



The Scottish
Parliament

The Scottish Parliamentary Corporate Body

Draft Gaelic Language Plan

2008-2013



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

CONSULTATION DOCUMENT

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NB - The draft Scottish Parliamentary Corporate Body Gaelic Language Plan remains a draft document for dialogue and consultation. The action points outlined in the Plan are likewise provided for further comment and discussion and do not necessarily reflect our final formal commitments under the statutory Gaelic Language Plan for the Scottish Parliamentary Corporate Body.

GLOSSARY

BIT	Business and Information Technology (an office within the SPCB which undertakes projects and services in its support and development of the technology solutions that facilitate the business of the Parliament).
Directors' Group	A group comprising the Clerk/Chief Executive and five directors, who are responsible for the delivery of services to the Parliament. It acts as a high level advisory group to the Clerk/Chief Executive and enables joint discussion of Directors' responsibilities. It also provides the main interface between the Senior Management Team and the SPCB.
EET	Events and Exhibitions (an office within the SPCB which is responsible for the major events programme, co-ordinating MSP sponsored events/displays, the Parliament's art collection and programme of public exhibitions)
FM	Facilities Management (an office within the SPCB which is responsible for providing the Parliament's accommodation, environment and many of its support services. FM have responsibility for advising on health and safety, fire safety management and environmental performance issues as well as contract managing cleaning, catering and fabric maintenance).
GLE	Gaelic learner education
GME	Gaelic-medium Education
Outreach Services	An office within the SPCB which, in conjunction with Visitor Services, focuses on educating people about the Parliament and providing access to parliamentary business and Members through outreach across Scotland. It is responsible for providing services and resources in Gaelic.
Security	Security Office (an office within the SPCB which is responsible for controlling access to the Parliamentary complex and the protection of MSPs as well as all other users including staff, contractors and members of the public. It is also responsible for the protection of equipment and other assets against theft or misuse and the protection of the premises. The office provides security support to Committee and Chamber business).
SMT	Senior Management Team (a group within the SPCB which advises the Clerk/Chief Executive on a variety of management issues of a cross-cutting nature, through high quality debate and the sharing of experience and corporate intelligence. SMT plays a key role in the early development of policies and also in supporting the implementation of policies and initiatives across the organisation).
SPCB	Scottish Parliamentary Corporate Body (supports the Scottish Parliament in fulfilling its constitutional role as a representative and legislative body. The SPCB's core function is to provide, or ensure that the Scottish Parliament is provided with, the property, staff and services it requires).
SPEIR	The SPCB's Intranet site.

SPICe	Scottish Parliament Information Centre (an office within the SPCB which provides research, information and documentation services to MSPs, their staff and parliamentary staff, to support the business of the Parliament).
VS	Visitor Services (an office within the SPCB which provides access to parliamentary business, Members and the building including through reception services, public gallery tickets, guided tours, education visits/seminars/events and the Parliament shop).
V&OS	The collective term for Visitor and Outreach Services.

Summary

This is the Scottish Parliamentary Corporate Body's statutory Gaelic Language Plan for 2008-13. It sets out current SPCB Gaelic provision and commitments for future development.

In the Plan, the Scottish Parliamentary Corporate Body (SPCB) will seek to give effect to the principle that the Gaelic and English languages should be accorded equal respect.

It should be noted that the notice to draw up a Gaelic Language Plan has been issued to the SPCB and not to the Scottish Parliament, which is a separate entity. The legislative and other functions of the Scottish Parliament are distinct from the administrative functions of the SPCB whose core function is to provide, or ensure that the Scottish Parliament is provided with, the property, staff and services it requires. *For more information, see p8.*

Current Provision

The Scottish Parliamentary Corporate Body offers a wide range of services to Gaelic speakers through its language policy. This includes:

- Producing and distributing a range of online and printed publications in Gaelic
- Providing a comprehensive range of Gaelic web pages
- Welcoming written correspondence in Gaelic and responding in Gaelic
- Enabling the public to contact the SPCB in Gaelic by telephone
- Bilingual signage in public areas in the Scottish Parliament building
- Providing outreach sessions for schools and the community in Gaelic
- Providing guided tours and inward education and information sessions in Gaelic
- Issuing a wide range of information to the Gaelic media
- Arranging interpretation/translation services to support the Parliament's business processes for debating and publishing in Gaelic where required
- Providing Members and Parliamentary staff with support in their use of Gaelic for parliamentary business related purposes
- Making Gaelic tuition available to SPCB staff

