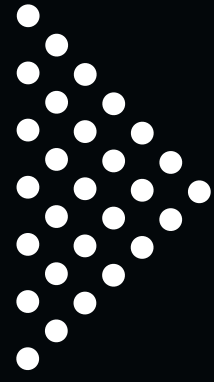
Taking into account their commitments to offer services in Gaelic to the public, authorities will be expected to identify posts to be designated as 'Gaelic essential' or 'Gaelic desirable' prior to advertisement.

Organisations in the private and voluntary sectors also have an important role to play in encouraging and supporting the use of Gaelic in the workplace. Public authorities will be expected to consider their influence on third-party organisations they contract, or fund, in relation to their use of Gaelic in fulfilling contracts or services on the public authority's behalf.



**ARTS
&
MEDIA**





Arts and media have an important role in increasing the visibility of Gaelic, strengthening its appeal and maintaining loyalty to the language.



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Arts & Media
Heritage & Tourism
Corpus

4

Development Areas **Arts & Media**

Outcome:

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

Rationale

The use of Gaelic in the arts and media sectors is vital to the future of Gaelic in Scotland. Arts and media have an important role in increasing the visibility of Gaelic, strengthening its appeal and maintaining loyalty to the language. Arts and media can play an important part in supporting language acquisition. Actions in this area also provide opportunities for drawing on a unique cultural heritage and personal expression in Gaelic.

For those reasons steps must be taken to strengthen the place of Gaelic in the arts and media sectors.

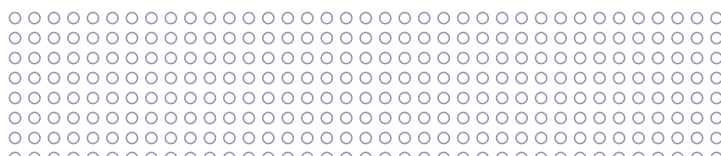
Strategy

We recognise the importance of the creative industries in Scotland as a major employer¹⁵ as well as having the ability to support Gaelic language and culture. We value the Gaelic arts and media both as a means of understanding and interpreting Gaelic culture and for the contribution they make to creating awareness of, and interest in, Gaelic and in providing opportunities to use and develop the language. The Gaelic arts are a provider of content for various media including radio and television and a generator of economic impacts for Scotland.

Our strategy will include:

- > Increasing the use of Gaelic within the arts and media across Scotland, including national events
- > Supporting opportunities for the arts and media to showcase the Gaelic language
- > Ensuring a range of Gaelic arts events is accessible to a wide audience through the media and otherwise
- > Extending participation in the arts and media that supports Gaelic language learning and use as well as positive association with the language.

¹⁵ EKOS Ltd (2011). *Scoping Study into the Economic Impact of the Arts and Creative Industries in Scotland*. Creative Scotland





Bòrd na Gàidhlig's Role

In its function of promoting the use and understanding of Gaelic, Bòrd na Gàidhlig will ensure inclusion of support for Gaelic arts and media developments in the Gaelic Language Plans of local authorities and other appropriate public authorities, including arts and cultural bodies.

Bòrd na Gàidhlig will also continue to support a National Gaelic Arts Strategy (NGAS) Forum with representatives of Bòrd na Gàidhlig, Creative Scotland, Highlands and Islands Enterprise, MG ALBA, BBC ALBA and COSLA as the means of ensuring partnership delivery of this part of the National Gaelic Language Plan.

Bòrd na Gàidhlig will work in partnership with MG ALBA to promote and use the Gaelic language across a variety of national, local and new media and to ensure that BBC ALBA's commissioning strategy supports Gaelic acquisition.

