



GAELIC LANGUAGE PLAN 2016 - 2021



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This plan was created under the Gaelic Language (Scotland) Act 2005

This plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005. Final approval by Bòrd na Gàidhlig on 15th December 2016.

The plan is a five-year plan which commenced on the date of approval by Bòrd na Gàidhlig.



Forward

Caledonian Maritime Assets Ltd (CMAL) welcomes the opportunity to add to Scotland's diverse culture by the promotion and use of the Gaelic language through this plan. I am aware that the National Gaelic Language Plan will require a concerted effort on the part of all public authorities in Scotland and this second iteration of our plan will help CMAL to build on its support and promote of the role of Gaelic within our workplace and the communities we serve through the Clyde and Hebrides ferry services.

We appreciate the support that Bòrd na Gàidhlig has given us to implement our plan and we look forward to enhancing our services for Gaelic users and to raise the profile of Gaelic as an official and recognised language in accordance with the directions laid out in the Gaelic Language (Scotland) Act 2005.

On behalf of the Board of Directors of CMAL, I am pleased to support and endorse this Gaelic Language Plan.



Erik Østergaard

Chairman, Caledonian Assets Maritime Ltd

Summary

CMAL recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life. CMAL is committed to the objectives set out in the National Gaelic Language Plan and has put in place a series of initiatives and supporting structures to help ensure that Gaelic has a sustainable future in Scotland.

CMAL 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, private and third sectors, community organisations and individual speakers is required to:

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

This document is CMAL's second iteration of its Gaelic Language Plan, prepared within the framework of the Gaelic Language (Scotland) Act 2005. It sets out how we will continue to use Gaelic in the operation of our functions, how we will enable the use of Gaelic when communicating with local communities and our key partners, and how we will promote Gaelic.

CMAL'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.



Structure of the Gaelic Language Plan

The key components of our Gaelic Language Plan are:

Chapter 1

Introduction

This chapter provides the background and context relating to the preparation of Gaelic Language Plans under the 2005 Act and the structure of CMAL's main areas of operation. It also provides a summary of the demography of the Gaelic language in the areas of Scotland covered by the Clyde and Hebrides Ferry Service.

Chapter 2

Summary of achievements 2010 to 2015 and work in progress

This chapter sets out how CMAL has used, and enabled the use of, Gaelic in relation to our main business functions during the lifetime of the first iteration of our plan (2010 to 2015). It covers key areas of operation such as corporate identity, signage, communication with the public and the use of Gaelic on our website.

Chapter 3

New actions planned

This chapter sets out in the form of an action plan the basic minimum level Gaelic language provision to which we are committed to providing in the lifetime of the 2016 to 2021 Plan.

Chapter 4

Policy implications for Gaelic: implementing the National Plan for Gaelic

This chapter sets out how CMAL will help implement the National Gaelic Language Plan. It also shows how we intend to promote the use of Gaelic in service planning and delivery. This chapter also considers how we will take account of Gaelic and our Gaelic Language Plan when drafting new policies and considering new strategies.

Chapter 5

Implementation and monitoring

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

Chapter I

Introduction

Setting the context for developing Gaelic Language Plans

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

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

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

Consultation on a draft Gaelic Plan:

The 2005 Act requires public bodies to bring the preparation of its Gaelic Language Plan to the attention of all interested parties. CMAL consulted publicly on the draft of its Gaelic Language Plan in June 2016, placing a copy in English and Gaelic on our website, advising stakeholders through our e-bulletin, issuing a press release and sending copies to a range of Gaelic organisations.

CMAL has taken account of 10 representations made to the organisation during the consultation process and a report has been submitted to Bòrd na Gàidhlig.



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

Background

CMAL is a publicly owned company, with Scottish Ministers as the sole shareholder. The organisation owns the ferries, ports and harbours and infrastructure necessary for vital ferry services operating in the West coast of Scotland and the Clyde Estuary.

