



THE HIGHLAND COUNCIL

GAELIC LANGUAGE PLAN

2007-2011

**A Gaelic Language Plan under section 3
of the Gaelic Language (Scotland) Act 2005**

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**HIGHLAND COUNCIL
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SUMMARY

SUMMARY

Introduction

The Highland Council Gaelic Language Plan complements the National Plan for Gaelic produced by Bòrd na Gàidhlig in 2007. The Council will collaborate with Bòrd na Gàidhlig in its implementation.

The Plan is based on the principle of equal respect for Gaelic and English and on the premise that Gaelic is an integral part of Highland life. Its aim therefore is to 'normalise' the position of the language, in the sense that the Gaelic dimension is considered in the planning and implementation of all Council business.

The Plan sets out a four year development programme. In the summary that follows, new initiatives are marked with an asterisk to distinguish them from existing activities which will continue as now or which are to be expanded, refined or put on a more systematic basis.

Core Commitments: Gaelic in Council Services

The Highland Council will enable the public to access Council services through Gaelic. To do this it will

- produce an audit of the use of Gaelic in the delivery of all services and a plan for expansion*
- guarantee a Gaelic reply to correspondence written in the language, within the standard timeframe
- produce bilingual reports, documents and forms
- seek to ensure that the public can deal with Council staff orally in Gaelic
- appoint a Gaelic speaking staff member in the Council Service Centre*
- launch a badging scheme to allow staff able to deal with queries in Gaelic to be identified*
- assess the impact on Gaelic of all new developments within the Council area
- publicise the availability of services in Gaelic.

Core Commitments: Raising awareness of Gaelic

The Council will raise awareness of Gaelic and create a positive environment for its development by

- developing a systematic approach to publicising the place of Gaelic in the Highlands*
- supporting Bòrd na Gàidhlig with marketing aimed at raising awareness of Gaelic*
- raising the visual profile of Gaelic by consistently using it, alongside English, on signage, literature and logos
- raising the profile of spoken Gaelic by using it in public announcements
- promoting, with others, community events aimed at raising awareness of Gaelic, incorporating Gaelic into events of a general interest and including Gaelic in displays
- developing a Gaelic content on the Council's website and intranet

- establishing a bilingual portal on the Council website.

Core Commitments: Staffing

In order to facilitate the above, the Council will build up a pool of Gaelic speaking employees by

- adopting an appointments policy which recognises Gaelic as a job-related skill in relevant fields*
- developing, with others, an accredited Gaelic course for public service employees*
- enabling staff to learn and enhance their Gaelic with a view to using it in their work and, in the case of native speakers, to improve their knowledge of Gaelic spelling and grammar
- developing staff induction courses and course inserts about Gaelic.

Helping implement the National Plan for Gaelic: Gaelic in the home

Recognising the important role of the family as a means of creating new generations of Gaelic speakers and consolidating the work of schools, the Council will encourage parents to use Gaelic in the home by

- working with Bòrd na Gàidhlig to raise critical awareness of this issue
- providing advice to parents through meetings, workshops, and home visiting /mentoring schemes
- providing practical support, such as Gaelic classes, resource lending services and support networks
- lobbying for increased provision of resources and services which can support Gaelic in the home, such as television, electronic media, books and CD/DVDs
- seeking to ensure that the needs of families which require services in Gaelic are considered by the providers of family support services, with a particular emphasis on the Health Visitor service
- organising a recall conference on Gaelic in the home*
- maintaining contact with graduates of Gaelic medium education (as potential parents)*.

Helping implement the National Plan for Gaelic: Gaelic education

The Highland Council will continue to provide a range of opportunities to acquire Gaelic in schools and learning centres and in adult, further and higher education. It will develop its provision in response to demand and will set this in a wider cultural context. It will do this in collaboration with Bòrd na Gàidhlig and within the framework of the National Gaelic Education Strategy. In particular, the Council will

- play a leading role in the expansion of Gaelic medium pre-school education and childcare
- produce an action plan in response to the Scottish government audit of 0-3 Gaelic provision and wraparound childcare*
- increase the range of groups and situations where parents and children can learn Gaelic together
- respond positively to parental demand for Gaelic medium primary education
- promote Gaelic medium education - in areas with GME at present and in new areas*
- set up all-Gaelic schools when opportunities arise*

- develop Bun-sgoil Ghàidhlig Inbhir Nis as a focus of Gaelic regeneration in Inverness, as a test-bed for new developments and as a centre of excellence for Gaelic medium education*
- create a new post in Bun-sgoil Ghàidhlig Inbhir Nis to lead community activities*
- set up a Secondary Gaelic Working Group to produce a strategy for increasing the number of subjects taught in Gaelic, expanding Learners' provision, and introducing all pupils to Gaelic*
- expand Gaelic medium provision in the secondary sector to five GM subjects per school*
- conduct an audit and plan for expansion of 'Gaelic for Learners in the Primary School' (GLPS)
- ensure that pupils in all Highland schools are given at least an introduction to Gaelic*
- establish a bilingual environment in schools with Gaelic medium departments
- conduct an audit of the Gaelic medium curriculum to quantify the Gaelic cultural dimension in it, identify gaps and plan for further development*
- organise co-ordinated and progressive adult Gaelic classes in new areas
- run monthly activity/discussion groups for adult Learners in new areas
- provide tuition in literacy and grammar for fluent Gaelic speakers*
- work with others to enhance the supply of Gaelic speaking teachers
- maintain and expand a local Gaelic resources service
- review school library provision in Gaelic and draft a development plan*
- facilitate/support local and international exchanges and residential events for young people, adult learners and families*
- hold regular professional seminars on aspects of Gaelic medium education for education staff and conferences on other aspects of Gaelic development *

Helping implement the National Plan for Gaelic: Gaelic in the community

The Highland Council will increase the range of opportunities to use Gaelic in the community by

- assisting to set up and to support organised Gaelic development groups at local level*
- encouraging such groups to produce local development plans for Gaelic*
- helping the local groups to create facilities which support and enable the provision of social, recreational and other such events in Gaelic*.

The Council will ensure that leisure activities which it runs in areas with Gaelic medium education, or with a Gaelic tradition, include Gaelic medium options and will provide a special programme of Gaelic medium extra-curricular activities for pupils in Gaelic medium education. Through the Active Schools' Co-ordinators' programme, it will train Gaelic speaking coaches and will run Gaelic medium sports activities*.

The Council will raise awareness of Gaelic culture and will promote participation in the Gaelic arts by

- developing, with Bòrd na Gàidhlig, a national strategy for Gaelic culture and the arts*

- supporting the development of Gaelic cultural activities and the organisations which organise them
- enhancing the Gaelic dimension in festivals such as Blas
- engaging in dialogue with the organisers of local mods in order to enhance the appeal of mods*
- maintaining an agreement with An Comunn Gàidhealach to host the Royal National Mod in the Highlands every three years
- increasing awareness of Gaelic culture among the young in schools and informal learning settings
- running a pilot project in schools to teach multi-media skills in a Gaelic context*
- with others, promoting creative writing workshops to develop Gaelic writing talent*
- signposting the availability of Gaelic resources in all Highland libraries*
- participating in a strategy for developing book and media production in Gaelic*.

The Council will make residents of, and visitors to, the Highlands aware of its Gaelic heritage, by

- promoting the Gaelic heritage of the Highlands through its Museums Service
- increasing the use of Gaelic in Highland museums and in independent partner museums
- having Cultural Co-ordinators develop regular projects on the Highland heritage for the young*
- developing the Gaelic content on the ‘Am Baile’ website
- promoting projects making use of the historical and linguistic knowledge of older Gaelic speakers*
- producing a multi-media project pack on the Gaelic heritage, for schools and youth groups*
- using its influence with other agencies to promote an understanding of the cultural identity of the Highlands and of its Gaelic heritage, in the context of historical or environmental initiatives.

Support Structure: Support for development

The Council will put in place, through the establishment of the Gaelic Committee and a Gaelic Development Team, a robust structure capable of supporting, in political and operational terms, the developments proposed in the plan. This will include

- producing a Gaelic Language Plan every four years*
- agreeing a strategy for implementing the plan which applies to all services of the Council*
- nominating the Gaelic Committee to oversee policy and planning for Gaelic, with the Director of Education, Culture and Sport assuming overall corporate responsibility for Gaelic*
- establishing a Gaelic Team, led by a Gaelic Development Manager*
- setting up a Gaelic Language Plan Strategy Group, with representatives of all Council Services*
- co-operating with, and using its influence on, other agencies in pursuit of the aims of the Plan
- conducting research to ensure that decisions are based on sound information and advice.