The Role of Others

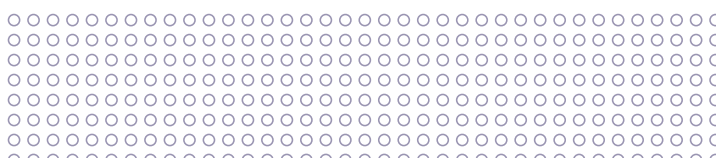
The strategy is aligned with Creative Scotland's key objectives and it is expected that Creative Scotland will work in partnership with others, such as Highlands and Islands Enterprise and Scottish Enterprise, to ensure a strong strategic framework for supporting and developing the Gaelic creative industries sector.

There is a role for the Scottish Government in ensuring that Scotland's national performing companies use Gaelic in delivering their programmes.

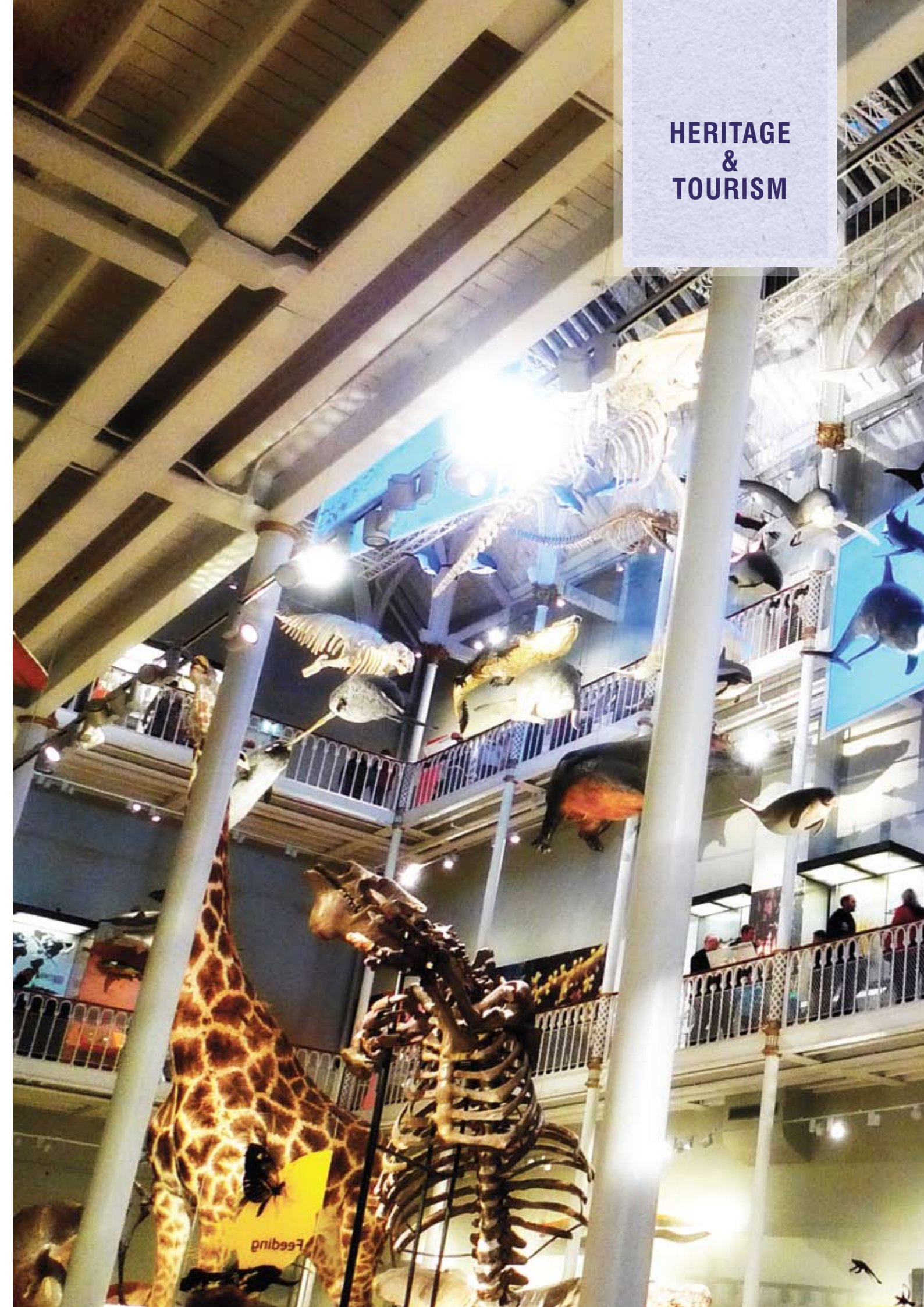
MG ALBA and BBC ALBA have a role to play in making Gaelic audible and visible to large sections of the population, in creating employment opportunities through their activities and ensuring the media supports Gaelic learning and virtual community communication via new technologies.