Key Core Commitments

The SPCB Gaelic Language Plan will build on current provision by:

- Introducing a bilingual corporate identity as standard across a range of applications
- Expanding bilingual public signage within the Parliament complex
- Introducing a range of forms in Gaelic
- Increasing provision for simultaneous translation facilities for public meetings

- Expanding of the range of public information publications available in Gaelic
- Improving the Scottish Parliament's Gaelic web pages
- Introducing Gaelic awareness training for front of house staff
- Revising recruitment procedures to take Gaelic considerations into account
- Ensuring that Gaelic is considered in the policy making and monitoring process

Through these measures the SPCB will raise awareness of Gaelic, its visibility in its operations and will increase the opportunities for members of the public, MSPs and their staff and SPCB staff to access SPCB services through Gaelic.

For detailed proposals, see pp15-25.

The National Plan for Gaelic

Through these Core Commitments, the SPCB Gaelic Language Plan will help implement relevant priority areas identified in the *National Plan* for Gaelic.

For detailed proposals, see pp 26- 32

Monitoring and Review

The SPCB will form a Gaelic Language Plan Monitoring Group and monitoring reports will be made on an annual basis.

For detailed proposals, see pp 33

Introduction

The Gaelic Language (Scotland) Act 2005 and the issuing of a notice to prepare a Gaelic language plan

The Gaelic Language (Scotland) Act 2005

The Gaelic Language (Scotland) Act 2005 (“the 2005 Act”) was passed by the Scottish Parliament on 21 April 2005 and commenced on 13 February 2006 with the aim of securing the status of Gaelic in Scotland. The 2005 Act has three main and inter-related elements:-

- It establishes a statutory Gaelic body, Bòrd na Gàidhlig (“the Bòrd”) to encourage the use and understanding of Gaelic and to facilitate access to Gaelic and Gaelic culture, with the ultimate aim of working towards increasing the number of Gaelic speakers and extending the everyday use of the language.
- It requires the development by the Bòrd of a National Plan for Gaelic (“the National Plan”) to promote the use and understanding of Gaelic, Gaelic education and Gaelic culture.
- It gives the Bòrd authority to issue a statutory notice to any relevant public authority (namely, a Scottish public authority, cross-border authority or the Scottish Parliamentary Corporate Body), requiring that authority to develop a Gaelic language plan setting out how it will use and enable the use of Gaelic within the operation of its relevant functions.

Gaelic language plan - issuing of a notice

The Bòrd may give notice to any relevant public authority requiring the authority to prepare a Gaelic language plan setting out the measures to be taken by that authority in relation to the use of the Gaelic language in connection with the exercise of its functions and specify the date by which the measures are to be taken.

Notice was served on the SPCB on 17 October 2006. The plan must be submitted to Bòrd na Gàidhlig by 30 April 2008.

In deciding whether to issue a statutory notice to a public authority requiring it to prepare a Gaelic language plan, the Bòrd considers the extent to which the authority could contribute to the implementation of priority areas of the National Plan, the extent to which Gaelic is used in the authority’s area of operation, the potential for the authority to develop the use of Gaelic, and any representations received by the authority in connection with Gaelic services.

Gaelic language plan – relevant considerations

In preparing a Gaelic language plan, the public authority must have regard to:-

- The most recent National Plan;

- The extent to which the persons in relation to whom the authority's functions are exercisable use the Gaelic language;
- The potential for developing the use of the Gaelic language in connection with the exercise of those functions;
- Any representations made to the authority in relation to the use of the Gaelic language in connection with the exercise of those functions;
- Any guidance given by the Scottish Ministers or the Bòrd (the Bòrd has issued "Guidance on the Development of the Gaelic Language Plans"); and
- Consultation with persons appearing to have an interest.

Description of the Scottish Parliamentary Corporate Body (SPCB)

Functions and duties

The SPCB is one of six public authorities which received a statutory notice from the Bòrd during 2006 to produce a Gaelic language plan.

The Scottish Parliament exists to determine, debate, decide and legislate on issues of importance to the people of Scotland. In doing so, it holds the Scottish Government to account and is answerable to the people of Scotland. It consists of 129 Members of the Scottish Parliament (MSPs).

The SPCB supports the Scottish Parliament in fulfilling its constitutional role as a representative and legislative body. The SPCB's core function is to provide, or ensure that the Scottish Parliament is provided with, the property, staff and services it requires.