**THE HIGHLAND COUNCIL
GAELIC LANGUAGE PLAN
2007-2011**

CONTEXT

THE GAELIC LANGUAGE (SCOTLAND) ACT

The Gaelic Language (Scotland) Act was passed by the Scottish Parliament in 2005. The Act has three main, inter-related elements

- it establishes a statutory Gaelic body, Bòrd na Gàidhlig
- it requires the development by Bòrd na Gàidhlig of a National Plan for Gaelic
- it authorises Bòrd na Gàidhlig to issue a statutory notice to any Scottish public authority requiring it to develop a Gaelic Language Plan which sets out how it will ‘use and enable the use of Gaelic within the operation of its relevant functions’.

Bòrd na Gàidhlig was established as a statutory Non-departmental Public Body in early 2006 and published the National Plan for Gaelic (incorporating the National Gaelic Education Strategy) in the following year. The broad aim of the National Plan is to implement the Bòrd’s vision of ‘a healthy, vibrant language increasingly used, valued and respected in a modern, multicultural and multilingual Scotland’.

The Highland Council was one of six public authorities issued by Bòrd na Gàidhlig with a statutory notice to produce a Gaelic Language Plan, within the framework provided by the National Plan, in 2007. In producing its Plan, the Council has taken due account both of the National Plan and of the official document, ‘Guidance on the Development of Gaelic Language Plans’, which was issued by Bòrd na Gàidhlig in July 2007.

The Guidance gives advice on the process of developing and structuring a Gaelic Language Plan. With regard to content, for example, it gives examples of ‘core commitments’ that a Plan should contain and of ways in which the authority can ‘help implement the National Plan for Gaelic’. In addition, the Council Plan adopts the language planning principles set out in section 3 of the National Plan, namely language acquisition, language usage, language status and language corpus and the additional ‘statutory considerations’ set out in section 4 of the Guidance, namely that ‘public authorities ... should prepare their Gaelic Language Plan with a view to facilitating the use of Gaelic to the greatest possible extent that they reasonably can’ and that ‘they must take into account representations made to them in relation to their use of Gaelic’.

* * * *

The Highland Council Gaelic Language Plan gives effect to the key principle set out in the National Plan for Gaelic that ‘the Gaelic and English languages should be accorded equal respect’. Its main aim is to ‘normalise’ the position of the language, to the extent that the Gaelic dimension is a factor in the planning and implementation of all Council initiatives and that the language and the culture come to be seen as an integral part of Highland life.

THE AUTHORITY AND ITS AREA OF OPERATION

The Highland Council

The Highland Council is one of 32 Scottish all-purpose councils. It serves 215,000 people and covers 26,484 sq km. Decisions on a budget of £518 million are taken by 80 elected members, representing 14 four-member wards and 8 three-member wards. The Council has 3 operational areas: Caithness, Sutherland and Easter Ross; Ross, Skye and Lochaber; and Inverness, Nairn, Badenoch, and Strathspey. A City Committee operates in Inverness.

The Strategic Committees of the Council are: Audit and Standards; Education Culture and Sport; Gaelic; Housing and Social Work; Planning Environment and Development; Resources; Transport Environmental and Community Services. The Council employs 12,800 staff, in the following Services: Chief Executive's Office; Education Culture and Sport; Finance; Housing and Property; Planning and Development; Social Work; and Transport Environmental and Community Services.

Gaelic in the Highlands

Gaelic was spoken at one time throughout the Highlands, as is testified by the evidence of placenames to the present day. This Gaelic heritage has played, and continues to play, a key role in shaping the distinctive identity of the area and defining its character.

There were 12,670 Gaelic speakers in the Highlands at the time of the 2001 National census, representing 6% of a population of 208,914. This included over 4,000 in Skye and Lochalsh, a third of the population of that area. There were also concentrations of Gaelic speakers in communities on the west coast and in towns and cities such as Inverness, Dingwall and Fort William. In addition there is a growing interest in Gaelic in areas with a less recent Gaelic tradition such as Easter Ross and Caithness. The proposals in the Gaelic Language Plan therefore apply equally to the whole of the Council area.

Gaelic has been a fruitful source of employment in the Highlands in recent years, particularly in education, broadcasting and development. The rapid growth of traditional Gaelic music and song both enhances the cultural life of the area and contributes to the appeal of the Highlands to visitors from home and abroad.

In summary, the iconic significance of Gaelic to the Highlands, the existence of communities of Gaelic speakers throughout the region and the interest shown in the future of the language both by native Gaelic speakers and by others who wish to learn it or to have their children learn it, are all indicators of the growing vitality in the Highland region of what had at one time appeared to be a dying language. The Highland Council recognises its responsibility to help preserve this important aspect of Scotland's ethnic identity and has sought to embody its commitment to Gaelic in this Plan.

GAELIC PROVISION IN THE HIGHLAND COUNCIL

Current provision

The Highland Council has focused in recent years on education, and in particular Gaelic medium immersion education, in its promotion of Gaelic in the Highlands.

The Council has played a leading role in the development of Gaelic medium education (GME) nationally and at present provides GME for approximately 1,500 pupils in the pre-school, primary and secondary sectors in 20 areas of the Highlands, thereby helping to re-establish Gaelic as a language of the young in these communities. The Council opened the first custom-built all-Gaelic School in Scotland in Inverness in 2007.

In addition, the Council provides classes for around 2,000 pupils who are learning Gaelic as a second language, both in the primary and the secondary sectors. There are 40 primary and 12 secondary schools involved and the Council has also developed its own online Gaelic Learners course, which gives senior pupils in all areas access to Gaelic.

The Council has also developed a number of initiatives aimed at supporting Gaelic in the home and community, raising the profile of this aspect, for example, through a major conference in September 2005. The conference was followed up by research projects on Gaelic in the home and in the community, which have provided the groundwork for further development in these fields in the lifetime of the Plan.

Currently, the authority's Community Learning and Leisure staff provides a co-ordinated programme of support in the home and community for GME in the form of classes and workshops for parents and extra-curricular activities for pupils.

The Council's Gaelic education programme will continue and will be consolidated and expanded in the period covered by the Plan.

However, while the Council's main emphasis has been on creating new Gaelic speakers through education and through encouraging parents to use Gaelic in the family, it has also sought to develop the place of Gaelic in the delivery of its other services.

This has included raising the profile of Gaelic by using it, alongside English on internal and external signage, road and street signs, official literature, letterheads and logos and in Press statements, publicity and advertising literature, official notices, and on the Council website.

Members of the public receive replies in Gaelic to correspondence in the language and some forms are available in Gaelic or bilingually.

The use of Gaelic in public announcements, telephone answering and reception areas in offices and in public meetings, is sporadic however, as is use of the language generally in the delivery of the services provided by the Council. Tuition in Gaelic is available for staff but there is room for expansion. Overall, it is acknowledged that this area is not fully or consistently developed.

The Council has played a key role in the promotion of the Gaelic arts by supporting initiatives such as Blas, Fèisean and mods and the organisations which provide them and by operating a number of multi-agency-funded arts project such as the Iain Crichton Smith Writing Fellowship and the Màiri Mhòr Song Fellowship.

The Council has also lobbied successfully on issues such as political recognition of Gaelic, Gaelic broadcasting and bilingual signage, and has been able to exert its influence in favour of Gaelic in regard to partner agencies and to other public and private organisations in the Highlands.

The Council has a number of posts dedicated to Gaelic development, including: a Gaelic Development Manager, Gaelic Development Officer, Education Development Officer, Gaelic Resources Assistant, Gaelic Administration Assistant, Gaelic Community Learning and Leisure workers, the Am Baile team, the Màiri Mhòr Gaelic Song Fellow, and teachers and various categories of support staff in the schools.

The Highland Council spends approx £2.7 million each year on Gaelic, with support from sources such as the Scottish Government and Bòrd na Gàidhlig.

The way ahead

Many of the activities described above will continue to run as they do now but some existing activities will be extended, refined or put on a more systematic footing during the lifetime of the Plan.

The Plan also sets out proposals for a significant number of new initiatives. In the Summary which precedes the Plan proper, the new initiatives are distinguished by an asterisk from both existing activities which will continue as now and from activities which are to be further developed. These initiatives are described more fully in the appropriate sections of the Plan.

