



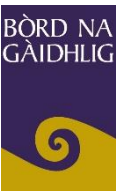
**CROFTING COMMISSION
COIMISEAN NA CROITEARACHD**

GAELIC LANGUAGE PLAN

2015-2020

This plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005

Approved by Bòrd na Gàidhlig 17 September 2015



Foreword

As Chief Executive of the Crofting Commission, I am pleased to introduce our second iteration Gaelic Language Plan.

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

The Crofting Commission has, of course, a statutory duty under the Gaelic Language (Scotland) Act 2005 to play its part in promoting the language, but the unique link with crofting gives us an additional responsibility as well as enthusiasm for this task.

We have a commitment to the National Gaelic Language Plan and the Gaelic Language (Scotland) Act 2005.

This Plan sets out a formal structure for our support of the Gaelic language, with new initiatives and clear targets and there is a strong commitment throughout the Commission to see Gaelic thrive.

Catriona Maclean

Chief Executive

Crofting Commission

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Summary

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

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

Introduction

Setting the context for developing Gaelic Language Plans

The Gaelic Language (Scotland) Act 2005

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

One of the key features of the 2005 Act is the provision enabling Bòrd na Gàidhlig (the Scottish Government's principal Gaelic development body) to require public bodies to prepare Gaelic Language Plans. This provision was designed to ensure that the public sector in Scotland plays its part in creating a sustainable future for Gaelic by raising its status and profile and creating practical opportunities for its use.

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

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

The requirement to prepare a Gaelic Language Plan

The requirement for a public body to prepare a Gaelic Language Plan is initiated by Bòrd na Gàidhlig issuing a formal notice to that effect under section 3 of the 2005 Act. The Crofters Commission, which preceded the Crofting Commission, first submitted its Gaelic Language Plan to the Bòrd in 2009. When the Crofting Commission was established in 2012, the Gaelic Language Plan was updated to reflect this change and submitted to the Bòrd for approval.

This second iteration of the Gaelic Language Plan for 2015 – 2020, will build on the experience of implementing the first plan and develop ambitious commitments and stronger links with Gaelic in everyday life in crofting communities.

Approval of the Crofting Commission's Gaelic Language Plan:

The Crofting Commission's Gaelic Language Plan will be submitted to Bòrd na Gàidhlig for approval in June 2015.

Consultation on a draft Gaelic Language Plan

The 2005 Act requires public bodies to bring the preparation of its Gaelic Language Plan to the attention of all interested parties. The Crofting Commission has consulted publicly on the draft of its Gaelic Language Plan and took into account representations made to it during the consultation process.

This second iteration of the Plan for 2015-2020 builds upon the first Plan and the Commission has reviewed the original Plan's targets, outcomes and progress. The draft plan was available on the Crofting Commission's website for 6 weeks from 13 May 2015 inviting the public to comment. The draft plan was promoted through social media and the public were invited to comment on the draft via email.

Gaelic in Scotland

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

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

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

The Crofting Commission

The Crofting Commission is a NDPB (non-departmental public body) and it is the regulator of crofting. It is working to secure the future of crofting by creating and promoting a well regulated crofting system that positively contributes to the sustainability of rural communities

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

The Crofting Commission was established in 2012 to administer the Crofters (Scotland) Act 1993 as amended by the Crofting Reform (Scotland) Act 2007 and the Crofting Reform (Scotland) Act 2010.

Structure

The Crofting Commission's Board of Commissioners comprises 9 Commissioners. Three of the Commissioners were appointed by the Minister for Environment, Climate Change and

Land Reform, and 6 Commissioners were elected by crofters. In addition to serving a dedicated area, Commissioners sit together as a Board to set policies and take decisions on complex applications. Board meetings are held in public.

The Crofting Commission's 62 members of staff are Scottish Government civil servants, accountable to Scottish Ministers, who are themselves accountable to the Scottish Parliament.

The Crofting Commission's office is located in Great Glen House, Inverness. The Commission publishes its Annual Report in both English and Gaelic and a number of other communications, including the website, are bilingual.