The legislative and other functions of the Scottish Parliament are distinct from the administrative functions of the SPCB. It should be noted that the notice to draw up a Gaelic language plan has been issued to the SPCB and not to the Scottish Parliament which is a separate entity. Provision for the use of languages in the business of the Parliament is set out in the Standing Orders which are available online at: www.scottish.parliament.uk/business/parliamentaryProcedure/index.htm.

The SPCB has authority to do anything which appears to be necessary or expedient for the purpose of or in connection with the discharge of its functions including entering into contracts; charging for goods or services; investing sums not immediately required in relation to the discharge of its functions; and accepting gifts.

The SPCB considers and makes decisions on a wide range of issues related to the running of the Scottish Parliament including the financing of the Scottish Parliament and allocation of the budget; the staffing of the Scottish Parliament; accommodation and the use and security of Parliamentary facilities at Holyrood.

Organisational structure

The SPCB is comprised of the following five MSPs: Alex Fergusson MSP (Presiding Officer of the Scottish Parliament and Chair of the SPCB), Tricia Marwick MSP, Mike Pringle MSP, Alex Johnstone MSP and Tom McCabe MSP.

The SPCB employs over 400 staff, all dedicated to supporting the work of the Scottish Parliament and its Members. As a group, staff are responsible for providing the facilities, equipment, clerking support and other services that the 129 MSPs require to undertake their Parliamentary functions.

Scottish Parliament staff are organised into a Clerk/Chief Executive's Group and five Directorates as follows: -

- Directorate of Access and Information
- Directorate of Clerking and Reporting
- Directorate of Legal Services
- Directorate of Resources and Governance
- Directorate of Technology and Facilities Management.

Location of the SPCB and the public it serves

The Scottish Parliament and SPCB are located in Edinburgh. The SPCB supports the Scottish Parliament, which is answerable to the people of Scotland.

Principle of equal respect

The SPCB will seek to give effect to the principle that the Gaelic and English languages should be accorded equal respect. The SPCB will endeavour to be supportive and generous to Gaelic development and to prepare its Gaelic language plans with a view to facilitating the use of Gaelic to the greatest extent that is appropriate to its individual circumstances.

In implementing the equal respect principle, this Gaelic Language Plan aims to:

- Reaffirm the SPCB's commitment to Gaelic, accepting that Gaelic is both a unique part of Scotland's heritage and that the organisation has a responsibility to promote and facilitate the use of Gaelic through its work.
- Work within the spirit of the Gaelic Language (Scotland) Act 2005, the 'National Plan for Gaelic' and the 'Guidance on Gaelic Language Plans' published by Bòrd na Gàidhlig (2007).
- Develop consistency in the use of Gaelic relating to the organisation's remit and activities and to facilitate the use of Gaelic where it is reasonable and practicable to do so.
- Aid and support MSPs' use of Gaelic within the Parliament via SPCB services.

- Raise awareness about the Scottish Parliament and its role through the medium of Gaelic, developing understanding about how it works, increasing understanding with regard to participation and building confidence in Gaelic-speakers so that they can engage if they so choose.

Gaelic in the SPCB's area of operation

The SPCB's area of operation is all of Scotland. It therefore follows that all of Scotland's Gaelic speakers and Gaelic communities are within the area in which the SPCB operates including all of the districts in which persons able to understand, speak, read or write Gaelic form a majority of the population. The SPCB provides a range of services for Gaelic speakers and learners throughout Scotland.

Demographics¹

The total number of people recorded as being able to speak and/or read and/or write and/or understand Gaelic in the 2001 census was 92,400 (1.9% of the Scottish Population). Of these, the total number of people who could speak Gaelic was 58,652 (1.15% of the Scottish Population).

While the number of Gaelic speakers declined overall in the last census, the number of people able to speak and also to read and write Gaelic increased between 1991 and 2001 reflecting a growth in Gaelic literacy and growing numbers of Gaelic learners. The number of children aged 5-15 able to speak Gaelic also increased between 1991 and 2001.

Gaelic speakers are spread throughout Scotland. Of the Gaelic speakers identified in the 2001 census, just over half lived in the Highland counties (the Highland Council, Argyll & Bute Council and Comhairle nan Eilean Siar areas) and just under half in the Lowland counties. 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. Only just over a quarter of speakers live in localities where Gaelic speakers form a majority.