**THE HIGHLAND COUNCIL
GAELIC LANGUAGE PLAN
2007-2011**

CORE COMMITMENTS

CROSS-REFERENCES BETWEEN THE HIGHLAND COUNCIL PLAN AND THE 'CORE COMMITMENTS' SECTION OF BÒRD NA Gàidhlig'S GUIDANCE ON DEVELOPMENT OF GAELIC PLANS	
CORE COMMITMENTS	Highland Council Gaelic Plan
Identity	
corporate identity	Core Commitments: Gaelic in Council services
signage	Core Commitments: Raising awareness of Gaelic
Communications	
reception	Core Commitments: Gaelic in Council services
telephone	
mail and email	
forms	
public meetings	
complaints procedure	
Publications	
public relations and media	Core Commitments: Raising awareness of Gaelic
printed material	Core Commitments: Gaelic in Council services
website	Core Commitments: Raising awareness of Gaelic
exhibitions	
Staffing	
training	Core Commitments: Gaelic in Council services
language learning	
recruitment	
advertising	

GAELIC IN COUNCIL SERVICES

Introduction

The National Plan for Gaelic and the Guidance on the Development of Gaelic Plans, under the heading of 'Core Commitments of a Gaelic Language Plan', stipulate that Gaelic Language Plans should set out how the authority 'will use Gaelic in relation to its internal processes such as corporate identity, communications, publications and staff matters and how Gaelic will be used in ... the services the authority delivers'. This section of the Highland Council Plan sets out various proposals under this heading.

Accessing services in Gaelic

It is an important part of the process of normalisation that members of the public should be able to access public services in Gaelic should they so wish. The Plan indicates how the Council proposes to build on what it currently does in regard to this objective.

Specifically

- the public will be guaranteed a reply in Gaelic to correspondence with the Council which is written in Gaelic, within the same timeframe as other correspondence
- bilingual reports, documents and forms will be produced (see the section below, 'Guidelines on the use of Gaelic in Council services', for details)
- every effort will be made to ensure that the public can communicate with Council staff orally in Gaelic when accessing Council services
- new initiatives will be assessed in terms of their predicted impact on Gaelic and of their potential to support the language, and this principle will be reflected in planning across the Council's range of services
- the availability of Council services in Gaelic will be publicised.

In order to bring this policy forward in a systematic way, the Council, in the first year of the Plan, will conduct a detailed audit of the use of Gaelic in the delivery of all its services and of its capacity in this regard, with particular regard to staffing.

This will identify aspects of services and geographical areas where more Gaelic medium provision is feasible and desirable, and will produce a detailed action plan related to this. The audit will cover all Council Services, i.e.: Education Culture and Sport, Housing and

Property, Planning and Development, Social Work, and Transport Environmental and Community Services.

Raising awareness of Gaelic

The Council recognises the importance of widespread awareness of Gaelic and a positive climate of opinion towards it as precursors to development and will therefore promote a positive image of Gaelic to increase public awareness by :

- adopting a marketing strategy for Gaelic, drawing on the action plan and advice pack which Bòrd na Gàidhlig intends to develop for ‘increasing the visibility and audibility of Gaelic in Scotland’ and its ‘national publicity campaign aimed at promoting a positive image for Gaelic in Scotland’ (National Plan, section 4)
- raising the visual profile of Gaelic by using it consistently, alongside English, on property signage, road and street signs, official literature, letterheads and logos, strap-lines, badges, vehicle livery, and visitor passes.
- using Gaelic in Press statements, publicity and advertising material, official notices and on the Council website (and encouraging other agencies to do likewise)
- raising the profile of spoken Gaelic by using it in public announcements and, where appropriate, in public meetings, with facilities for simultaneous translation
- promoting events aimed at raising awareness of Gaelic, incorporating Gaelic in events of general interest and producing displays illustrating the area’s Gaelic identity, with a special emphasis on young people
- developing the role of Gaelic in tourism, in association with VisitScotland.

Staffing

In order to support the use of Gaelic in its services, the Council will seek to recruit Gaelic speaking staff and to encourage and enable its current staff to learn or to enhance their Gaelic. It will do this by

- adopting an appointments policy which recognises Gaelic as an additional job-related skill in relevant contexts
- designating certain posts as ‘Gaelic Essential’
- building up a pool of Gaelic speaking staff across all Council services
- working with Bòrd na Gàidhlig to encourage, and collaborate with, further and higher education institutions and other training providers to expand the supply of Gaelic speaking staff in all sectors

- ensuring that people have access to information on Gaelic-related job opportunities and are encouraged to consider these as career options, this in collaboration with Bòrd na Gàidhlig, Careers Scotland and other agencies.

The Council will continue to maintain a database of staff in all sectors who speak, read and write Gaelic or who are interested in learning it.

It will enable its employees to enhance their Gaelic by

- providing access to language tuition for staff across all services
- developing an accredited job-specific Gaelic course for employees of the Council and of other public sector agencies
- providing extended training, including secondments and sabbaticals, to enable staff to attain a level of competence that enables them to do their work in Gaelic
- providing tuition in aspects of Gaelic spelling and grammar where required
- providing programmes to encourage the use of Gaelic in the workplace, using the materials to be produced by Bòrd na Gàidhlig (National Plan, section 4)
- providing tuition in Gaelic for Council Members.

The Council will encourage and assist public bodies in the health, caring, environmental and enterprise sectors to provide opportunities for their staff to learn Gaelic.

The Council will raise awareness of Gaelic and Gaelic culture among its staff by

- covering Gaelic language and culture in standard induction courses for new staff
- providing intensive Gaelic induction courses for staff where this would be relevant
- including Gaelic content in the static sections of the Council's website and intranet and developing a more detailed bilingual portal relating to Gaelic matters.

As a further part of the support structure for increased use of Gaelic in delivery of its services, the Council will

- establish a Gaelic Translation Unit which will provide inter-agency translation services, and regularly review the Council's practice in the light of the recommendations of the proposed Bòrd na Gàidhlig report on this matter (National Plan, section 4)
- seek ways of enabling staff to use Gaelic in the workplace

- contribute to national initiatives, and especially a Gaelic Language Academy should one be set up (National Plan, section 4), with the aim of helping develop consistent usage in Gaelic spelling, terminology and style.

GAELIC IN COUNCIL SERVICES: AREAS FOR DEVELOPMENT

Targets

The percentage of clients accessing Council services through the medium of Gaelic will increase by 10% over the lifetime of the Gaelic Plan, from a baseline figure identified by a commissioned audit in April 2008.

Objective	Action	Responsible Officer(s)	Timeline/Targets
Providing services in Gaelic			
Public guaranteed a reply in Gaelic to correspondence	The Gaelic Team will organise translation services relating to correspondence	Gaelic Development Manager (GDM)/Gaelic Development Officer (GDO)	From 2008
Bilingual reports, documents and forms	Commission and publicise the preparation and the production of forms, reports and documents including Council complaints procedure.	GDM/GDO	First forms available by the end of 2008
HC will regularly publicise the fact that the public can communicate with Council staff orally in Gaelic	Employ a Gaelic speaking staff member in the Council Service Centre and provide tuition to any staff wishing to acquire Gaelic skills	GDM/GDO, Customer Services Manager	April 2008
	Develop a badging scheme to allow clients to identify staff able to deal with queries in Gaelic	GDM/GDO, Employee Development Unit	April 2008
HC will regularly publicise the fact that Council Services are increasingly being made available through the medium of Gaelic	Services will be provided in Gaelic where that is desirable and feasible	Service Directors	From June 2008
	Conduct an audit of the use of Gaelic in the delivery of Council services and other Council business and produce a plan for expansion		Audit 2007/08 Plan 2008

Information available on Gaelic careers	Schools Gaelic Careers Conference	GDM	August 2007 2009
Supporting the use of Gaelic in Council services			
Increased availability of staff able to communicate with the public in Gaelic	Designate certain posts as 'Gaelic Essential'	Personnel Service	Summer 2008
	Adopt an appointments policy which recognises the ability to use Gaelic as a relevant 'additional' job skill in certain contexts		
	Maintain lists of Gaelic speaking Council staff		From 2008
Staff able to develop their competence in Gaelic	Develop and deliver an accredited Gaelic course for public sector officials	GDM/GDO, with Employee Development Unit, Bòrd na Gàidhlig , other Public Authorities.	Provide for 30 learners each year November 2008
	Provide extended training to enable staff in certain positions to achieve a level of competence in spoken and written Gaelic which will enable them to use Gaelic in the workplace	GDM/GDO, with Employee Development Unit	Provide for 5 each year From August 2008
Tuition in language skills	Provide classes in Gaelic spelling and grammar for staff	Employee Development Unit, with GDM	Provide for 10 each year From October 2008
Raised awareness of Gaelic in the place of work	Include inputs on Gaelic in the standard staff induction programme	GDM/GDO, with Employee Development Unit	All new staff participate in standard programme From 2008
	Provide 2 special, more intensive induction courses on Gaelic each year for staff for whom this would be of relevance		10 staff members each year take the more intensive course From 2008