CMAL own property at piers and harbours at more than 26 locations throughout Scotland and is embarking on a programme of investment and improvements, which will create better facilities. We will also use this as an opportunity to include Gaelic signage. As Harbour Authority, CMAL is committed to ensuring open access to its ports for third parties, while ensuring that lifeline ferry services are not interfered with. Additionally, CMAL leases land at a number of other ports and harbours.

CMAL owns 31 ferries and leases one further ferry. Three ferries are under construction and due to enter service during the lifetime of this iteration of our Gaelic language plan. All of the vessels are leased to the operator of Clyde and Hebrides Ferry Service, CalMac Ferries Ltd, on routes to the islands and peninsulas of the west of Scotland, except for the MV CANNA, which is operated by Rathlin Island Ferries Ltd in Northern Ireland. All ship names are in Gaelic and English and we will encourage the operator to include Gaelic signage and audio on board, in line with their own Gaelic language plan, demonstrating equal respect for Gaelic and English.

CMAL employs 28 people, primarily based in Port Glasgow.

Gaelic within CMAL's area of operation

Gaelic has shown a remarkable resilience in the face of challenges set against it historically and in the modern era and is showing encouraging signs of renewal evidenced in certain demographics.

The ports and ferries that CMAL owns serve numerous rural and island communities across the west coast of Scotland, encompassing some of the main Gaelic speaking communities found in the country. According to the 2011 Census, there are 57,375 Gaelic speakers in Scotland (approximately 1.1% of the population) and by far the highest concentration is in the Outer Hebrides (52% Gaelic speaking), followed by Skye and Lochalsh (with 34.3%) and the offshore islands of Argyll and Bute (5.9%). Also within the areas served by CMAL, Tiree has 38.3% Gaelic speakers; Raasay has 30.4%, followed by Lismore with 26.9%.

Chapter 1 Introduction continued

Due to a long term shift towards urban areas there are now in the region of 10,000 speakers of Gaelic in the greater Glasgow area and according to the Census approximately 87,000 individuals claimed to have 'some knowledge of Gaelic' in 2011.

Figures from Bòrd na Gàidhlig show that in 2015-16 1,003 children in Scotland attended a Gaelic nursery, 3,004 pupils were enrolled in Gaelic medium education primary education and 1,193 secondary school pupils were studying Gàidhlig for fluent speakers and/or other subjects in high school through the medium of Gaelic. These numbers have increased since 2012-13 and are expected to double by 2017.

The maps and data at the end of this document provide information on Gaelic language populations in Scotland and the provision of Gaelic medium education at each level across Scotland.

There is a substantial feeling of goodwill towards Gaelic, which is shown by the majority of Scottish people as expressed in public attitude surveys (e.g. Attitudes Towards the Gaelic Language, 2011). This is also being expressed in the tone in which Gaelic is discussed in the press. In addition, the Scotland's Visitor Survey, conducted by Visit Scotland in 2015 showed that one third of visitors were interested in finding out more about Gaelic, as a national language of Scotland.

Gaelic Language Plans are now allowing local and national approaches to Gaelic to be discussed, although much still remains to be done in terms of developing and implementing successful strategies regarding capacity building.

The following are some of the Gaelic organisations operating within the communities served by CMAL in 2016:

- **Acair** - based in the Western Isles, Acair Earranta publish a wide range of Gaelic, English and Bilingual books.
- **An Comunn Gàidhealach** - a voluntary, charitable organisation which was founded in 1891 in order to promote the Gaelic language and culture. They run the Royal National Mòd, which is Scotland's premier Gaelic festival, as well as local Mòds all over Scotland.
- **An Lòchran** - Glasgow's Gaelic Centre which develops and promotes Gaelic arts and culture in Glasgow.