There is a high degree of urbanisation within the Gaelic speech community with large concentrations of Gaelic speakers living in Greater Glasgow, Edinburgh, Inverness and Aberdeen. For example, 11,211 Gaelic speakers, or 19% of all Gaelic speakers, live in Greater Glasgow according to the 2001 census.²

There is no authoritative figure for the number of non-fluent adult learners. However, a national study in 1995 by John Galloway on behalf of Comunn na

¹ Census data is taken from the 2001 census Gaelic report, available online at: www.gro-scotland.gov.uk/census/censushm/scotcen/scotcen2/scotcen-gaelic/index.html. Education figures are taken from: University of Strathclyde, Faculty of Education (2006). *Pupil Numbers in Gaelic Education 2006-07*, Glasgow: University of Strathclyde.

² Greater Glasgow is defined here as Glasgow City, North Lanarkshire, South Lanarkshire, East Dunbartonshire, West Dunbartonshire, Renfrewshire, East Renfrewshire and Inverclyde.

Gàidhlig, the Gaelic development agency, found that there were roughly 8,000 in Scotland.³

There are around 2,500 primary and secondary schoolchildren in Gaelic-medium education (GME) nationally at present, with a further 700 children in Gaelic-medium nurseries. Within English-medium education between 2,500 and 3,000 learners study Gaelic as a secondary subject each year between S1 and S6.⁴ Many children in English-medium primary schools take part in the *Gaelic Language in the Primary School* scheme each year: around 6,500 children in the 2005/6 session.

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

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

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

Attitudes to Gaelic

There is an interest in Gaelic amongst many non-Gaelic speakers. In August 2003 the BBC & Bòrd na Gàidhlig commissioned the first major Scotland-wide quantitative research on attitudes to the Gaelic language. The independent research group MRUK found that although 87% of those interviewed (1,020) had no knowledge of Gaelic, 66% agreed it is an important part of Scottish life and needs to be promoted. Further to this, 87% were in favour of children being allowed to learn Gaelic if they wish and 64% thought education through the medium of Gaelic should be extended.

Factors Affecting Uptake of Services

A major difficulty facing Gaelic services in general is that few public services have been available in Gaelic historically, meaning that there is a low level of expectation on the part of Gaelic speakers that they will be able to use the language in dealing with public authorities. Gaelic speakers are often unused to using public services through the medium of Gaelic as the language has in the past tended to be confined to home and community domains and excluded from higher level domains. As Gaelic-medium education has only become available since the 1980s, many native Gaelic speakers are more

³ Galloway, John (1995). *Estimation of the Number and Distribution of Adult Learners of Gaelic: Final Report. Inverness: Comunn na Gàidhlig.*

⁴ In the 2006/7 session, 701 children were attending 60 Gaelic medium nurseries, 2092 primary school pupils were being educated through the medium of Gaelic in 62 schools and 293 secondary school pupils were studying through the medium of Gaelic in 17 schools. In the same year, 945 pupils were studying Gaelic for fluent speakers in classes in 37 secondary schools, most of which do not yet offer any other subjects through the medium of Gaelic. A further 2696 secondary spupils studied Gaelic classes for learners in 35 schools.

comfortable with reading, writing and public speaking in English than in Gaelic.

SPCB services and uptake

The SPCB already offers a wide range of services to Gaelic speakers and has been proactive in publicising these so as to encourage awareness and uptake. A key aim of this plan is to further raise awareness and uptake of Gaelic services. This process will also be aided by the development of plans by other bodies under the framework of the Gaelic Language (Scotland) Act which is likely to raise awareness, uptake and expectations.

Current SPCB provision is set out on pages 13 to 14. The findings of the uptake audit are set out in Appendix A.

To date there has been encouraging uptake of Gaelic services offered by the SPCB, particularly of the website, publications and services to schools. The main users to date have been fluent adult learners, adult learners, Gaelic schools, Gaelic groups and native speakers involved with Gaelic organisations. Uptake has been less encouraging from native speakers not involved in Gaelic organisations or Gaelic development. The measures in this plan are intended to encourage a wider range of people to use Gaelic services offered.

Public enquiries and letters to the SPCB in Gaelic have overwhelmingly tended to be on Gaelic related matters to date. Another aim of the plan is to raise awareness that the public may use Gaelic to access services in relation to any subject.

Current Provision

Background

The Scottish Parliamentary Corporate Body offers a wide range of services to Gaelic speakers.