Gaelic within the Commission's area of operation

Crofting has played an important role in enabling people to remain living and working in the Highlands and Islands, and helping to keep rural schools and other vital public services operating in some of the most remote rural areas of Scotland. Crofting has played a significant part in sustaining the local cultures of communities in the Highlands and Islands. Story-telling and poetry, crafts such as spinning and knitting, music, and seasonal celebrations are all aspects of crofting community culture, and language has played a key role in their retention. Communities in Shetland and Orkney have retained their Norse links, and the Gaelic language has remained strongest in crofting areas such as the Western Isles.

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

The total number of Gaelic speakers recorded in the 2011 census was 57,375, 1.1% of the Scottish Population. Gaelic speakers are spread throughout Scotland and just over half live in the Highland counties. The main stronghold of the language is the Western Isles and Gaelic is spoken by a majority of people in the Comhairle nan Eilean Siar area, and in the parish of Kilmuir in the Isle of Skye within the Highland Council area.

There are over 6,100 crofts in the Comhairle nan Eilean Siar area and around 2,000 in the Isle of Skye, which totals 43% of registered crofts. Research studies have shown that there is a particularly strong relationship between the proportion of Gaelic speakers and registered crofters across the Highlands and Islands.

More than 50 primary schools across the Highlands and Islands offer Gaelic medium education (GME) and 27 secondary schools offer Gaelic classes or subject teaching through the medium of the language.

In 2014-15 there were 5,633 children in Gaelic medium education across the crofting counties of Argyll & Bute, Western Isles and Highland:

- Gaelic Provision (0-3) – 46 locations
- Gaelic nurseries – 689 children
- Gaelic medium education in primary – 1625 pupils
- Gaelic medium education in secondary – 729 pupils
- Gaelic learner education in secondary – 2544 pupils

There are a number of opportunities for adult Gaelic classes across the Commission's area of operation. Further information can be found on www.learnghaelic.net.

The Crofting Commission is co-located with Bòrd na Gàidhlig at Great Glen House and there is a wide range of Gaelic organisations and community organisations with a Gaelic function located across the Commission's area of operation (not including Orkney and Shetland).

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

Gaelic within the Crofting Commission

Gaelic language has always been integral to the Commission given the history of the organisation and the links with both crofters and members of staff to the language.

By working towards the Crofting Commission's vision of "a crofting system that positively creates more resilient culturally rich communities that offer well managed landscapes and environments that are socially and economically sustainable", as stated in the Corporate Plan, the following successful outcomes will be achieved in relation to supporting Gaelic:

- Increase in the value placed on traditional culture, skills and knowledge associated with crofting
- The status of indigenous languages and dialects raised within our organisation.

The Crofters Commission developed a Gaelic Policy, which was endorsed by its Board in 2009.

Internal Gaelic Capacity Audit

The Crofting Commission conducted a holistic audit of existing internal Gaelic capacity as part of the preparation of this Gaelic Language Plan. The results of this audit were taken in to consideration when developing commitments in the Plan, and have assisted the Commission in ascertaining how to establish, maintain or improve practices in order to develop the use of the Gaelic language.

A Gaelic Language Survey was carried out in March 2015 on Commissioners and Commission staff to determine their understanding and ability to speak, read, write or

understand Gaelic. Out of 71 individuals invited to participate in the survey, 29, or 41% responded. The survey found that out of those who responded:

- 21% of staff are fluent or have conversational Gaelic.
- 42% can speak and understand at least a few words in Gaelic.
- 35% could greet people in Gaelic.
- 11% can read Gaelic fluently.

11% of those surveyed have attended Gaelic language courses outside of the workplace and 38% had attended Gaelic training within the workplace. 45% of those surveyed said that they would like to practice speaking Gaelic more in the workplace and 31% said that they would like Gaelic speaking staff to initiate conversations in Gaelic.