- **Colaisde a' Chaisteil (Lews Castle College)** - UHI offers a number of Gaelic courses (including degree programmes).
- **Colmcille** - supports the promotion of Gaelic and Irish in Scotland, Northern Ireland and the Republic of Ireland, and it strengthens the ties between these countries.
- **Comunn na Gàidhlig** - a Gaelic development agency which works in a number of areas to develop Gaelic, however, they are particularly involved in initiatives involving the community, education and younger people.
- **Comhairle nan Leabhraichean** - the main organisation which supports the development of Gaelic writing; stimulates interest in Gaelic books and other related materials; supports Gaelic authors by awarding grants and commissions; supports the Gaelic publishing industry and increases the range, quality and impact of Gaelic literature.
- **Fèisean nan Gàidheal** - the organisation which supports the development of community-based Gaelic arts tuition festivals throughout Scotland. Fèisean nan Gàidheal gives support funding and delivers training programmes, and they are involved in many initiatives which promote the Gaelic language and its culture and have a particular focus on youth arts.
- **Ionad Chaluim Chille Ìle** - a Gaelic and cultural centre in Islay which offers learning and educational opportunities in Gaelic.
- **Sabhal Mòr Ostaig** - this college is a national centre for Gaelic language and culture. It is also a UHI college offering a range of Gaelic courses (including degree programmes), and it is situated on the Isle of Skye.
- **Stòrlann Nàiseanta na Gàidhlig** - was established to co-ordinate the production and distribution of resources for Gaelic education. The organisation provides resource support for statutory education at all levels and for lifelong learning through specific projects.
- **Tobar an Dualchais** - involved in the archiving of thousands of recordings in digital format which are being made available online. This heritage project gives people the chance to listen to the voices of Gaelic speakers through the years.

Chapter I

Introduction

continued

Gaelic is important culturally across Scotland, with a range of events and festivals held to celebrate the language and the culture it encompasses. Examples include the National Mòd and local Mòds and the Blas Festival.

According to research on the economic and social value of Gaelic as an asset published by Highlands and Islands Enterprise, in May 2014:

- Almost 70% of businesses consulted said Gaelic is currently an asset to their business.
- More than half the businesses and enterprises surveyed stated that Gaelic is used, or features, as a key element of their main activities, products or services.
- Potential economic value of Gaelic as an asset to the Scottish economy could be in the region of between £82m and £149m.
- Almost two thirds of businesses consulted describe Gaelic as moderately, very or critically important to the success of their business.
- The three aspects that are the most common major benefits for businesses from using Gaelic as an asset are that it:
 - Enhances the distinctiveness/uniqueness of products/services.
 - Enhances customer perceptions of authenticity and provenance of products/services.
 - Increases the appeal of products/services to target markets.
- 60% of businesses stated that business use of/association with Gaelic enhances the value of Gaelic in the community.
- 72% increase in pride within local communities by the use of Gaelic by organisations.



Gaelic within CMAL

At our office in Port Glasgow, we have one member of staff who speaks Gaelic. A number are interested in learning Gaelic to at least a basic level. We are translating our business cards into Gaelic and have third party Gaelic speakers available to assist our staff, as required.

Approval of CMAL's Gaelic Language Plan

CMAL's draft Gaelic Plan was submitted to Bòrd na Gàidhlig for assessment on 5th September 2016.

Chapter 2

Summary of achievements 2010 to 2015

Achievements and work in progress

CMAL is committed to ensuring that all services and provision demonstrate equal respect for Gaelic and English and are actively offered and regularly promoted.

We believe that where possible we should endeavor to communicate in the language of choice for our communities and see Gaelic as an integral part of this goal. We are striving as a company to better support and promote the Gaelic language and culture and this chapter sets out how CMAL has used, and enabled the use of, Gaelic in relation to our main business functions during the lifetime of the first iteration of our plan (June 2010 to June 2015). It covers key areas of operation such as corporate identity, signage, communication with the public and the use of Gaelic on our website.

Achievements

Actions we have delivered from our first plan (2010 to 2015)

Section I - Identity

Rationale:

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 the vocabulary of Gaelic users, raise public awareness of the language and contribute to its development.

Corporate identity

- Our brand guidelines now cover the use of Gaelic in our corporate identity and logo, i.e. the bilingual version should always be used. The guidelines are based on the principle of equal respect for Gaelic and English.
- Our bilingual corporate logo is used in all signage, our website, our e-bulletin, presentations, plans and stationery.
- Our company mission statement is bilingual and used in both languages, for example on our website.