In response to the linguistic diversity that exists within Scotland, the SPCB developed a language policy in July 2002 (and revised it in November 2004). The policy:

- provides a framework for the work carried out in Gaelic by the Parliament to provide information and enable people to participate in the work of the Parliament in this language,
- is designed to break down the language barriers that might prevent people who live in Scotland but who are not fluent in English from participating in the work of the Parliament or finding out more about how the Parliament works,
- explains the steps the SPCB has taken to provide information about the Parliament and how it works for visitors to Scotland who are not fluent in English, and
- complements the information on the use of languages set out in the Parliament's Standing Orders.

The full policy is available online at:

<http://www.scottish.parliament.uk/vli/language/lang-pol.htm>

As a result, the SPCB makes the following provision for Gaelic at present:

Public access and information

- The SPCB produces and distributes a range of online and printed publications in Gaelic including the annual report and many public information materials.
- The SPCB provides a comprehensive range of Gaelic web pages at: www.scottish.parliament.uk/gaidhlig. There are over 700 web pages at present.
- The SPCB welcomes written correspondence in Gaelic and will respond in Gaelic where a response is required.
- The public may contact the SPCB in Gaelic by telephone via the Parliament's Gaelic Service.

- Signage in public areas in the Scottish Parliament building is bilingual in Gaelic and English.
- Outreach sessions for schools and the community are available in Gaelic, including the Parliament's *MSPs in Schools* programme.
- Guided tours and inward education and information sessions are available in Gaelic.
- The SPCB issues a wide range of information to the media including:
 - A wide range of news releases translated into Gaelic.
 - *This Week in the Scottish Parliament* newsletter is translated weekly for the Gaelic web pages during Parliamentary session.
 - Parliamentary news is regularly sent to the media and general public via a dedicated mailing list held by the Gaelic Officers.
- The Gaelic Communications Officer acts as an SPCB spokesperson to the Gaelic media, as required by the Media Relations Office.
- The SPCB arranges for all calls for evidence issued by Committees to be issued in Gaelic.
- The SPCB arranges for interpretation/translation services to support the Parliament's business processes for debating and publishing in Gaelic where required.
- The Gaelic Service provides Members and Parliamentary staff with support in their use of Gaelic for parliamentary business related purposes

Other Services

- Gaelic tuition is available for SPCB staff through the SPCB's training programmes.
- The SPCB supports the Faclair na Pàrlamaid (the Gaelic Parliamentary Dictionary) project and Ainmean Àite na h-Alba (AÀA), the Gaelic place names liaison group.

Through its statutory Gaelic Language Plan, the SPCB sets out how it intends to develop its Gaelic services over a five year period from October 2008 to September 2013, to encourage awareness and uptake and to give effect to the principle of equal respect.

Core Commitments

This section describes how the SPCB 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 delivered. As required by section 3(4)(b) of Gaelic Language (Scotland) Act, this section looks at incremental development in services over five years and it provides a timetable for the implementation of the SPCB's development commitments.

It takes into account uptake of existing services; potential demand in the SPCB's sphere of operation; the strategic direction set out in the National Plan for Gaelic; the potential for development of the language in different localities or client groups across Scotland.

Where existing practice appears below, this is marked in *italic*.

Core Commitments

	Action	Date for achievement
Identity		
Corporate Identity: The presence of Gaelic in the corporate identity of a public authority can greatly enhance the visibility of the language, and makes an important statement by a public authority about how Gaelic is valued and how it will be given recognition		
Current Practice	<p><i>Gaelic and English versions of logo exist but are used separately</i></p> <p><i>The Gaelic logo is normally only used on Gaelic stationery and publications</i></p> <p><i>The shop stocks a number of products branded with the Gaelic logo: Gaelic label whisky, mugs and pens</i></p> <p><i>Bilingual business cards featuring both logos are available and both logos have occasionally been used on bilingual educational publications</i></p>	
Recommendations for development	<p>Introduce Gaelic into the existing logo to replace both English and Gaelic versions; revise style guidance accordingly.</p> <p>For details of current uses of the logo, see Appendix B. The plan to roll out the application of the revised logo to signage, the website and publications are dealt with under those sections of this Plan.</p> <p>Develop and co-ordinate implementation of plan for phased introduction when replacing stock/commissioning new items:</p> <p>Uniforms</p>	<p>Redesign of logo and reissue of master files/guidance document by March 2009</p> <p>Implementation of revised logo across applications from April 2009 to September 2013</p> <p>By May 2009 for VS By September 2009 for Security FM items are issued as required – the new contract begins in March 2008 and runs to March 2011 with possible 2</p>