A number of comments from staff highlighted the use of Gaelic within the Commission in everyday operations:

- This is my second week at the Crofting Commission and I am impressed at the amount of Gaidhlig used daily in the office.
- As an officer dealing with regulatory work in the Western Isles, I frequently converse with crofters in Gaelic - if they initiate the conversation in Gaelic, having detected my island accent.
- I speak with our Gaelic speaking customers on a daily basis. I converse with other Gaelic speaking colleagues on a daily basis. I was asked to assist with one of the Gaelic tutor classes here in Great Glen House. I get asked to translate Gaelic on a regular basis by my colleagues (i.e. Gaelic names and addresses or Gaelic sentences).

There are a number of staff who are fluent Gaelic speakers and they all have day to day dealings with customers. There are also three Commissioners on the Board who are fluent Gaelic speakers. Where appropriate, Gaelic speaking staff and Board members communicate Commission policies and promote crofting issues by interview through the Gaelic media.

The Commission produce a number of bilingual publications such as the Annual Report, Assessors Newsletter, Crofting Census leaflet and guidance and there is a full Gaelic version of the Commission's website.

The full audit and Gaelic Language Survey results can be found in Appendix 1.

The Gaelic Language Plan in the Corporate Structure

This plan is the policy of the Crofting Commission and has been endorsed both by our senior management team and Board members.

Position with operational responsibility over the plan

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

Jane Thomas
Head of Corporate and Customer Services
Crofting Commission
Great Glen House
Leachkin Road
Inverness
IV3 8NW
01463 663429
Jane.thomas@crofting.scotland.gov.uk

Position with day to day responsibility over the plan

The officer with operational responsibility for the day-to-day operation of the Crofting Commission's Gaelic Language Plan is the Communications Manager. Questions about the day-to-day operation of the plan should be addressed to:

Posy MacRae
Communications Manager
Crofting Commission
Great Glen House
Leachkin Road
Inverness
IV3 8NW
01463 663429
posy.macrae@crofting.scotland.gov.uk

Individual staff members

The Crofting Commission will inform staff of their duties under the Gaelic Language Plan through regular internal communications, monthly conversations with line managers and team meetings.

Services delivered by third parties and Arm's Length Organisations

The Crofting Commission will ensure that those who deliver services/goods on the Commission's behalf are aware of and will adhere to the commitment of our Gaelic Language Plan through stating the requirement in the tendering and contracting of services/goods.

Planning and Policy Implications for Gaelic

Mainstreaming Gaelic

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

In the formation, renewal and monitoring of policies, The Commission will consider the commitments made in this Gaelic Language Plan, and ensure that the impacts on Gaelic will be in line with the National Gaelic Language Plan.

Commitment to the objectives of the National Gaelic Language Plan

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

Home and early years

The Crofting Commission recognises that a sustainable future for Gaelic requires more people to learn the language and that attention requires to be focused on the home, education and adult learning as the key means of achieving this.

Education

The Crofting Commission recognises that creating a sustainable future for Gaelic requires not only increasing the number of people able to speak the language, but increasing actual usage. We recognise the importance of enabling more people to use Gaelic as their preferred and normal mode of communication in an increasingly wide range of daily activities.

Community

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

- 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
- Supporting initiatives that make use of the skills and abilities of Gaelic speakers in community activities

The Workplace

The Crofting Commission recognises the need to strengthen the relevance and consistency of Gaelic, the importance of facilitating translation services and to promote research into the language:

- 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
- Promoting recruitment of Gaelic speakers to ensure the language is increasingly visible and used in the workplace and in providing services to the public

Media and Arts; Heritage & Tourism

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

Corpus

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

Scottish Government National Priorities

The Commission is working to strengthen the language across our communications and organisation which will contribute to the cultural wellbeing of the Highlands and Islands. The Crofting Commission is committed to achieving the Scottish Government's strategic objectives of creating a Scotland that is:

- Wealthier and fairer
- Smarter
- Healthier
- Safer and stronger
- Greener

Plan Commitments

High Level Commitments

The following high level aims have been outlined as the key priorities for the Commission in support of the current national Gaelic language plan and National Outcomes:

- Inclusion of all commitments carried forward from previous iterations of Crofting Commission's Gaelic Language Plan.
- Increase the use of Gaelic in public meetings - especially in parishes where 20%+ of the public have Gaelic language skills.
- Work with Bòrd na Gàidhlig to create a Community strategy.
- Support and encourage staff to use their Gaelic language skills while carrying out their duties.
- Ensure that all staff is aware of the Plan and their responsibilities in ensuring it is implemented.
- Create and implement a continuous training plan that includes learning and improving Gaelic language skills and Gaelic awareness for staff and Board members of the authority.
- Ensure that there is a connection with the Gaelic media to increase visibility and audibility of the work of the Commission.
- Explore opportunities to work with tourist organisations i.e. VisitScotland in order to promote and interpret the link between crofting, the landscape and the Gaelic language.
- All Gaelic services and resources will demonstrate equal respect for Gaelic and English.
- There will be a continuous active offer for all Gaelic services and facilities.

The Commission are committed to achieving the high level aims through the implementation of this Gaelic language plan.

Service Standard Commitments

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

- Visibility
- Staffing
- Day to day operations
- Communications
- Corpus

The core commitments play an important role in raising the profile and visibility of Gaelic. The Commission intends to enable and encourage the use of Gaelic through the above core areas, to raise the profile of Gaelic in its business functions and in the delivery of its regulatory services.

The Crofting Commission operates in the Highlands and Islands of Scotland. The Northern Isles are associated with Norse languages rather than Gaelic, whereas in Skye and the Western Isles there are many Gaelic speakers as well as strong cultural associations with the Gaelic language. In other crofting areas, Gaelic was in use in the past but has fallen into partial disuse. The Crofting Commission has adopted a minimum level of provision applying to all of our areas of operation, and provided an enhanced level of provision in areas where the number of Gaelic speakers is greater.

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

The following pages detail the actions the Commission will be taking, in relation to the service standard commitments, over the next five years to deliver this Plan effectively.

Visibility

The presence of Gaelic in the corporate identity and signs of a public authority greatly enhances the visibility of the language, increases its status and makes an important statement about how Gaelic is valued and how it is given recognition. Developing the use of Gaelic through signage can also enrich speakers' vocabulary, raise public awareness of the language and contribute to its development.

The Crofting Commission recognises the importance of extending the visibility of Gaelic and enhancing its status.

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
Corporate logo										
1	Visible and audible normalisation of Gaelic as a core element of the Crofting Commission's identity and signage	The Commission's logo is fully bilingual	✓						Comms	Wealthier and fairer
2		The Commission's corporate stationary including letterheads, compliment slips and business cards is fully bilingual	✓						Comms	
2		Job titles, divisional and team names published bilingually across all channels including email signatures		✓					Comms	

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
3		Continue to publish Corporate publications e.g. Annual report bilingually	✓						Comms	
Signage										
4	Visible and audible normalisation of Gaelic as a core element of the Crofting Commission's identity and signage	External signs on office buildings and in parking areas are fully bilingual	✓						Great Glen House (GGH) User Group	Wealthier and fairer
5		All internal signage is fully bilingual	✓						GGH User Group	
6		Signs and information for the public in the building's reception area is fully bilingual where possible	✓						GGH User Group	

Staffing

In order to deliver services through the medium of Gaelic, it is necessary to develop the requisite job skills and language skills of staff. The provision of language learning for staff helps promote adult Gaelic learning and promotes Gaelic as a useful skill in the workplace. The identification of jobs in which Gaelic is a designated skill will contribute greatly to the status of the language and to identifying it as a positive skill to acquire.

The use of Gaelic in advertising also helps recognise that Gaelic should be used in public life and that Gaelic users have an important role to play within a public authority. Whatever the level of Gaelic skills required it is important that authorities ensure that Gaelic is a genuine occupational requirement. Authorities should adopt and apply objective criteria to ensure appointments are made in each case on a fair and consistent basis, and reflect the identified skills needs of the post.