Signage (internal and external)

- We now use Gaelic in all signage at our harbour facilities, using Gaelic Orthographic Conventions, demonstrating equal respect for Gaelic and English.
- We reviewed all signage on CMAL property for the use of Gaelic and ensured they are now all bilingual, including place names.
- All signs in our headquarters in Port Glasgow are now in English and Gaelic.
- We ensure that where CMAL is carrying out construction work, temporary signs will be erected in both English and Gaelic where a significant proportion of the local population are Gaelic speakers, i.e. over 20%.
- All vessels have bilingual names, which are displayed prominently. We will ensure all new and renewal vessel bilingual names on ferries demonstrate equal respect for Gaelic and English.

Section 2 - Communications

Rationale:

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

Chapter 2

Summary of achievements 2010 to 2015

continued

Reception

- Despite very limited contact direct with the public, we have made provision for Gaelic in our reception area at our headquarters in Port Glasgow and given guidance to staff on dealing with enquiries in Gaelic. We now have one member of staff at our office in Port Glasgow who is a Gaelic speaker and can assist with enquiries in Gaelic and third party Gaelic speakers have been identified who can assist our teams as necessary. A list with their contact details has been provided to our reception staff.
- We have provided Gaelic awareness training for all staff.

Telephone

- We have made provision for handling calls in Gaelic – third party Gaelic speaking people have been identified and a list with contact details has been provided to our reception staff to enable callers who wish to converse in Gaelic to be called back and their enquiry dealt with in Gaelic.
- Staff answering calls have received Gaelic awareness training and know where and how to assign Gaelic calls.

Mail and email

- We have introduced an agreed policy on how to respond to Gaelic mail and email, i.e. a commitment to reply to Gaelic correspondence, in Gaelic, within five working days.
- Where there are a high proportion of Gaelic speakers, i.e. over 20%, letters to local communities are bilingual and available in hard copy or through our website.
- Stationary now carries a bilingual logo and bilingual contact details for obtaining a Gaelic translation of the material and our policy is to respond to this within five working days.



Public meetings

- We now have in place a provision for Gaelic in public meetings, i.e. where at least five days' notice has been provided and where there is a demand from at least 25% of potential attendees, we will provide a Gaelic speaking translator at public meetings on request.
- In addition, where there are a high proportion of Gaelic speakers living and working locally to the meeting, i.e. over 20%, presentation materials and any handouts are bilingual.

Complaints procedure

- We have in place a provision for including Gaelic in our complaints procedures, i.e. we are committed to responding, in Gaelic, within five days to all complaints received in Gaelic.

Section 3 – Publications

Rationale:

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

Printed material

- We now have in place an agreed policy for the use of Gaelic in our printed material; this includes guidelines for the production of publications in Gaelic and English, as appropriate depending on the content (e.g. information that is relevant to the general public) and the location where these will be used (e.g. at events with a high proportion of Gaelic speakers, i.e. over 20%).
- The titles, headings, sub-headings and all of Section one in our Annual Report is produced in a bilingual format.

Chapter 2

Summary of achievements 2010 to 2015

continued

Public relations and media

- We now have in place a policy for dealing with Gaelic as it relates to our PR and media activity.
- We have developed guidance for staff and our PR agency on the circumstances in which it is appropriate to produce a Gaelic or bilingual news release, i.e. in areas with over 20% Gaelic speakers.
- We produce a quarterly e-bulletin in both English and Gaelic, which is available on our website.
- Where advertising public notices are placed in areas where there is a high proportion of Gaelic speakers and readers (i.e. over 20%), these will be bilingual.

Website

- We have increased the amount of Gaelic content on our website and the whole written site is now bilingual, which is updated in line with the English language site. The only sections not routinely translated into Gaelic are Notes to Mariners and press releases, which are translated as outlined above in our policy for PR and media activity.

Exhibitions

- We have made limited provision within our exhibition promotional material for the use of Gaelic where this is to be used in areas with a high proportion of Gaelic speakers.