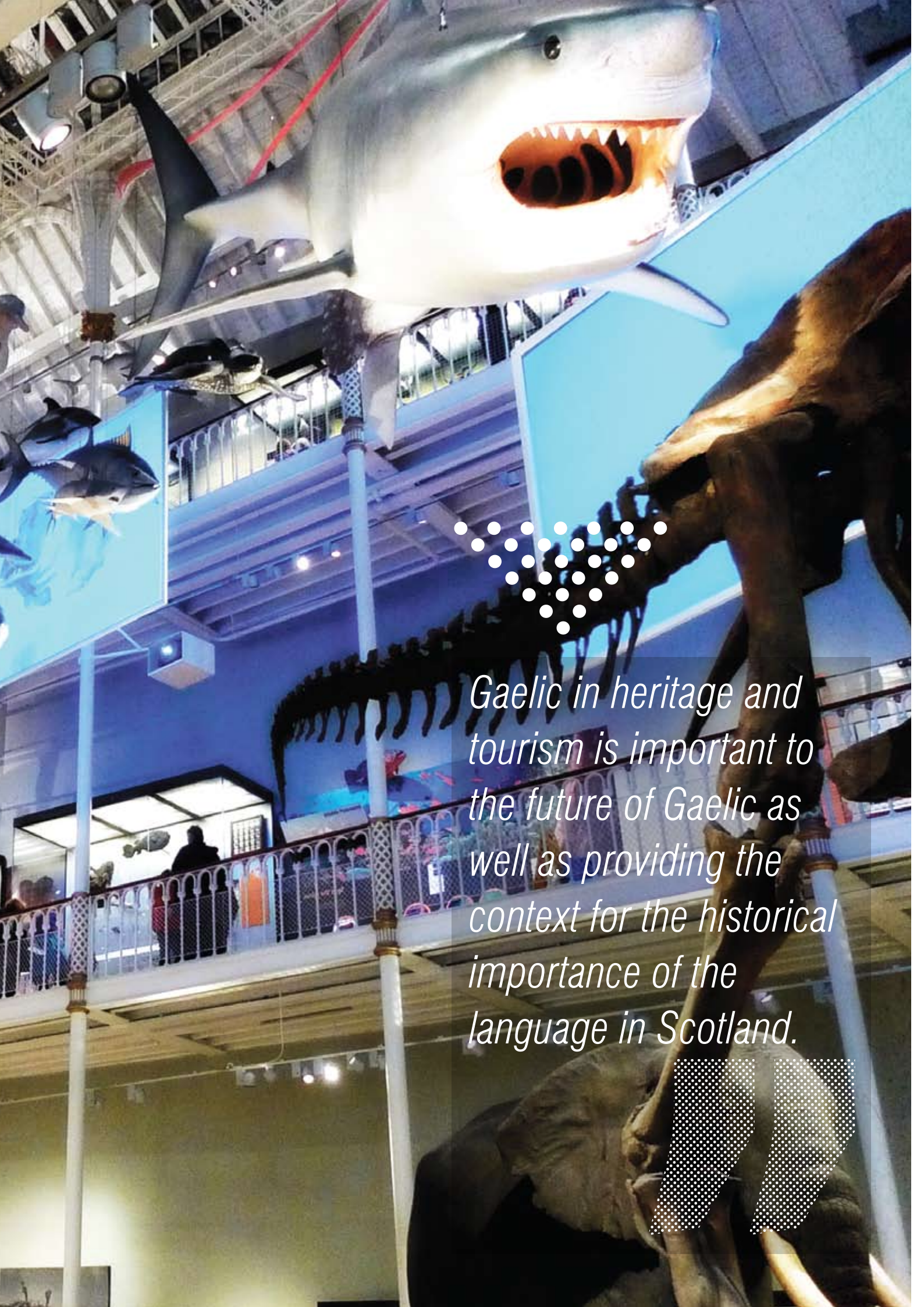
There is a role for organisations such as the Scottish Government, VisitScotland and EventScotland in ensuring Gaelic has a visible presence at major national events and in themed years in which they may have an involvement as organisers, promoters or funders.