The Crofting Commission recognises the importance of seeing Gaelic as an important job skill and of identifying situations in which its use is essential or desirable. The Commission also recognises the importance of enabling staff to develop their Gaelic skills if they wish to do so.

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
Advertising of Posts and Recruitment of Gaelic Speakers										
1	The Crofting Commission's recruitment policy increases the number of Gaelic users within the organisation.	Appointment policy recognises Gaelic as a desirable job skill	✓						SMT	Wealthier and fairer Smarter

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
		Recruitment for posts in reception identifies Gaelic as a desirable skill	✓						SMT	Wealthier and fairer Smarter
		At least one person on the Crofting Commission's Board must speak Gaelic	✓			✓			SG	
		Gaelic is specified as a desirable skill when recruiting for all posts	✓						SMT	
		Career opportunities for Gaelic users highlighted when posts are advertised	✓						SMT	
		Where a certain level of Gaelic language skills is part of the job description, the post is advertised bilingually.	✓						SMT	
Gaelic Language Learning										

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
	Crofting Commission staff supported to learn Gaelic and given opportunities to use Gaelic skills at work	Staff newsletters to feature information about Gaelic learning opportunities		✓					Comms	Wealthier and fairer Smarter
		Noticeboards updated with information about Gaelic learning opportunities		✓					GGH User Group	
		Staff encouraged to develop their Gaelic language skills as part of their training plans			✓				SMT	
Gaelic Awareness Training & Encouraging the Use of Gaelic in the Workplace and Internal Communication										
	Crofting Commission staff supported to learn Gaelic and given opportunities to use Gaelic skills at work	Gaelic language plan circulated to staff and raise awareness of Commission's commitment to Gaelic		✓					Comms	Wealthier and fairer Smarter
		Gaelic awareness training available to staff	✓						SMT	

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
		Raise awareness of interactive Gaelic toolkit available to staff		✓	✓				Comms	
		Actively promote training opportunities to staff		✓	✓				Comms	

Day-to-day Operations

The use of Gaelic at the initial point of contact that members of the public have with a public authority increases the visible and audible presence of the language, and contributes to the sense that the use of Gaelic is possible and welcome. In addition to raising the profile of the language, it also creates opportunities for its practical use and encourages members of the public to use Gaelic in subsequent dealings with the public authority.

The use of Gaelic in interactions with the authority by mail, e-mail and by telephone is important in creating practical opportunities for the use of the language, and in contributing to the sense that its use is possible and welcome. The presence of Gaelic in a wide range of bilingual forms and Gaelic only forms can also greatly enhance the visibility and prestige of the language. The preparation of Gaelic forms, applications and similar documents, can also assist in expanding the range of Gaelic terminology and the awareness of the Gaelic-speaking public of such terminology, thus helping the development of the language itself.

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

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
Telephone										
8	The Crofting Commission welcomes telephone communication in Gaelic	Reception staff answer the phone in Gaelic. Callers who wish to continue to communicate in Gaelic are directed to a Gaelic speaker if possible, or the call is returned by a Gaelic speaker within 24 hours.	✓						Corporate and Customer Services	Wealthier and fairer Smarter

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
10		Staff on switchboard trained in essential Gaelic	✓						GGH User Group	
11		Bilingual message on reception voicemail	✓						Corporate and Customer Services	
12		Encourage and support staff to have bilingual voicemail messages			✓				Corporate and Customer Services	
13		Where it is known that individuals or organisations prefer communications in Gaelic, initiate contact made in Gaelic	✓						Corporate and Customer Services	
Frontline services to the public										
7	Crofting Commission reception staff welcome and assist Gaelic users.	One member of staff is fluent in Gaelic	✓						Corporate and Customer Services	Wealthier and fairer Smarter