Section 4 - Staffing

Rationale:

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

The use of Gaelic in advertising also helps recognise that Gaelic should be used in public life and that Gaelic speakers have an important role to play within a public authority. It is important that authorities ensure that Gaelic is a genuine occupational requirement, regardless of the level of Gaelic skills required. 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.

Training

- We have conducted an audit of all staff employed by CMAL to identify existing levels of Gaelic awareness. This has shown that, at present, there is one Gaelic language speaker among CMAL's staff, who is based in Port Glasgow.
- We provide annual Gaelic awareness training for staff.

Language and learning

- We have introduced a policy to offer Gaelic language training to staff by accredited trainers. Staff can now apply for this training as part of their personal development.

Recruitment

- We now have a policy that if a certain level of Gaelic skills is required for a post, this will be specified in recruitment material and a bilingual job advert will be placed. To date, no posts have arisen that require Gaelic language as a core skill.

Advertising

- Where even a basic understanding of Gaelic is part of a job description, this post will be advertised bilingually.

Chapter 2

Summary of achievements 2010 to 2015

continued

Work in progress

Actions not yet fully introduced

The following actions are ongoing and have not yet been fully introduced for operational and budgetary reasons. CMAL is committed to ensuring that all services and provision will demonstrate equal respect for Gaelic and English and will be actively offered and regularly promoted and these actions will be carried forward and introduced as a priority in our 2016 to 2021 plan.

Section 1 - Identity

All actions completed.

Section 2 - Communications

Complaints procedure

- We will translate our complaints procedures into Gaelic and include this on our website.

Section 3 – Publications

Public relations and media

- The 'notes to editors' on relevant news releases will state that a Gaelic speaker is available for radio and TV interviews.

Printed materials

- CMAL only produces a very limited amount of printed material aimed at the general public and we will review all new materials being produced to ascertain whether they should be bilingual depending on the audience, i.e. if over 20% of the target audience are Gaelic speakers, a bilingual version will be produced.
- High profile corporate materials will always be bilingual (currently the titles, headings, sub-headings and all of Section one in our Annual Report is produced in a bilingual format).

Website

- We introduced a new website in November 2015 and we will work towards using more multimedia content to promote both written and spoken Gaelic.
- Audio content of existing materials will be translated into Gaelic as a priority.

Exhibitions

- We will include relevant Gaelic content in our exhibition and presentation materials for local communities.

Section 4 - Staffing

Training

- We will develop the use of online Gaelic language training for staff to increase the number of staff with a basic understanding of the language.
- We will provide staff with Gaelic phrase books.

Recruitment

- All recruitment applications completed in Gaelic will be responded to in Gaelic.

Chapter 3

New actions planned

Action Plan

This chapter sets out the Gaelic language provision that we are committed to providing in the lifetime of this plan. Each core commitment is presented in the form of an action plan that identifies the year of delivery and the person responsible for its implementation. We are committed to ensuring all services and provision will demonstrate equal respect for Gaelic and English and are actively offered and regularly promoted.

Much has changed in the size, policies and approach of CMAL since our first Gaelic Language Plan was written and approved in June 2010. Progress has been made on a number of fronts to establish a foundation for the further development and promotion of Gaelic and Gaelic services within and by CMAL.

This second iteration of our plan builds on and strengthens our commitment to supporting and promoting the Gaelic language.

New iteration of our Plan

Additional actions, to be delivered over the next five years, are outlined below. All of the previous core commitments ordered under identity, communications, publications and staffing are fully covered and integrated within this new approach. The work started in the first iteration of our plan in these areas is embedded in our operating policies and procedures and will continue to inform our actions going forward.