Public authorities that have been issued with a notice to prepare a Gaelic Language Plan must have regard to this development area.



**HERITAGE
&
TOURISM**





Gaelic in heritage and tourism is important to the future of Gaelic as well as providing the context for the historical importance of the language in Scotland.



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Development Areas **Heritage & Tourism**

Outcome:

An increased profile for Gaelic in the heritage and tourism sectors and increased use of Gaelic in the interpretation of Scotland’s history and culture.

Rationale

The use of Gaelic in heritage and tourism is important to the future of Gaelic as well as providing the context for the historical importance of the language to Scotland. This has useful benefits for the profile of Gaelic, awareness and usage of, and confidence in, the language. Gaelic signage recognises a distinctive element of Scotland’s heritage that is attractive to tourists as well as offering speakers of Gaelic the opportunity to identify original Gaelic place-names. The language’s visibility and use in the large, international business that is cultural tourism has the potential to bring economic benefits to our rural communities as well as cities.

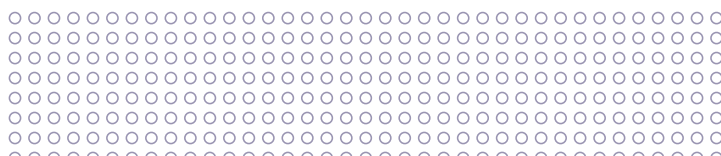
For those reasons, steps will be taken to promote Gaelic in the heritage and tourism sectors.

Strategy

We recognise the importance of both the heritage and tourism sectors for Gaelic in Scotland. This can contribute to improving the profile of Gaelic and its recognition in Scotland.

Our strategy will include:

- > Promoting the visibility and audibility of Gaelic as a unique part of Scotland’s heritage
- > Increasing the use of Gaelic in heritage and tourism sectors, including signage and interpretive materials in both the public and private sectors involved
- > Ensuring that appropriate recognition is given to Gaelic and that Gaelic is used in places of special interest and in promoting national events
- > Ensuring that the importance of Gaelic to Scotland’s history and its relevance today features in the tourism experience.





Bòrd na Gàidhlig's Role

Bòrd na Gàidhlig will ensure inclusion of support for heritage and tourism outcomes in the Gaelic Language Plans of local authorities and other appropriate public authorities. These will include Transport Scotland, EventScotland, VisitScotland, Historic Scotland, national museums, national galleries and Scottish Natural Heritage.

Bòrd na Gàidhlig will require public authorities that have been issued with a notice to prepare a Gaelic Language Plan to have regard to this development area.

The Role of Others

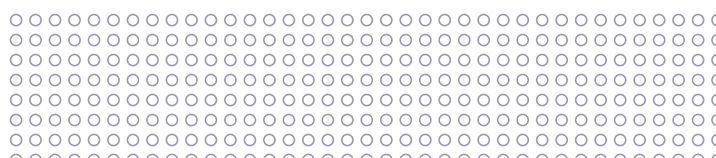
Transport Scotland should ensure Gaelic is visible across Scotland and the Bòrd will work with them, and others, to ensure policy development in this area.