	HC will encourage and support work placements wherever possible to enable and improve Gaelic language skills.		Targets will be considered after staff Gaelic skill audit is completed
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RAISING AWARENESS OF GAELIC: AREAS FOR DEVELOPMENT			
Target			
Commissioned surveys will show that, over the lifetime of the Plan, the number of people in the Highlands describing themselves as ‘well disposed’ towards Gaelic has risen by a factor of 10%, against a baseline figure established by a commissioned survey in 2008.			
Objective	Action	Responsible Officer(s)	Targets/Timeline
Raising awareness of Gaelic			
Marketing strategy aimed at raising awareness of Gaelic and promoting a positive image of it	Participate in, and support, national marketing campaigns for Gaelic	GDM/GDO, with Bòrd na Gàidhlig (BnG)	Timescale as agreed with partners
	Publicise the objectives of the Gaelic Language Plan, the Council’s support for Gaelic and the importance of Gaelic to the Highlands	Council Public Relations Office, with GDM/GDO	Press Releases on Gaelic at least once a month and regular participation in media dialogue
	Organise or participate in events throughout the Highlands aimed at raising awareness of Gaelic	GDM/GDO, with Community Learning and Leisure (CLL), BnG, other Gaelic bodies, VisitScotland	A minimum of one significant event in each of the 3 Council Areas every year, from 2008
The profile of Gaelic is raised through bilingual signage	Use Gaelic on all Council signage when new signs are erected or old signs replaced	All Services, with GDM/GDO	As signs are erected/replaced
Promote awareness of the HCGLP and the council’s commitment to Gaelic, through the Council’s website	Use bilingual headings, links and inserts on the home page and elsewhere in the static area of the Council website	Public Relations Office, with GDM/GDO, and other staff responsible for website management	In place by October 2008, with a maintenance phase to follow
	Create a bilingual portal with detailed information on Gaelic matters		

GUIDELINES ON THE USE OF GAELIC IN COUNCIL SERVICES

Where Gaelic is used by Highland Council, it will consistently be accorded equal respect with English.

Signage: building signs, internal and external

1. External signs on all Council owned buildings (offices, schools, leisure centres, static and mobile libraries, museums, archive centres, community centres, residential care homes, public toilets, play and leisure parks, etc) will display the building name and the services provided within the building bilingually. External signs shall have Gaelic placed above English.
2. Internal signs erected in Council buildings will be bilingual. English will be placed above Gaelic on internal signs, with English in purple and Gaelic in green. The size of the letters will be the same in each language.
3. All signs will be consistent with Disability Discrimination Act requirements.

Road Signs

1. Town, city and village welcome signs and Council road signs will be bilingual. Signs will incorporate historic village, town and city crests where appropriate.
2. Gaelic will be placed above the English on these signs. Gaelic will be green and English in black. The size of the letters will be the same in each language.
3. When existing signs require to be replaced due to age or damage, bilingual signs will be erected.
4. Historic and visitor signs commissioned by the Council to direct people to historic and visitor events and venues should be bilingual unless this conflicts with Scottish Government regulations.
5. The spelling and form of placenames will be determined through consultation with Ainmean Àite na h-Alba.

Street Name Signs

1. The adoption of Gaelic names will be encouraged on new streets and developments, using local historic and cultural connections wherever this information is available.
2. Public opinion will be sought through the local Community Councils and the views of the local elected Members will be taken into account. In the event of a disagreement, the matter will be referred to the Planning, Environment and Development Committee.
3. When existing street name signs require to be replaced due to age or damage, the new signs will be bilingual.
4. Gaelic will be placed above English on these signs. The size of the letters will be the same in each language.
5. Contractors erecting temporary signs will use bilingual signage. This will be required as an integral part of the contracting process.

Press, publicity, advertising and exhibitions

1. Press notices and releases relating to Gaelic, including advertisements relating to school enrolments, will be produced bilingually.
2. Public information displays and presentations by the Council and the supporting material such as advertisements, posters and publicity literature will include Gaelic. The Council will encourage others who wish to hold displays on Council property to include Gaelic.
3. Brochures, booklets and leaflets designed to promote, publicise or explain services, strategies, policies, procedures and legislation will include Gaelic headings and sub-headings. Where such publications are produced bi-lingually HC will in principle always seek to publish these under one cover. The Council will maintain and publish a list of these bi-lingual publications.
4. Council advertising, promotional or marketing campaigns within the Highlands through the medium of press, television, radio, internet, arts centres, cinemas, posters, bill boards, electronic messages and/or public address systems, will include Gaelic.

Official Notices, Public Notices and Recruitment Advertisements

In order to conduct its business, the Council has to advertise in newspapers to notify the public of its legal, electoral, planning and similar requirements and proposals and of tenders, contracts and services.

1. Public notices and advertisements will include Gaelic.
2. Notices and advertisements published in local and national newspapers where the subject relates specifically to Gaelic language issues will be published in Gaelic.

When preparing and publishing advertisements for staff recruitment, the Council will adhere to the following external advertising arrangements.

Advertisements for posts for which fluency in Gaelic is an *essential* qualification will appear in

- o Gaelic only in Gaelic language publications
- o Gaelic only in English language publications supplemented with an explanatory note in English.

For advertisements for posts for which fluency in Gaelic is a *desirable* qualification and for posts where no linguistic requirement has been identified, HC will consult with Bòrd na Gàidhlig on legal guidance with a view to the following arrangements.

- o bilingually in English language publications in Scotland
- o in English only in publications circulating through the UK
- o in Gaelic only in Gaelic language publications.

Jobs requiring Gaelic advertised on the Council's website will be bilingual. When notices and advertisements are published bilingually, the two languages will be equal in style and presentation.

Council website

The Council has adopted a content management system (CRM) to update its website. This website provides a toggle button with which to choose English or Gaelic versions. A Gaelic website address points users directly to the Gaelic language version of the website. Toggle buttons on the main home page are bilingual.

Because the website is driven by a CMS system, and has databases that are created in English and changed rapidly, it is not possible to achieve a fully bilingual website. Home page links to dynamic databases will not be bilingual. Downloadable documents (e.g. pdf and MS word files) will continue to be in English only, unless a Gaelic version has been produced.

However all site navigation and templates, home page (unless database driven) and content web pages (except those that are database driven and background documents) are bilingual. Links to static databases that change slowly, (e.g. the A-Z of services) will be bilingual.

Consultation will be undertaken with Gaelic language web users to establish their needs on a regular basis.

**THE HIGHLAND COUNCIL
GAELIC LANGUAGE PLAN
2007-2011**

**HELPING IMPLEMENT THE
NATIONAL PLAN FOR GAELIC**

LANGUAGE PLANNING PRINCIPLES

Rationale

The Highland Council Gaelic Language Plan rests on the key language planning principles set out in the National Plan for Gaelic (section 3), namely

Language acquisition	in the home through education
Language usage	in adult learning in communities in the workplace in the media in the arts
Language status	in tourism, heritage and recreation a positive image for Gaelic preparation of Gaelic Language Plans increased visibility of Gaelic
Language corpus	Gaelic orthographic, terminological, place-name development translation and interpretation Gaelic in surveys and research

The table below cross-references these principles to the sections of the Highland Council Plan in which they are covered.

NATIONAL PLAN FOR GAELIC	Highland Council Gaelic Language Plan
Language acquisition	
in the home	Helping implement the National Plan: Gaelic in the home
through education	Helping implement the National Plan: Gaelic education
in adult learning	
Language usage	
in communities	Helping implement the National Plan: Gaelic in the community
in the workplace	Core Commitments: Gaelic in Council services
in the media	Core Commitments: Raising awareness of Gaelic
in the arts	Helping implement the National Plan: Gaelic in the community
in tourism, heritage and recreation	Raising awareness of Gaelic, Gaelic in the community
Language Status	
a positive image for Gaelic	Core Commitments: Gaelic in Council services
preparation of Gaelic language plans	Creating the conditions for development
increased visibility/audibility of Gaelic	Core Commitments: Raising awareness of Gaelic
Language corpus	
orthographic, terminological, place-name development	Core Commitments: Gaelic in Council services Helping implement the National Plan: Gaelic education
translation and interpretation	Core Commitments: Gaelic in Council services
Gaelic in surveys and research	Creating the conditions for development
GAELIC EDUCATION STRATEGY	
	Gaelic education, Gaelic in the community

GAELIC IN THE HOME

Rationale

Despite the success of Gaelic medium education (GME), the research on language revival indicates that immersion education is only a first stage in the revival process and that it is vitally important also to re-establish 'inter-generational transmission', i.e. the traditional process by which languages are passed on by parents (and grandparents) to children in the home. The Plan recognises the important role of the home in reinforcing the work of the schools and in raising new generations of 'mother tongue' speakers of Gaelic. The Council will, in this matter, collaborate with Bòrd na Gàidhlig which is committed, under the National Plan for Gaelic (section 3), 'to initiate and develop a campaign to promote the use ... and the transmission of Gaelic in the home'.