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
9		Selected staff are able to deal with members of the public preferring to communicate in Gaelic	✓						Corporate and Customer Services	
Written Correspondence										
14	The Crofting Commission welcomes and initiates written communication in Gaelic	Commitment given to promote supportive attitude to Gaelic throughout the organisation	✓						Chief Exec	Wealthier and fairer Smarter
15		Mail and emails received in Gaelic receive a response in Gaelic	✓						Corporate and Customer Services	
16		Develop a standard bilingual email signature to be available for all staff	✓						Comms	
17		Actively encourage all staff to use the bilingual email signature		✓					Comms	

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
		Crofting Commission contact details are bilingual	✓						Comms	
		Automated email disclaimers are bilingual	✓						Information Systems	
Forms										
	Crofting Commission application forms and guidance are bilingual	The organisation welcomes the completion of application forms in Gaelic	✓						Regulatory	Wealthier and fairer Smarter
		The Crofting Commission increases the use and visibility of Gaelic in its most commonly used forms			✓	✓	✓		Corporate and Customer Services	
		The Crofting Commission publishes application forms in Gaelic						✓	Corporate and Customer Services	

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
		Publish guidance notes in Gaelic						✓	Comms	
		Feedback and complaint forms and guidance notes are available in Gaelic	✓						Corporate and Customer Services	
		Carry out a review of additional forms and guidance which could be provided bilingually.			✓				Comms	
Public Meetings										
	Members of the public participate in Crofting Commission meetings in their language of choice	A Gaelic speaking Commissioner and/or member of staff present at public meetings in the Western Isles, Highland and Argyll areas	✓						Comms	Wealthier and fairer
		Hearings conducted in Gaelic when requested	✓						Regulatory	

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
		Meetings conducted in Gaelic where it is the language choice of 40% or more of those attending as identified by the Commissioner.	✓						Comms	
		Advertise to the public that they can request that the Commission holds meetings in Gaelic.	✓						Comms	

Communications

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

The Crofting Commission is committed to increasing the use of Gaelic in these areas where the subject matter is of most interest to the general public or relates specifically to Gaelic issues.

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
Media and Public Relations										
8	Visible and audible normalisation of Gaelic as a core element in the Crofting Commission's public relations	Press releases relating to matters in the Western Isles, Argyll and Highland to be produced bilingually				✓	✓		Comms	Wealthier and fairer Smarter
		A Gaelic spokesperson is provided for Gaelic interviews where possible	✓						Comms	
		Develop use of multimedia and produce bilingual videos		✓	✓				Comms	

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
Printed Materials										
8	Crofting Commission literature and papers published in Gaelic	Corporate publications are produced bilingually	✓						Comms	Wealthier and fairer Smarter
		New suite of marketing materials to be produced bilingually		✓	✓				Comms	
		Gaelic translation of approved Board minutes published on our website	✓						Comms	
		Increase the visibility of Gaelic across all marketing materials		✓	✓				Comms	
		Non-statutory adverts to be bilingual				✓			Comms	
Website and Social Media										

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
8	Increased visibility of Gaelic on the English and Gaelic versions of the Crofting Commission website	Content on the Commission's website is provided in Gaelic and English with a full Gaelic medium interface for the Gaelic version.	✓						Comms	Wealthier and fairer Smarter
		Gaelic web address used in conjunction with the English web address	✓						Comms	
		Content of the Gaelic version of the website is checked regularly for updating		✓					Comms	
		Monitor the number of Gaelic page hits and track user behaviour to identify most popular pages for updating and translating			✓	✓	✓	✓	Comms	
		Increase the amount of Gaelic content on social media		✓	✓	✓	✓	✓	Comms	
		Produce bilingual e-newsletter for the Assessors Network	✓						Comms	

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
		Develop and circulate quarterly bilingual newsletter to crofters			✓	✓	✓	✓	Comms	
Events and Exhibitions										
	Visible and audible normalisation of Gaelic as a core element in the Crofting Commission's functions	Display materials to be bilingual		✓					Comms	Wealthier and fairer Smarter
		Build upon presence at Gaelic medium events such as the Gaelic Careers Fair		✓	✓	✓	✓	✓	Comms	
		Strong presence of Gaelic at Assessors Seminar, including in presentations, agenda and delegate pack.			✓		✓		Comms	

Corpus

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.