		annual extensions (i.e. to March 2013) so we expect items to be replaced within this timescale
	Pre-printed stationery: Letterheads Envelopes Compliments slips Business cards Acknowledgement cards	By September 2013
	Shop stock	By September 2013
	Audit all electronic templates, including for official publications, and then develop and implement a plan to specifically update templates/other items.	Audit completed by September 2009; implementation (mainly in line with corporate information management system timescales) from October 2009 to September 2013
	Sundry items: Tickets	By December 2008
	Lanyards for holding passes	By December 2008
	Events branding on podium	By December 2008
	DVD art work	By September 2010

Signage (internal and external) As with corporate identity, the use of Gaelic in signage can greatly enhance the visibility of Gaelic and makes an important statement about the status of the language. Developing the use of Gaelic through signage can also enrich the vocabulary of Gaelic users and contribute to the development of the language		
Current practice	<i>External signs and internal signs in public areas of the Scottish Parliament are bilingual</i>	<i>Introduced 1999</i>
	<i>Gaelic welcome message is carried on Information Channel in Main Hall</i>	<i>Introduced July 2007</i>
	<i>Gaelic versions of artwork captions to be displayed</i>	<i>By February 2008</i>
Recommendations for development	Audit to assess work to be done and erect internal bilingual signs in non-public areas featuring on the public tour route and erect bilingual directional signs throughout campus	By March 2009
	Develop policy that all temporary signs in public area will be bilingual to retain general approach to bilingual public signage; publish guidance on SPEIR including policy that English-only signs will only be used where urgency is a consideration	By December 2008
Communications		
Reception: The use of Gaelic at the initial point of contact that members of the public have with a public authority increases the 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		
Current practice	<i>Gaelic Officers are called out to reception to assist members of public with queries in Gaelic</i>	
Recommendations for development	Develop current practice into a formal procedure for handling of in person queries in Gaelic	By March 2009
	Introduce Gaelic awareness training for front of house staff including key phrases and appropriate use	See staff training section below for details
Telephone: The use of Gaelic in interactions with the authority 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		
Current practice	<i>Non-direct dialled calls from Gaelic speakers are transferred to Gaelic Service</i>	
	<i>Gaelic Service telephones have bilingual telephone message</i>	
Recommendations for development	Develop current practice into a formal procedure for calls to be transferred to Gaelic Service	By March 2009
	Gaelic Service telephone number to be included on all new public information publications and electronic letterhead template as part of standard contact information	As publications/ templates updated from October 2008 to September 2013

Mail and email: the use of Gaelic in mail and email to and from a public authority enables the use of Gaelic in two important means of communication. Its use in these environments provides opportunities for Gaelic speakers to use Gaelic in a wide range of situations		
Current practice	<i>The SPCB accepts communications in Gaelic and will reply in Gaelic where a response is required</i>	
	<i>When initiating correspondence, the Gaelic Service will initiate correspondence in Gaelic or bilingually with those individuals and organisations known to prefer correspondence in Gaelic</i>	
Recommendations for development	Formalise procedures with relevant offices to ensure that written communications received in Gaelic can be replied to within the organisation's normal timescales and within relevant statutory limits and holding replies to Gaelic correspondence are issued in Gaelic	Procedures to be developed by March 2009; implementation from April 2009
	Add text to all English and Gaelic Calls for Evidence stating that evidence may be sent in Gaelic	By September 2009
	Add Gaelic translation of corporate email disclaimer/promotional strap-lines to emails issued by Gaelic Service	By December 2008
	Create strap-line for all outgoing emails publicising Gaelic service in Gaelic and Language Policy in English	By December 2008
Forms: Enabling the use of Gaelic on the forms of public authorities can greatly enhance opportunities for the use of the language. The presence of Gaelic in a wide range of Gaelic forms, or in bilingual forms, can also greatly enhance the visibility and prestige of the language. The preparation of Gaelic versions of forms, applications and similar documents, will assist in expanding the range of Gaelic terminology and the awareness of the Gaelic-speaking public of such terminology, helping the development of the language itself		
Current practice	<i>The SPCB will accept forms completed in Gaelic</i>	
Recommendations for development	Make a range of Gaelic versions of most widely used forms for public use available online: <ul style="list-style-type: none"> ▪ Gaelic publications order form ▪ Gaelic contact form (to act as an equivalent to the large numbers of English contact forms) ▪ Educational booking forms (and any other visitor services/events /education/outreach booking forms for the public that are developed in future) ▪ MSP voting records request form ▪ Question and answer search form ▪ Motions search form ▪ Site search form ▪ FOI request form ▪ Website feedback form 	By September 2009