General

The Council will encourage parents to teach their children Gaelic at home and to ensure that children learning Gaelic in school can use it in the home as well. It will do this by

- making parents and potential parents aware of
 - the advantages to children of being bilingual
 - the importance of the home in reinforcing children's Gaelic, enhancing their view of its relevance and building up a strong sense of loyalty to it
- providing information and advice, as part of the Bòrd na Gàidhlig 'campaign to promote the use and transmission of Gaelic in the home' (National Plan, section 4), on how Gaelic can be established in homes and families – through print, broadcasting, the internet, meetings and workshops, and by working with others to support home visiting/mentoring schemes and parent networks on Gaelic at home
- providing practical support through, for example, resource lending services
- working with Bòrd na Gàidhlig to put Gaelic tuition for parents on a systematic basis, including multi-level provision, co-ordination, dissemination of information, tutor training and funding. Opportunities for parents and children to learn Gaelic together will be extended, including family learning groups and residential events
- lobbying, with others, for increased provision of resources and services which can support Gaelic in the home, such as television programmes (broadcast at appropriate hours), electronic media, books and DVDs and seeking to ensure that the needs of parents requiring support in Gaelic are considered by the providers of family support services, with a particular emphasis on NHS Home Visitors.

GAELIC IN THE HOME: AREAS FOR DEVELOPMENT

Targets

The proportion of Gaelic medium pupils who have Gaelic speaking parents/carers (including Learner parents) will increase by 15% (from a 2006 baseline of 40%).

The proportion of Gaelic medium pupils reporting regular use of Gaelic in the home will increase by 20% over the life of the Plan (from a 2006 baseline of 12%).

Objective	Action	Responsible Officer(s)	Targets/Timeline
Widespread critical awareness of the importance of home and family in enabling children to learn Gaelic	Information campaign: flyers, adverts, and booklets for parents on 'Gaelic in the home and family' – supporting Bord na Gaidhlig -led initiative	Gaelic Development Manager (GDM)/ Education Officer (EO), with Bòrd na Gàidhlig (BnG), Comhairle nan Sgoiltean Àraich (CNSA), Comann nam Pàrant (CnP)	2008-2010
Parents have access to advice and information on Gaelic in the home	Maintain workshops on Gaelic at home	CLL, with GDM/EO	7 each year: 1 every 3 years in each GME area
	Work closely with Comann nam Pàrant and support home visiting /mentoring schemes and parent networks	CLL staff supporting CNAG / CnP officers and projects	Aligned to CNAG / CnP programme
Parents learning Gaelic	Continue to support parents' Gaelic tuition in areas with GME	CLL, with CNSA	1 course every three years: i.e. 7 per year
Practical support for Gaelic in the home	Maintain resource lending services in GM areas	CLL, Gaelic Resources, Highland Libraries	Ongoing, resources updated annually
New parents, raising Gaelic speaking families	Work with graduates of GME – potential parents	GDM/EO, with BnG	Project 2008-2010
Raising awareness of Gaelic in the home	Run recall conference	GDM/EO, BnG	September 2008
Gaelic leisure resources for the home – printed, electronic and broadcast	Make representations to the appropriate agencies and provide support	GDM, with the Gaelic agencies	Make representations annually and as opportunities arise

Gaelic Education

Introduction

The Highland Council will continue to provide a range of opportunities for acquiring Gaelic in pre-school settings, schools, learning centres and adult education, will expand its provision, and will set the learning and teaching of Gaelic in its wider cultural context. It will do this within the framework of the National Gaelic Education Strategy and in collaboration with Bòrd na Gàidhlig and other agencies, including other local authorities.

Pre-school and childcare

The Council will play a leading role in the development of Gaelic medium pre-school and childcare provision. It will ensure that Gaelic medium childcare facilities and Gaelic medium parent-child groups are available for all 0-3 year olds and will respond positively to parental requests for Gaelic medium pre-school education for 3-4 year olds. The Council is committed to a policy which aims to ultimately ensure that all Highland parents have access to Gaelic medium pre-school education. In this the Council will use Bòrd na Gàidhlig's 'review of Gaelic childcare and early years provision' (National Plan, section 4).

Primary education

The Council will proactively promote Gaelic medium education (GME) through the targeted distribution of leaflets and parents' information packs, and it will respond positively to parental demand for GME in the primary sector. To further stimulate demand it will advertise, as part of Bòrd na Gàidhlig's proposed 'Gaelic medium education promotional campaign' (National Plan, section 4), the advantages of bilingualism and the effectiveness of GME, with the aim of increasing the numbers in Gaelic medium education by 20% by 2011.

Gaelic medium education is delivered in three ways: classes or departments within schools (primary and secondary), all-Gaelic schools and 'Gaelic medium schools with English medium classes'. Where GME is provided in the form of a department in a school, a bilingual ambience will be established across the whole of the host school: this will include English medium pupils learning Gaelic and use of both languages in signage and in other appropriate ways across the school. In 'Gaelic medium schools with English medium classes', as in all-Gaelic schools, Gaelic will be the language of the school.

Bun-sgoil Ghàidhlig Inbhir Nis will be developed as a focus for Gaelic in Inverness, a centre of excellence for Gaelic medium education generally and as a test-bed for new approaches to primary/secondary and school/community links and to childcare provision. The Council will set up other all-Gaelic schools when opportunities arise to do so.

The Council will expect all primary schools to introduce pupils to Gaelic language and culture, either through the 'Gaelic is all around' video-based pack, 'Gaelic for Learners in the Primary School' (GLPS), or a multi-media teaching pack which it proposes to develop.

Secondary education

A Gàidhlig (fluent speakers) language class will be provided in designated secondary schools for pupils from Gaelic medium primary education. The Council will expand its provision of secondary Gaelic medium subject teaching, with a minimum of five Gaelic medium subjects in every designated school as the aim within the timescale of the Plan.

The Council will continue to provide Gaelic Learners classes in the secondary schools which offer these now. It will explore with all schools ways of expanding Gaelic Learners' provision and will provide access to Gaelic for senior pupils through its own online Gaelic course. It will also progress developments to introduce all secondary pupils to aspects of Gaelic culture, in the context of a Curriculum for Excellence.

Adult, Further and Higher Education

The Highland Council will work with Bòrd na Gàidhlig and others to ensure that there is a comprehensive and co-ordinated system of adult tuition in Gaelic, including innovative use of new technology and alternative approaches to teaching, and which involves collaboration among community learning, further and higher education agencies. This will draw on Bòrd na Gàidhlig's proposed 'survey of adult Gaelic learning opportunities' (National Plan, section 4). Tutor recruitment and training will be a key focus.

The Council, in association with other agencies and groups, will develop a programme of activities which enable adult learners of Gaelic to develop their Gaelic in informal settings. The Highland Library service will make available resources for Gaelic Learners.

Tuition in Gaelic spelling and grammar will be provided for fluent Gaelic speakers in order to give them the confidence to use Gaelic in new ways.

Support

The Council will work with Bòrd na Gàidhlig, the Scottish Government and the Higher Education institutions on national initiatives aimed at increasing the supply of Gaelic speaking teachers and at meeting their continuing professional development needs.

It will continue to pioneer the development of ICT as a means of delivering or supporting Gaelic courses and for the production of resources, including its pioneering books-on-CD.

The Council will continue to support the work of the national resource centre, Stòrlann, and to collaborate with it on resources production work. It will also retain and expand a capacity to produce, purchase and distribute Gaelic resources at the local level.

The Council will give a lead to other agencies, such as Learning and Teaching Scotland, BBC Education and the Universities, including the UHI Millennium Institute, in order to increase the availability of Gaelic teaching resources, courses, support staff and research.

GAELIC EDUCATION: AREAS FOR DEVELOPMENT

Targets

The number of 0-3 year olds in Gaelic medium provision and the number of 3-18 year olds in the Highlands speaking Gaelic will increase by 10% by 2011, measured against the 0-3 figures for June 2007 and the National Census figures for 3-18 year olds in 2001.