EventScotland and SportScotland should ensure Gaelic is used in the promotion of major national events as well as regional events that they support.

VisitScotland should ensure that Gaelic is used in promoting Scotland to the domestic and overseas markets and that the place of Gaelic is acknowledged in the interpretation of places of interest.

Historic Scotland, national museums and national galleries should ensure that Gaelic is used in signage within their properties and in interpretive and promotional materials. Local museums and galleries also have a significant role to play in this respect.

Public authorities that have been issued with a notice to prepare a Gaelic Language Plan must have regard to this development area.





CORPUS



*Attention to corpus will
allow Gaelic to develop
new terminology and
registers leading to
greater relevance and
consistency.*



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Development Areas

Corpus

Outcome:

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

Rationale

The development of Gaelic in this sector is vital to the future of Gaelic in Scotland. Attention to this will allow Gaelic to develop new terminology and registers leading to greater relevance and consistency.

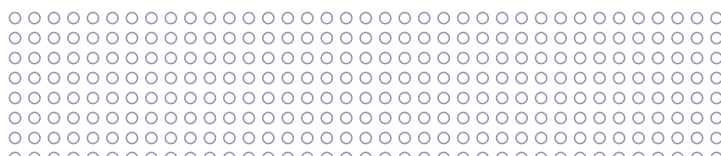
For those reasons steps will be taken to ensure the continued development of the Gaelic language.

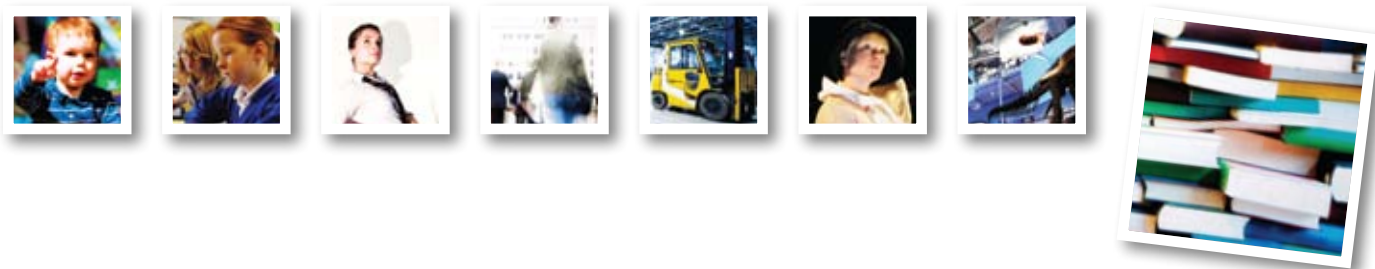
Strategy

We recognise the importance of developing the Gaelic language to ensure that it is fit for all appropriate purposes and for use in the growing range of contexts in which it features.

Our strategy will include:

- > Co-ordination of a range of language initiatives through supporting a Corpus Development Forum
- > Ensuring support is available for initiatives that strengthen the relevance and consistency of Gaelic
- > Ensuring appropriate support for initiatives in the areas of translation and interpretation
- > Dissemination of information and resources relating to this development area.





Bòrd na Gàidhlig's Role

In its function of promoting the acquisition and use of Gaelic, Bòrd na Gàidhlig has a key role in coordinating and supporting initiatives that operate in this sector.

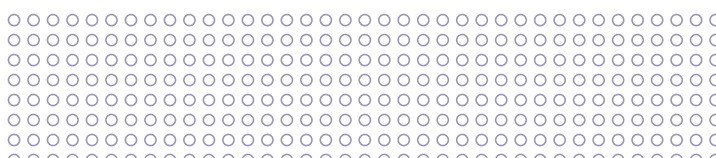
Bòrd na Gàidhlig will encourage appropriate bodies and institutions that are active in this area to co-operate and work together in pursuit of an agreed approach towards strengthening Gaelic corpus development.