Action	Year					Responsible
	'17	'18	'19	'20	'21	
Identity/Visibility						
We will strengthen the visibility of Gaelic in the use of our corporate identity demonstrating equal respect for Gaelic and English on a new or renewal basis.	✓	✓	✓	✓	✓	Business Support Manager
We will use the organisation, Gaelic Place Names of Scotland to ensure place names are written correctly. In areas where over 20% of the population are Gaelic speakers, we will place the Gaelic version above the English version. We will ensure all new and replacement signage, both permanent and temporary, is bilingual in the ports and harbours and on the ferries we own, and the signs will demonstrate equal respect for Gaelic and English.	✓	✓	✓	✓	✓	Operations Assistant - Harbours; Harbour Master
Communications						
We will introduce a system when we publicise public meetings in areas with a high proportion of Gaelic speakers (i.e. over 20%) to prompt a request in advance for the presence of a Gaelic speaker at appropriate meetings. Where no Gaelic speaker is available we will commit to respond in Gaelic after the meeting to any questions raised.	✓					Operations Assistant -Harbours
All new public facing forms we create in the course of our business will be reviewed before issue to ascertain if a bilingual version is required, depending on the audience. The bilingual version will be actively promoted on our website.	✓	✓	✓	✓	✓	Business Support Manager
We welcome all communication and complaints in both English and Gaelic. We will translate our complaints procedures into Gaelic and include this on our website.	✓					Business Support Manager
Publications / day to day operations						
We will translate our three year plan into Gaelic and promote on our website.	✓			✓		Chief Executive Officer
We will review all new materials being produced to ascertain whether they should be bilingual depending on the audience, i.e. those targeted at communities where Gaelic is spoken by 20% and more of the local population. High profile publications (e.g. our Annual Report) will always be bilingual.	✓	✓	✓	✓	✓	Business Support Manager
We will identify more ways to promote Gaelic through our day to day/regular PR and corporate media activity.	✓	✓	✓	✓	✓	Chief Executive Officer
We will continuously publicise this plan within and out with the organisation, including references on our news releases in the 'notes to editors'.	✓	✓	✓	✓	✓	Business Support Manager
We will work in partnership with other public authorities with Gaelic Language Plans to ensure we are all aligned, including the operator of the Clyde and Hebrides Ferry Service.	✓	✓	✓	✓	✓	Chief Executive Officer
We will increase the Gaelic language content on our web site, demonstrating equal respect for Gaelic and English.	✓					Business Support Manager
We will add Gaelic metadata tags to reference Gaelic content published on our new web site, as this allows our search function and external search engines to find our Gaelic content.		✓				Business Support Manager
We will investigate how to introduce Gaelic multimedia content to our website to enhance the experience of visitors to the site via audio clips and videos. This content will be included where practical and affordable within our budget for the website. This also helps promote both the spoken language.		✓				Business Support Manager
We will include relevant Gaelic content in our exhibition and presentation materials for local communities.	✓					Operations Assistant - Harbours
Staffing						
We will support staff who wish to learn Gaelic both financially and through time allowed to study. Further training requirements will be discussed at PDP sessions.	✓	✓	✓	✓	✓	Business Support Manager
As part of our PDP performance review process, we will deliver an ongoing programme of Gaelic awareness and training for all of our staff.	✓	✓	✓	✓	✓	Business Support Manager
We will provide staff with Gaelic language training materials on request.	✓					Business Support Manager
We will include a general Gaelic language awareness session for all staff during our annual staff strategy day.	✓	✓	✓	✓	✓	Business Support Manager

Chapter 4

Policy Implications for Gaelic: Implementation of the National Gaelic Language Plan

Policy implications for Gaelic

CMAL 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 from time to time to promote and develop the language through existing policy measures. CMAL will examine current policy commitments to identify areas where Gaelic can be pro-actively 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, we will 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

CMAL is committed to ensuring that the National Plan is implemented, and in this section we set out how we will achieve that aim. The National Gaelic Language Plan identifies four interlinking aspects of language development which need to be addressed, and within them sets out a number of priority action areas.

I. Language acquisition

CMAL 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. While encouraging Gaelic in the Home and Gaelic in Education do not fall within the CMAL remit, we recognise that there are ways in



which our activity can assist in these areas. We will take the following steps to help create a supportive environment for growing the number of Gaelic speakers in Scotland.