Objective	Action	Responsible Officer(s)	Targets/Timeline
Pre-school and childcare			
Expanded Gaelic medium pre-school provision with initial 2011 target of 10% increase in localities served.	Promote existing Gaelic medium pre-school education for 3 and 4 year olds where Gaelic medium primary education is on offer but uptake is low	Gaelic Education Officer (GEO) and Gaelic Development Manager (GDM), in partnership with Bòrd na Gàidhlig (BnG), and working with Comunn na Gàidhlig (CNAG) and Comhairle nan Sgoiltean Àraich (CNSA)	Inverness, Fort William 2007-2008
	Extend into other targeted areas through publicity, leafleting and advertising and respond positively to any community or parental initiatives.		Dingwall, Alness 2008-2009 and other areas on demand
Expansion of Gaelic childcare and 0-3 Gaelic medium groups	React positively to proposed Scottish Government survey of existing 0-3 provision	GEO and GDM, in association with BnG, and with Community Learning and Leisure (CLL), CNAG, CNSA	2008
	Set up Gaelic parent/child groups which involve both parents and children learning Gaelic together		3 new groups each year
	Childcare through medium of Gaelic will be offered in new areas each year	GEO, with Scottish Child Minding Association, Childcare & Family Resource Officers, Care and Learning Alliance (CALA), BnG	Inverness, 2007-2008 Skye, Fort William, 2008-2009 Dingwall, Tain, 2009-2010
	Investigate need for G M wraparound childcare for 4 and 5 year olds	GEO, with BnG, Scottish Child Minding Association, Childcare & Family Resource Officers, CALA	Provision in Inverness, Fort William, Dingwall, Portree, Tain set up during lifetime of the Plan

Extended Out-of-School care options	Set up new provision and identify new Gaelic speaking providers	GEO, with Scottish Child Minding Association, Childcare & Family Resource Officers, CALA, other agencies	Four per year 2008-2011
	Existing groups/clubs, operating through the medium of Gaelic, will be encouraged to provide a coordinated and extended service with childcare incorporated	GEO, with Active Schools Coordinators, CNAG, Fèisean nan Gàidheal (FNG)	
Primary education			
Raised awareness of Gaelic medium education	Awareness raising event in GME areas every 3 years	CLL, with Education Officer (EO)	7 each year 2008-2011
	Hold awareness raising events to positively promote uptake of GME in areas seen as having potential	GDM/EO, with CLL, BnG, others	3 each Year: 1 in each of the 3 Council Areas
	Produce and circulate literature and advertising on GME	GDM/EO, with BnG	2008-2010
Bilingual environment in schools which host GM classes and schools designated as Gaelic Schools but which have English medium departments	Work with schools to increase the use of Gaelic in the whole school context – e.g. signage, letterheads, languages in assembly and school business, Gaelic tuition for staff/pupils etc	GDM/EO	Strategy to be agreed at November 2007 HT Conference. Detailed school plans, May 2008. Implementation 2008-2010
All-Gaelic schools	React positively when opportunities arise to set up all-Gaelic schools	GDM, with parent groups	As and when, aiming at 2 new schools in the Plan's lifetime – implementation plan for HCGLP will detail
Establish Bun-sgoil Ghàidhlig Inbhir Nis as the focus for a Gaelic speaking environment in Inverness	Create a full time Gaelic Officer post and project funding to develop community based Gaelic activities	Senior Community Learning and Leisure Officer, INBS, and Head teacher, Bun-sgoil Ghàidhlig Inbhir Nis	From 2007 to 2009, with maintenance phase to follow

Expanded Gaelic Learners provision in the primary sector	Produce and implement a plan for expansion of 'Gaelic is all around'/ GLPS to new areas and introduce a newly commissioned project pack	GDM/EO	50% coverage by end of period 2008-2011
Secondary education			
Expanded Gaelic medium secondary provision	Set up a Working Group on Gaelic in the secondary school, to progress: increasing the number of subjects taught in Gaelic to 5 per designated school; expanding Learners provision; introducing all pupils to Gaelic heritage	GDM/EO, and Head of Education Service	Plan June 2008 5 subjects in Gaelic in every school with GME pupils, 2011 One new school each year with Learners' classes, from 2009 All schools providing curricular inserts on Gaelic heritage, by 2010
	Produce and implement 3 year plan for the above, with targets	GDM/EO	
Adult, Further and Higher education			
A co-ordinated system of adult tuition in Gaelic will operate in the Highlands	Map existing local provision	Principal Arts Education and Cultural Development Officer (PAECDO), Principal Community Learning and Development Officer (PCLDO), in partnership with BnG	April 2008
	Develop progressive tuition plan		October 2008
	Establish progressive classes in Inverness, Lochaber, Badenoch, Skye, Wester & Mid Ross and East & North Sutherland	PAECDO	6 areas 2007-2009
	Develop progressive classes in other areas, led by demand	PAECDO	2009-2011

Activities to enable adult learners to develop their Gaelic in informal settings	Establish activity/discussion groups in areas with progressive classes	PAECDO, PCLDO	Monthly group in each of the 8 wards 2009-2011
	Support and develop activity/discussion groups to become self sustaining	PAECDO, PCLDO	2010
	Establish new monthly activity/discussion groups in other areas where demand has led to progressive classes	PAECDO, PCLDO	From 2010
Classes on Gaelic spelling and grammar for fluent Gaelic speakers	Establish classes in Lochaber, Inverness, Skye, Ross and Sutherland	PCLDO	1 class each year in each of 6 districts 2008-2010
	More classes on demand		Demand-led
Highland Libraries making resources available for learners of Gaelic	Promote availability of Gaelic Learners' resources through all Highland libraries, with designated sections as appropriate	Lifelong Learning Manager	From 2008
The cultural dimension in the curriculum			
The objective is that Gaelic be seen as part of the greater picture of Highland life – e.g. music, drama, dance, shinty – and that the teaching of the language is set in this wider context	Support National Gaelic Education Steering Group with an audit of the primary and secondary Gaelic and Gaelic medium curriculum in order to quantify the 'Gaelic' cultural dimension in it and to identify gaps	GDM/EO, PAECDO	February 2009
	React positively to guidance on how this may be improved		April 2009
	Publicise this information, including seminars and progress implementation		2009-2011

Projects in schools and youth groups to enhance awareness of Gaelic language and culture	Prepare a multi-media project pack on the heritages of the Highlands, with a special focus on Gaelic, and distribute this to schools/groups, with associated training	GDM/EO, Principal Youth Development Officer, in partnership with BnG and Gaelic Media Service	Project pack by March 2009 Implementation 2009-2011, with 30 schools taking part each year
Set the teaching of Gaelic in a multi-media context	A pilot project to teach multi-media skills to young people in schools	Cultural Co-ordinators, CLL with BnG and Gaelic Media Service	November 2008
Links with other areas and cultures	Exchanges and residential events for young people, adult learners and families, within Scotland and internationally	GDM/EO/GDO, with BnG and other agencies	2008-2011
Support			
Core-skills development and resources production and distribution	Within the context of the development of its GLP and the interface with other relevant public authorities HC will seek to enable a continuing programme of core-skill development	GDM, EO, and Head of Education Service	Ongoing
	Maintain and extend local Gaelic resources service	GDM/EO, Resources Assistant, with Stòrlann	Annual programmes agreed every May
	Review school library provision in Gaelic and draw up development plan	Principal Schools Librarian	Plan by August 2009
The authority provides leadership to organisations involved in Gaelic and Gaelic medium education and maximizes inter-agency cooperation to share experience and achieve best value.	Host seminars on aspects of Gaelic medium education for HC education staff	GDM/EO	1 every summer/autumn, from 2008
	Conferences on aspects of Gaelic development	GDM/EO, with BnG	2009, 2010
	Lobby for Council representation on groups on Gaelic education and for Gaelic representation on national educational groups/forums	GDM/EO	Ongoing

Gaelic in the Community

Rationale

Experts advise that language learning is most effective when the learner is able to use the language for meaningful purposes in a community setting. The Plan accepts this advice. It also recognises, as part of the process of normalising Gaelic, the right of Gaelic speakers to access community activities through the medium of Gaelic if they so wish. It is envisaged that the proposals in this section will come to form part of Bòrd na Gàidhlig's 'partnership project' on Gaelic in the community (National Plan, section 4).

The Council will continue to support the development of culture and the arts in Gaelic. It will seek to maximise their potential to enhance the morale and sense of identity of the Highlands and to exploit their economic potential, especially in tourism.

The Council, generally, will seek to place the development of Gaelic within a wider cultural framework, which also encompasses other elements of that culture such as music, dance, traditional sports such as shinty and, generally, the complex of social, historical and attitudinal factors which contribute to a sense of ethnic identity.