Bòrd na Gàidhlig will ensure commitments are secured towards this outcome through the Gaelic Language Plans of appropriate public authorities active in this area.

The Role of Others

Public bodies that have been issued with a notice to prepare a Gaelic Language Plan must have regard to this development area.

A range of authorities, media and education bodies as well as technology developers have a role to play in supporting initiatives that strengthen the Gaelic language.



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	The role of Bòrd na Gàidhlig
	The role of Gaelic speakers
	The role of others
	Gaelic Language Plans
	Monitoring and assessing implementation

5

Implementation of the National Gaelic Language Plan 2012-17

The role of Bòrd na Gàidhlig

Bòrd na Gàidhlig's specific role in implementing the individual strategies has been defined in the foregoing sections. In general, the Bòrd will implement the National Gaelic Language Plan by:

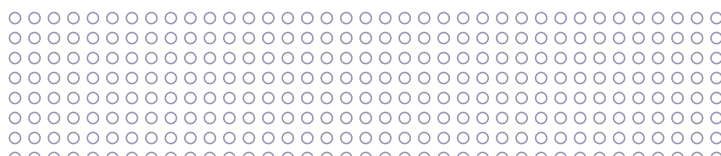
- Providing advice to the Scottish Ministers, as required by the 2005 Act
- Offering advice to public authorities on the preparation and implementation of their Gaelic Language Plans, as required by the Act
- Bringing together interested parties - public authorities, private and voluntary organisations and individuals - to agree on strategies for action
- Participating directly in development work independently or in collaboration with others, taking the lead where appropriate
- Commissioning research to inform future policy and to assess the success of strategies
- Investing in initiatives that will help to deliver the National Gaelic Language Plan and, where possible, co-investing with other bodies in order to normalise spend on Gaelic and achieve maximum leverage for available funding.

The role of Gaelic speakers

Gaelic speakers have a key role to play in implementing this National Gaelic Language Plan. Without their involvement, many of the activities cannot be undertaken. We want to instil pride and confidence in Gaelic speakers that their language abilities are of real value to the revitalisation of Gaelic in Scotland. We want Gaelic speakers to use the language fully, and we want their active participation in achieving the outcomes sought within this National Gaelic Language Plan.

The role of others

Gaelic organisations have an important role to play in delivering elements of the National Gaelic Language Plan. Bòrd na Gàidhlig will continue to work with them while keeping agreements under review, ensuring best value and examining new or additional methods of delivery, where appropriate.



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Gaelic Language Plans

In addition to what Bòrd na Gàidhlig can do, by itself and in collaboration with others, Gaelic Language Plans represent one of the principal mechanisms available to progress implementation of the National Gaelic Language Plan 2012-17.

The Gaelic Language (Scotland) Act 2005 granted authority to Bòrd na Gàidhlig to issue a statutory notice to any Scottish public authority, cross-border public authority or the Scottish Parliamentary Corporate Body, requiring that body to produce a Gaelic Language Plan setting out how it will use and enable the use of Gaelic within its relevant functions.

The primary purpose of a Gaelic Language Plan is to encourage organisations to deliver more and better services to current and future Gaelic users and to raise awareness of the language. It represents an organisation's public statement of commitment to Gaelic but should also function as a working document that supports the development process.

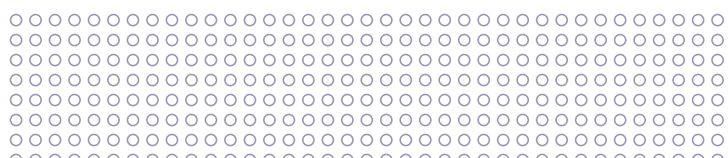
The four key Gaelic Language Planning categories that have informed the National Gaelic Language Plan are expected to influence all Gaelic Language Plans, namely:

- Acquisition: enabling people to develop speaking, reading and writing skills in Gaelic
- Usage: enabling the use of Gaelic in a range of social, formal and work settings
- Status: expanding visibility, audibility, recognition and respect for Gaelic
- Corpus: developing the quality, consistency and richness of the Gaelic language.