	Produce Gaelic version of public feedback forms: <ul style="list-style-type: none"> ▪ Visitors' Survey form ▪ education feedback form, ▪ events feedback form ▪ exhibitions feedback form 	By December 2008
Public Meetings: The use of Gaelic in public meetings provides a key means by which Gaelic-speakers can express their views in the language of their choice and helps promote the audibility of Gaelic in a wider range of settings		
Current practice	<i>Use of Gaelic has been facilitated at meetings held by Outreach Services but has been ad-hoc up to this point.</i>	
	<i>Pilot the offer of a wider range of services for Gaelic schools debate, November 2007: Gaelic booking forms, Gaelic temporary signage, Gaelic speaking ushers (drawn from SPCB staff) and review to help plan the roll-out of services to future Gaelic themed events and then to all events with a Gaelic input</i>	December 2007
Recommendations for development	Formalise procedure for simultaneous interpretation provision to be offered at all SPCB hosted public meetings/events in areas where Gaelic is spoken by a significant percentage of the population (e.g. Western Isles, Skye, Islay, Tiree etc.)	By September 2010
	Formalise procedure that elsewhere the provision will be made where reasonable demand has been demonstrated or where the subject matter is of interest to Gaelic speakers	By September 2010
	Establish marketing plan for SPCB hosted public meetings/events to ensure that availability of Gaelic interpretation is included in advance information for meetings in order that demand can be assessed	By September 2010
	Procedure established for use of interpretation at events held at the Scottish Parliament building to support use of Gaelic as required by host MSP	By September 2010
Complaints Procedure: in addition to creating practical opportunities for the use of Gaelic, the establishment of a complaints procedure that is receptive to the use of Gaelic affirms the authority's commitment to the use of Gaelic and to providing a quality service to those members of the public who prefer to express themselves through Gaelic		
Current practice	<i>Include as part of the development overall SPCB complaints procedure</i>	<i>Procedure to be developed by December 2007</i>
Recommendations for development	Gaelic translation of complaints leaflet to be made available online and in print (pilot leaflet online only, final leaflet online and in print)	January 2008 to December 2008

Publications		
Public Relations and Media: 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		
Current practice	<i>Translate main news releases. Where a range of similar news releases come out on the same subject, only the key releases will be translated. Target = 80% of news release topics translated</i>	
	<i>Translate all calls for evidence</i>	
	<i>Where authorised, the Gaelic Communications Officer acts as a spokesperson to the Gaelic media.</i>	
Recommendations for development	Arrange to host a planning meeting with Gaelic media to inform how to allocate resources to ensure services in line with user requirements and delivering value for money	By November 2009
Printed Material: 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		
Current practice	<i>The following publications are currently produced in Gaelic</i> <ul style="list-style-type: none"> ○ <i>Almost all public information publications are produced in Gaelic:</i> <ul style="list-style-type: none"> ▪ <i>Your Visit to the Scottish Parliament</i> ▪ <i>Discover the Scottish Parliament</i> ▪ <i>Making Your Voice Heard</i> ▪ <i>How to submit a public petition</i> ▪ <i>Gaelic in the Scottish Parliament (bi-lingual)</i> ▪ <i>Working for You 2003-07</i> ○ <i>Scottish Parliament annual report</i> ○ <i>All education and outreach publications</i> 	
	<i>Where publications are produced in print, separate Gaelic and English versions are normally produced. Bilingual versions of education/outreach and Gaelic service materials have been produced on occasion but there is no formal policy on where separate and where bilingual publications are produced.</i>	
Recommendations for development	A range of Gaelic publications will be produced:	
	All public information and educational publications will be produced in Gaelic (in print and online)	By September 2009
	Procedure for considering applications internally to produce new publications will be revised to prompt consideration of requirement to produce any new publication in Gaelic or to consider incorporating Gaelic elements (e.g. Gaelic names, bilingual headings, Gaelic summary) as appropriate	By April 2009
	Procedure for considering publication requests amended to include Gaelic Service advice	By April 2009