The Crofting Commission recognises 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.

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
Gaelic Orthographic Conventions										
	The Crofting Commission will adhere to Gaelic Orthographic Conventions	The Commission will ensure that translating services contracted are in line with the latest orthographic conventions.			✓	✓	✓	✓	Comms	Smarter
Observation to correct place names										
	The Crofting Commission will make certain that correct place names are being used across the organisation	Correct place names are to be used across all aspects of the organisation such as maps, correspondence and publications in line recommendations from Ainmean-áite na h-Alba.	✓						Information Systems	Smarter

No.	Outcome	Activity	Ongoing	2015	2016	2017	2018	2019	Lead	National Strategic objective
Translating and Interpreting Service Standards										
	Maintain a high level of translation standards	Review translation and interpreting services and confirm they are in line with industry standards			✓				Comms	Smarter

Implementation and Monitoring

Timetable

The Gaelic Language Plan will formally remain in force for a period of five years from the date it was approved by Bòrd na Gaidhlig. By no later than the end of this period we will review the plan, make such amendments as necessary and submit it to the Bòrd for approval.

In section 4 – Plan Commitments we have set out the individual target dates for when we expect to implement specific commitments.

Publicising the Plan

The Crofting Commission's Gaelic Language Plan will be published bilingually on our website. In addition, we will:

- Issue a bilingual press release announcing the approval and publication of the plan
- Arrange for media interviews to be offered in Gaelic and English
- Tell staff and stakeholders about the new plan and how to access it through newsletters and the intranet
- Raise awareness of the plan through social media

Resourcing the Plan

The majority of activities outlined in this plan will be, or have already been, incorporated and resourced through the Crofting Commission's budgets agreed with its sponsor, Scottish Government. External funding may be sought for individual projects such as the creation of Gaelic marketing materials and additional Gaelic resources for the staff learning.

Monitoring the Implementation of the Plan

The Crofting Commission will monitor the implementation of the plan through regular reporting to the Commission's Senior Management Team and a quarterly discussion at the Commission Board meetings. The Board will also receive a detailed annual report on progress, which will then be submitted to Bòrd na Gaidhlig.

Appendix 1 – Internal Gaelic Capacity Audit

Gaelic Language Staff Survey Results

A survey was carried out on Commissioners and Commission staff to determine their understanding and ability to speak, read, write or understand Gaelic.

Out of 71 individuals invited to participate in the survey 29, or 41%, responded.

Summary of Results of those surveyed

- 6 or 21% of staff are fluent or have conversational Gaelic.
- 12 or 42% can speak and understand at least a few words in Gaelic.
- 10 or 35% could greet people in Gaelic.
- 3 or 11% can read Gaelic fluently.

Responses to each question asked are as follows:

Q1. What is your Gaelic speaking ability?

- 17 or 59% cannot speak Gaelic
- 2 or 7% have conversational Gaelic
- 4 or 14% are fluent Gaelic speakers
- 1 or 3% can understand and can speak a few sentences
- 5 or 17% can understand and speak a few words

Q2. What is your ability to greet people in Gaelic?

- 4 or 14% can greet people in Gaelic and fully converse with them
- 1 or 3% can greet people in Gaelic and converse with them on everyday topics
- 5 or 17% can greet people in Gaelic but could not hold a full conversation
- 19 or 66% would not feel confident speaking to someone in Gaelic

Q3. What is your ability in relation to Gaelic and crofting?

- 3 or 11% could converse with someone on crofting issues
- 3 or 11% could converse with someone on everyday/non-technical crofting issues
- 1 or 3% could read and understand a document on crofting issues
- 22 or 75% would not be confident in conversing on crofting issues.

Q4. What is your ability to read Gaelic?