Using Gaelic in the community

The Highland Council will increase opportunities for people to use Gaelic for social, recreational and other purposes in communities throughout the Highlands and will, in particular, do so in all areas with Gaelic medium classes. It will do this by supporting

- organised support groups for Gaelic at local level
- local development plans for Gaelic
- facilities which enable the provision of social and recreational activities in Gaelic.

The Council's CLL service will provide advice and support for local Gaelic development groups, including helping them find funding for part-time workers.

The Council will ensure that leisure activities which it runs in areas with Gaelic medium education, or with a Gaelic tradition, include Gaelic medium options, especially if they cater for the young, and will use its influence to persuade other agencies to do likewise.

The Council will provide a special programme of Gaelic medium social and recreational events for Gaelic medium pupils at all stages, under the wing of the Gaelic youth strategy to be developed by Bòrd na Gàidhlig (National Plan, section 4).

It will in particular seek opportunities to expand the availability of sports activities in Gaelic, will lobby others to this end and will seek to promote training in the appropriate skill areas.

This will include

- developing, with others such as Bòrd na Gàidhlig and Sports Councils, a strategy for the development of recreational activities in Gaelic
- promoting Gaelic medium healthy-living projects in schools and youth forums and collaboration with Bòrd na Gàidhlig on its proposed programme of Gaelic sports competitions and sports activities for young Gaelic speakers.

The Council will lobby for increased availability of books, magazines and newspapers, internet services, interactive media, electronic leisure materials and radio and television broadcasting in Gaelic (available at reasonable times). It will also encourage and provide support for Gaelic broadcasting on local radio.

Gaelic culture and the arts

The Council will raise awareness of Gaelic culture and will promote increased participation in the Gaelic arts by

- contributing to the development of a national strategy for Gaelic culture, to be produced by Bòrd na Gàidhlig as a ‘partnership project’ (National Plan, section 4)
- supporting the development of festivals such as Blas, mods, fèisean, drama groups and drama festivals, informal activities and other Gaelic-related cultural events
- supporting the organisations which organise these activities
- promoting awareness of Gaelic literature through the Highland Library service and increasing the availability of Gaelic books and related materials
- maintaining a formal strategic agreement with An Comunn Gàidhealach to host the Royal National Mod in the Highlands every three years
- promoting inter-agency projects aimed at developing Gaelic arts and culture
- ensuring that national initiatives are capitalised upon in relation to Gaelic and that existing multi-agency initiatives continue to be supported.

As part of its commitment to meet young people’s cultural entitlement, the Council will

- increase awareness of Gaelic culture in schools and learning centres and in informal learning situations

- enhance the Gaelic cultural dimension in the Gaelic medium curriculum
- ensure that the Gaelic arts, including drama, continue to be taught in schools
- promote projects relating to the Highland heritage in schools and youth groups, including historical projects involving young and old people working together
- produce educational materials on the Highland heritage in a range of media, including continued development of the ‘Am Baile’ website.

All Highland primary schools will introduce pupils to Gaelic language and culture through a variety of means, including the GLPS and ‘Gaelic is all around’ initiatives.

Raising awareness of the Highland heritage

The Council will raise awareness of the various heritages of the Highlands, including the Gaelic heritage, through

- the presentation and interpretation of materials and information in its own museums and archive services and in independent partner museums
- supporting initiatives aimed at raising awareness of local history and heritage
- lobbying to ensure that the Gaelic heritage of the area is reflected in the work of agencies dealing with the historical and environmental heritage of the Highlands.

GAELIC IN THE COMMUNITY: AREAS FOR DEVELOPMENT

Targets

Over the timescale of the Plan, four new community development plans for Gaelic will have been produced by local groups.

Objective	Action	Responsible Officer(s)	Targets/Timeline
Using Gaelic in the community			
Local Gaelic action groups developing a sense of a Gaelic community	Set up Gaelic support groups in 4 localities and assist them to develop local Gaelic plans	Principal Community Learning & Development Officer (PCLDO), with Gaelic Development Manager (GDM)/Gaelic Development Officer (GDO), partnership with Bòrd na Gàidhlig (BnG)	4 groups to be set up & 4 plans produced 1 per year October 2008-2011
	Establish groups in other areas as appropriate		From 2010
Gaelic medium options included in programmes of leisure activities in areas with GME	Include Gaelic medium options in activity programmes (e.g. Summer Activity, Out of Eden etc) in areas with GME	Area Community Learning and Leisure (CLL) Officers, with CNAG, Out of Eden and others	At least 1 option per year in each of the 20 areas with GME July 2008-2011
	Provide a special programme of Gaelic medium social/recreational events for Gaelic medium pupils at all stages	Area CLL Officers	Monthly events in the 20 areas with GME education 2008-2011
Expanded Gaelic medium sports/recreational opportunities	The 'Active Schools Co-ordinators' volunteer coach programme will target and train Gaelic speakers as coaches	Area CLL Officers, Active Schools Co-ordinators, with BnG and CNAG	1 trained Gaelic speaking coach in each GME area From June 2008
	Establish Gaelic medium sports events		A minimum of 1 significant event in each of the 3 Council Areas each year 2008-2011

Gaelic culture			
A strategic approach to the development of Gaelic culture and the arts in the Highlands	Contribute to a national strategy for Gaelic culture	Principal Arts Education and Cultural Development Officer (PAECDO), as part of a BnG partnership project	2008-2011 and ongoing
	Ensure the Council's cultural policy and strategy effectively reflects Gaelic		
	Pro-actively encourage cooperation and involvement by communities and other public bodies in Gaelic community initiatives		
Development of Gaelic cultural events and support for the organisations that run them	Help Fèisean nan Gàidheal deliver the annual Blas Festival	PAECDO, PCLDO, with Fèisean nan Gàidheal (FNG)	Min. 60% capacity, 70% satisfaction rating 2007-2011
	Engage in dialogue with the organisers of local Gaelic mods to enhance their appeal to the young	GDM/Education Officer (EO)/GDO, with An Comunn Gàidhealach, Cultural Co-ordinators	Establish baseline figures in 2008, aim at 5% increase each year thereafter
Development of the place of Gaelic in cultural initiatives	Gaelic to be at the centre of Council participation in Homecoming 2009	PAECDO, GDM/GDO	2009
	Guidance for organisers wishing to include Gaelic in arts events		2008 and ongoing
Awareness of and increased availability of Gaelic books and other multi-media resources	Signpost Gaelic resources in all Highland libraries; promote/display in major centres of use	Highland Libraries, Library and Information Services Co-ordinator	Autumn 2008-2011
	With others produce a strategy for developing the publishing and distribution of books and other media	GDM, with EO, GDO, CLL, and in association with BnG, Gaelic Books Council, Library Service	Summer 2009
	Run creative writing workshops to develop Gaelic writing talent		2009-2011
	Establish partnerships and shared services with other Gaelic resource providers	Lifelong Learning Manager	2008-2011

	Establish partnerships with Gaelic tutors to promote existing and new resources	Area Library Officers	2008-2011
Raising awareness of the Highland heritage			
Improved representation of Gaelic in heritage establishments	Develop and implement a costed strategy for increasing the use of Gaelic in the Highland Folk Museum, Inverness Museum and Art Gallery	PAECDO	Strategy developed, June 2008 Implementation by 2011
	Encourage and support independent museums to develop Gaelic content in their collections and interpretation, leading to the inclusion of this in SLAs as appropriate by the end of the Plan's life		SLA requirement in place for all partner museums by 2011
	Represent the Gaelic heritage of the Highlands in the new Archive Centres		2010
Raised awareness of local history, via inter-generational projects	Each Cultural Co-ordinator to develop at least one project per year relating to the Highland heritage for school age children	PAECDO	Annually from April 2008
	Set up a project aimed at identifying and making use of the historical knowledge of older Gaelic speakers		2009-2010
	Am Baile to (a) increase number of audio-visual items in Gaelic (b) translate Legacy of 2007 events into Gaelic and host on the Am Baile website (c) more Am Baile schools projects to be in Gaelic	The 'Am Baile' team	(a) 20% increase by Dec. 2009 (b) From Dec. 2008. (c) 10% increase from August 2008.

**THE HIGHLAND COUNCIL
GAELIC LANGUAGE PLAN
2007-2011**

SUPPORT STRUCTURE

SUPPORT FOR DEVELOPMENT

Introduction

The Council will put in place, through the establishment of a Gaelic Committee and a Gaelic Development Team, a robust structure capable of supporting, both in political and operational terms, the developments proposed in the Plan.