- Through our commitments to expanding the current Gaelic content on our web site, we will contribute to increased usage of Gaelic in the home by enabling Gaelic users and learners to access more resources.
- Gaelic in Adult Learning - CMAL will provide opportunities for staff to undertake Gaelic language learning if requested by the staff member.

2. Language usage

CMAL 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.

- Gaelic in Communities - by ensuring that our corporate signage and marketing materials are bilingual, and where appropriate meetings are communicated using the Gaelic language.
- Gaelic in the Workplace - supporting staff to learn more about the Gaelic language and culture.
- Gaelic in the Media - responding where appropriate to media in Gaelic and providing signage to our Gaelic Language plan.
- Gaelic in the Arts - CMAL does not currently have a sponsorship budget so do not sponsor events.
- Gaelic in Tourism, Heritage and Recreation – by promoting the Gaelic language through our port and ferry names.

Chapter 4

Policy Implications for Gaelic: Implementation of the National Gaelic Language Plan

continued

3. Language status

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

- Preparation of Gaelic Language Plan - we will publish our new Gaelic Language Plan on the website and promote it through our ebulletin.
- Creating a positive image for Gaelic - by promoting the use of the Gaelic Language and understanding of Gaelic culture.
- Increase visibility of Gaelic - by issuing bilingual press releases, bulletins and our Annual Report, we ensure that people are made aware of the Gaelic language. We will also work closely with other organisations with responsibility for piers to increase the visibility and use of Gaelic.

4. Language Corpus

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

- Gaelic orthographic, terminological and place-name development - we will ensure that we use the gaelic orthographic conventions 2005 (goc) when identifying the correct translation of all place names and continue to ensure that our ports and ship names are bilingual.
- Gaelic translation and interpretation - we will ensure that all communication received in Gaelic is responded to in Gaelic within five days.
- Gaelic translation – we will use translators with a proven track record and levels of competence.
- Gaelic in surveys and research - we will ensure that when conducting surveys that these are made available in Gaelic if appropriate.
- We will conduct internal audits of Gaelic awareness and Gaelic language skills across our own staff.

Chapter 5

Implementation and monitoring

Timetable

This Gaelic Language Plan will formally remain in force for a period of five years from this date or until a new plan has been put in place. In Chapter 2 - Summary of achievements and work in progress and Chapter 3 - New actions planned, we have set out the timetable for when we expect to implement specific commitments.

Publicising the plan

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

- issue a bilingual press release announcing the plan.
- make copies of the plan available in the reception area of our only public administrative office at Port Glasgow.
- make the plan known to employees via CMAL's staff intranet.
- raise awareness of the Plan through social media and our ebulletin.
- distribute copies of the Plan to Gaelic organisations.
- distribute on request copies of the plan to other interested bodies and individuals, on request.

Administrative arrangements for implementing our Gaelic Language Plan

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

Overall Responsibility:

The Chief Executive Officer will be responsible ultimately for ensuring that CMAL delivers on the commitments set out in this Plan.

Chapter 5

Implementation and monitoring

continued

Individual Staff members:

We will advise staff of the content of the plan and the implications of this to their daily activity through our intranet. Staff awareness sessions and training will also be held to communicate this plan and ensure that staff are aware of their responsibilities and how to access support in delivering this plan.

Services delivered by third parties:

CMAL has guidance notes on its obligations under the Gaelic Language Plan for all those delivering services on our behalf. We will inform its partners, customers and suppliers through our terms and conditions and through our website of the plan and then we will encourage them to operate in the spirit of the activities outlined.

Resourcing the plan

CMAL is grateful for the support that we have received from Bòrd na Gàidhlig in delivering many of the objectives identified within this plan. Going forward CMAL will allocate a budget to ensure that outstanding actions are delivered in accordance with this plan.

Monitoring the implementation of the plan

An update will be provided to the Executive Board on a six monthly basis to provide information on how CMAL is implementing the commitments in the plan. A yearly monitoring report will be submitted to Bòrd na Gàidhlig.



Contact details

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

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

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