Bòrd na Gàidhlig will agree with Scottish Ministers high-level expectations to guide public authorities' Gaelic Language Plans relevant to their individual roles and responsibilities, in pursuit of the outcomes required of this National Gaelic Language Plan and the priority accorded in it to the Development Areas of Home and Early Years, Education and Communities.

Whilst Gaelic Language Plans will be unique to each organisation, Bòrd na Gàidhlig will ensure that Gaelic Plan discussions with Public Authorities will include consideration of key points:

- Projects aimed at growing the numbers of Gaelic-medium pupils and Gaelic learners
- Projects which develop programmes of extra-curricular activity to promote greater usage and levels of Gaelic fluency amongst school pupils
- Support for acquisition of Gaelic, or further development of existing skills amongst service users
- Support for the wider use of Gaelic, particularly amongst young people, their parents and their communities
- Support for the wider use of Gaelic within the workplace, including the completion of a Gaelic skills audit which should inform the provision of Gaelic awareness, Gaelic skills training and recruitment policy
- Informing the organisations' policy on Gaelic
- Offering Gaelic services actively as a normal part of the organisation's work
- Support for development of Gaelic acquisition and usage in the arts, media, heritage, tourism and leisure sectors



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- Support to develop the presence and status of Gaelic in corporate identity and signage which shows equal respect for the language
- Support for the enhanced visibility and status of Gaelic in the dissemination of public information
- Support for the enhancement of the visibility and audibility of Gaelic and create a positive image for the language
- Projects to develop the relevance, consistency and availability of Gaelic.

The statutory *Guidance for the Development of Gaelic Language Plans* under the 2005 Act requires that a Plan is reviewed and updated by the public authority and resubmitted to the Bòrd for approval within five years. The Bòrd will normally expect public authorities to include more ambitious commitments in subsequent Plans than those in their current approved Plan and for good practice to be developed further in future Plans.

In addition to this general guidance, Bòrd na Gàidhlig is continually developing and growing a body of good practice in relation to Gaelic Language Plans. It has dedicated Gaelic Language Plans staff with responsibility to assist public authorities in the development of their Plans. Each authority is assigned a lead officer, who will be the primary point of contact and who will assist in dealing with queries as they arise.

The Bòrd also provides funding via the Gaelic Language Act Implementation Fund (GLAIF), with the expectation that public authorities will incorporate Gaelic bilingual provision within their normal budgetary process in the medium to longer term. The Bòrd would not ordinarily expect GLAIF to fund the preparation of Gaelic Language Plans or to fund existing Gaelic activity.

Monitoring and assessing implementation

Bòrd na Gàidhlig will monitor implementation of the development activities set out in the National Gaelic Language Plan 2012-17. We will do this by regularly reviewing our own actions, by monitoring the activities of bodies with which we have developed formal partnerships, and by seeking information from other bodies on steps that they have taken to adopt the development activities we have set out in the National Plan. In particular we will:

- Monitor and evaluate how bodies utilise development funding granted by Bòrd na Gàidhlig for the purpose of implementing actions identified in the National Gaelic Language Plan
- Monitor and review how public authorities implement Gaelic Language Plans prepared under the terms of the 2005 Act and how they use any associated funding
- Be a part of the decision-making process for the Scheme of Specific Grants for Gaelic Education and assist the Scottish Government in monitoring the use made of funds by local authorities
- Seek information periodically from public, private and voluntary bodies on their engagement with actions identified in the National Plan
- Commission research to assess progress with certain aspects of delivery and to inform future policy
- Share information, research and best practice with other language communities in Scotland and elsewhere
- Monitor official statistics on Gaelic language abilities and provision.