General

The Highland Council will

- assume the role of a lead agency in regard to Gaelic development
- provide a model of best practice for Gaelic development by a local authority
- be a positive influence on other public bodies in regard to support for Gaelic.

Planning

The Highland Council published its Programme for Administration in July 2007. The programme includes a commitment to the principle of equal respect for Gaelic and English through a Gaelic Language Plan which will be reviewed annually. The commitments of the Programme for Administration will form the new Highland Council Corporate Plan, with the delivery of the Gaelic Language commitments being led by the Education, Culture and Sport Service supported by all other Council Services.

Specifically the Council will

- produce a Gaelic Language Plan every four years
- subject the Gaelic Language Plan to ongoing monitoring and an annual review
- review the individual development targets in the Plan annually, with a final summative evaluation at the end of the lifetime of the Plan.

Support Structure

The Highland Council will create a political and operational support structure for the development of Gaelic. It will do this by

- nominating the Gaelic Committee to focus the Council's political commitment to Gaelic and to oversee policy and planning for Gaelic development and to ensure consideration of Gaelic in relation to all Council policies.

- the Director of Education, Culture and Sport assuming overall corporate responsibility for Gaelic development
- establishing a Gaelic team, led by a Gaelic Development Manager
- setting up a Gaelic Language Plan Strategy Group, including representatives of all Council Services
- giving grant aid to Gaelic-related organisations and projects, based on Service Level Agreements, in line with Council policy.

Working with others

The Council will work with others by

- co-operating with, and using its influence on, other agencies and organisations in pursuit of the aims of the Plan, including making this a condition of financial support and of Service Level Agreements and planning consents in appropriate contexts
- using its influence in community planning partnerships to ensure that the interests of Gaelic are given a high priority
- creating a network of contacts in various fields and a database of people with relevant skills related to Gaelic development
- establishing a forum to further develop inter-agency partnerships to enable local authorities to collaborate on Gaelic issues
- establishing links with other minority language communities throughout the world through, for example, the European Bureau for the Lesser Used Languages
- developing links between the Gaelic communities in the Highlands and Nova Scotia by means of exchanges and joint ventures
- continuing to encourage the Westminster and Scottish governments to fulfil their obligations under the European Charter for Regional and Minority Languages.

Making informed decisions

In order to ensure that its proposals for the development of Gaelic are informed by the best information and advice available, the Highland Council will set up, and will collaborate with Bòrd na Gàidhlig in setting up, research projects into the following

- the factors which inhibit the use of Gaelic in the home and family

- the best means of encouraging and supporting young Gaelic speakers, including those produced by Gaelic education, to raise their families as Gaelic speakers
- means of encouraging individuals and groups to adopt a positive attitude to Gaelic
- the factors which inhibit parents from enrolling their children in Gaelic medium education and how this information can inform future action
- assessing the ability of pupils in Gaelic medium education to communicate in Gaelic, and how this can be enhanced.

The latter two projects will be developed in association with Bòrd na Gàidhlig's research priorities, as set out in the National Plan for Gaelic, section 3. As part of this overall process, the Council will encourage Bòrd na Gàidhlig to commission articles and papers which raise awareness of the benefits of bilingualism, the effectiveness of immersion teaching and the value of learning Gaelic at an early age as a precursor to learning other languages.

Budgets

Many of the initiatives in the Plan can be progressed through service budgets or through realignment of existing budgets. Some, however, are dependent on additional funding. Discussions are ongoing with Bòrd na Gàidhlig on this aspect. The Council will incorporate additional expenditure into mainstream budgets as appropriate, within the overall resources available and within the lifetime of the Plan.

Highland Council policies and guidelines

The Gaelic Language Plan reflects the Highland Council's commitment to positively promote equality of opportunity for all persons and to challenge and tackle discrimination, whether intended or not. The Council's policies state that it will work towards ensuring that people in the communities of the Highlands have equal access to employment and services irrespective of their race, sex, disability, age, sexual orientation, religion or belief. These equality strands include everyone and recognise that there are diverse and individual needs in our communities.

The Gaelic Language Plan replaces previous Council policies relating to Gaelic, such as the Gaelic Language and Culture Plan of 2005 and the Council's Strategies for Gaelic in Education, Culture and Sport, Early Education and Childcare and in Community Learning and Development. This applies also to the detailed guidelines on matters such as bilingual signage, forms and reports which existed previously.

MONITORING IMPLEMENTATION OF THE PLAN

The Gaelic Development Manager will be responsible for arranging for regular monitoring of the projects outlined in the Plan, an annual review of its implementation and a final summative report which will inform production of the Council's second Gaelic Language Plan.

In furtherance of this, the Manager will request reports on a quarterly basis of the officers responsible for each project, the timing of this to correspond for convenience with the requirement for reporting to the Scottish Government on Gaelic Specific Grant projects. The reports will be considered by the Gaelic Language Plan Strategy Group, who will relay relevant information as appropriate within their own branches of the Service. These reports will also be submitted by the Education, Culture and Sport Service to the Chief Executive as part of the Council's Quarterly Performance Management Reporting system.

A detailed audit of the position with regard to implementation of the Plan, based on the quarterly reports, will be conducted annually by the Gaelic Development Manager and a report based on this will be considered by the Highland Council Gaelic Committee. The report, with a note of the Committee's comments and recommendations, will be made available to Bòrd na Gàidhlig.

Towards the end of the four year period covered by the Plan, the Council will undertake a summative evaluation of the implementation of the Gaelic Language Plan. This will be presented to Bòrd na Gàidhlig, as required by the National Plan for Gaelic, and copies will be distributed widely. This report will provide the foundation for the next phase of planning for the development of Gaelic in the Highland Council.

AUTHORITY CONTACT

The Contact Officer for the Highland Council Gaelic Language Plan is the Highland Council Gaelic Development Manager.

GLOSSARY AND ABBREVIATIONS		
<i>Term</i>	<i>Abbrev.</i>	<i>Notes</i>
Active Schools Co-ordinators	ASC	Develop and provide sports for young people
Ainmean Àite na h-Alba	AAA	Gaelic placenames advisory partnership
Am Baile		History-based website run by the Council
An Comunn Gàidhealach		Organisation which runs national/local mods
Baseline figure		Figure established at start of a project against which progress can be measured
Blas		Celtic arts festival co-sponsored by THC
Bòrd na Gàidhlig	BnG	National statutory agency for Gaelic
Bun-sgoil Ghàidhlig Inbhir Nis		Inverness all-Gaelic primary school
Care and Learning Alliance	CALA	Partnership support forum
Childcare, wraparound childcare		All-day childcare provision
Comann nam Pàrant (CnP)	CnP	National organisation with local branches, representing parents with children in GME
Comhairle nan Sgoiltean-àraich	CNSA	Voluntary organisation specialising in family support and pre-school provision
Community Learning and Leisure	CLL	
Comunn na Gàidhlig	CNAG	National Gaelic development organisation
Gaelic Early Education and Childcare Officer	GEEDO	
Education, Culture and Sport	ECS	
Education Officer	EO	
European Bureau for Lesser Used Languages	EBLUL	Non-Governmental Organisation, promoting minority languages and linguistic diversity
European Charter for Regional and Minority Languages		Council of Europe charter for indigenous languages signed by the UK Government
Fèisean		Gaelic arts teaching festivals
Fèisean nan Gàidheal	FNG	National fèisean-support agency
Gaelic Development Manager	GDM	
Gaelic Development Officer	GDO	
Gaelic for Learners in Primary School	GLPS	National programme to support the teaching of Gaelic in upper primary school
Gaelic is all around		Video-based unit aiming at making primary school pupils aware of Gaelic culture
Gaelic medium education	GME	
Gaelic Specific Grants		Government grants to authorities in support of new developments in Gaelic education
Highland Council Gaelic Language Plan	HCGLP	HC 4 year GLP as proposed 2007-11
Homecoming 2009		Scotland-wide branded year which aims to draw the diaspora to visit Scotland
Immersion education		Type of education in which pupils learn a language while using it for other purposes
Inter-generational transmission		The passing on of a language from one generation to the next
Mod, local and Royal National Mod		Competitive Gaelic festivals
Out of Eden		Outreach service operated by Eden Court
Principal Arts Education and Cultural Development Officer	PAECDO	Remit: Arts in education, the arts, heritage and promotion of Gaelic in the community
Principal Community Learning and Development Officer	PCLDO	Responsible for youth and adult informal education and community capacity building
Service Level Agreement	SLA	Contract between Council and organisations setting out the service/funding to be provided

Stòrlann		National Gaelic resources production service
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