- 3 or 11% able to read Gaelic fluently
- 4 or 14% able to read a little Gaelic
- 22 or 75% unable to read Gaelic

Q5. Have you ever attended, or are currently attending Gaelic training outside the workplace?

- 3 or 11% - YES

Q6 What level of training did/are you undertaking outside the workplace?

- 2 respondents confirmed they had basic training in Gaelic.
- 1 respondent confirmed they had intermediate training in Gaelic.

Q7 Have you ever attended Gaelic training which was paid for the Commission?

- 11 or 38% - YES
- 18 or 62% - NO

Q8 Have level of training did you do?

- 10 respondents confirmed they had basic training in Gaelic.
- 1 respondent confirmed they had intermediate Gaelic training

Q9 Would you be interested in further training to develop your Gaelic skills

- 12 or 42% - YES
- 17 or 58% - NO

Q10 Would you like to be able to practice speaking Gaelic more within the office?

- 13 or 45% - YES
- 16 or 55% - NO

Q11 Would you like fluent Gaelic speaking staff to initiate conversations with you in Gaelic?

- 9 or 31% YES
- 20 or 69% NO

Q12 Any other comments as to the use of Gaelic within the Commission?

6 people commented on the use of Gaelic with the Commission:

- This is my second week at the Crofting Commission and I am impressed at the amount of Gaidhlig used daily in the office.
- I carried out some training a long time ago but having not practised any Gaelic for a long time do not feel I have retained the knowledge.
- I carried out basic training over a year ago but as I could not practice speaking Gaelic I did not retain the knowledge – an hour a week is not long enough.
- I feel that within the Commission there has been a decline in Gaelic speaking over the last 5yrs.
- As an officer dealing with regulatory work in the Western Isles, I frequently converse with crofters in Gaelic - if they initiate the conversation in Gaelic, having detected my island accent.
- Gle mhath gabh beachd
- I speak with our Gaelic speaking customers on a daily basis. I converse with other Gaelic speaking colleagues on a daily basis. I was asked to assist with one of the Gaelic tutor classes here in Great Glen House. I get asked to translate Gaelic on a

regular basis by my colleagues (i.e. Gaelic names and addresses or Gaelic sentences).

Job Skill

Reception staff – Gaelic is a desirable skill.

Commissioners – By law, as stated in the Crofters (Scotland) Act 1993 and amended by the Crofting Reform (Scotland) Act 2010, at least one member of the Board must be a Gaelic speaker. If none of the elected members can speak Gaelic then Ministers must appoint at least one person who can speak Gaelic. The departments and / or locations within the organisation in which those identified above work.

Inventory of the Crofting Commission's existing Gaelic and bilingual materials

<i>Media and Public Relations</i>	Gaelic spokesperson for the Commission Gaelic advert in 2014 Mod programme
<i>Printed Material</i>	Annual report – bilingual Approved Board minutes – Gaelic Crofting Census leaflet – Gaelic Crofting Census Guidance Notes – Gaelic Assessors enewsletter – Gaelic
<i>Website and Social Media</i>	Full Gaelic version of the Commission's website Gaelic web address Promoted 2014 Gaelic Careers Fair and Mod through social media
<i>Events and Exhibitions</i>	Offer hearings in Gaelic Assessors seminar included Gaelic introduction and welcome to the delegates Delegate packs – Gaelic Programme - Gaelic
<i>Staff Training</i>	Commission's Gaelic Language Toolkit

<i>Signage</i>	<p>The Crofting Commission are located within SNH's Great Glen House. SNH are responsible for all signage both internally and externally.</p> <p>All signage is currently bilingual.</p>
<i>Translation</i>	<p>Translation and interpretation services are currently outsourced</p>

Appendix 2 – Outcomes of Consultation

The Crofting Commission's Gaelic Language Plan 2015-2020 was open for consultation for 6 weeks on the Commission's website. The Commission promoted the GLP on social media inviting comments via email.

The Commission received no responses to the consultation.