	Procedure established to consult Gaelic Service on translation/publication requirements of SPCB publications such as the SPCB annual report, the SPCB's annual Equalities Report and all other public publications	By April 2009
	Any publications relating to the Gaelic language plan or services will be bilingual	August to October 2008 for the Gaelic language plan
	Develop distribution strategy for Gaelic publications	By December 2008
	Translate each bill summary for website	October 2009 to September 2010
Websites: 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		
Current practice	<i>The SPCB provides a comprehensive range of Gaelic web pages at: www.scottish.parliament.uk/gaidhlig. There are over 700 web pages at present</i>	
	<i>Holyrood.tv website carries Gaelic headings at www.holyrood.tv</i>	
Recommendations for development	Create Gaelic URL for Gaelic pages	By March 2009
	Create more prominent links to Gaelic on front page as part of redesign of website	By September 2013
	Reintroduce Gaelic version of SP name on front page of Scottish Parliament website with next redesign of front page	By September 2013
	Reintroduce bilingual version of SP logo throughout Scottish Parliament website with next redesign of website	By September 2013
	Add content to SPEIR about Gaelic language plan	By November 2008
	Change format of Gaelic front page (www.scottish.parliament.uk/gaidhlig) to introduce left-hand navigation on front page	By September 2009
	Investigate possibility of full left hand navigation as part of development of a content management system for Scottish Parliament website	By September 2013
	Introduce Gaelic version of RSS (Really Simple Syndication)	By September 2009
	Gaelic version of petitions form to be made available online	By September 2009
	See section on Forms for commitment to development of online forms	

Exhibitions: The use of Gaelic in exhibitions recognises the authority's commitment to providing information in Gaelic and to extending its use in a wider range of environments.		
Current practice	<i>Gaelic incorporated in the Scottish Parliament's permanent exhibition in the Main Hall</i>	
Recommendations for development	Incorporate Gaelic into display materials for temporary exhibitions produced by SPCB/in partnership: pilot in <i>Cridhe na Gàidhealtachd</i> exhibition (December 2007-January 08) and then adopt as policy	December 2007 – March 2008
Staffing		
Training: In order to deliver services through the medium of Gaelic, public authorities will need to develop the requisite job skills and language skills of their staff		
Current practice	<i>Staff fluent in Gaelic employed specifically to support public engagement in Gaelic.</i> <i>For language learning, see following section</i>	
Recommendations for development	Deliver programme of Gaelic awareness training for front of house staff (Visitor & Outreach Services, Security, Public Information, Events & Exhibitions) Re-fresher programme established; also made available to other staff on request	Front of house staff to be trained by March 2009 Annual programme of training for new staff/other offices from April 2009 to September 2013
	Presentations to be made to SMT and to Office Heads to brief managers on Gaelic language plan commitments	October to December 2008
	Develop guidance note for all staff on Gaelic plan and new policies/procedures as they are developed and publish on SPEIR - including guidance on procedures for enquiries from Gaelic speakers in person and on the telephone	By March 2009
	Deliver Gaelic related 'Snippets' session as part of the annual internal staff training programme	By September 2009

Staffing		
Language Learning: The provision of language learning for its staff will help promote adult Gaelic learning, and in promoting Gaelic as a useful skill in the workplace		
Current practice	<i>Gaelic classes at all levels offered for SPCB staff in Scottish Parliament through language training scheme</i>	
	<i>Gaelic resources available in Learning Resource centre</i>	
	<i>SPCB staff may make applications to the SPCB voluntary further education scheme for costs for Gaelic training</i>	
Staffing		
Recruitment: The creation of jobs in which Gaelic is an essential or desirable skill will contribute greatly to the status of the language, and in identifying it as a positive skill to acquire.		
Current practice	<i>No formal policy although SPCB employs staff fluent in Gaelic to support its public engagement work</i>	
Recommendations for development	Draw up guidelines for Office Heads on designation of Gaelic posts using Bòrd na Gàidhlig definitions (awaiting clarification from Bòrd na Gàidhlig on essential/ desirable posts)	By September 2009
	Recruitment procedures to be developed to require Office Heads to consider designations when new/existing posts are to be filled and justify their decision (awaiting clarification from Bòrd na Gàidhlig on essential /desirable posts)	By September 2010
	Revision of Recruitment & Selection training course to cover designations of posts (awaiting clarification from Bòrd na Gàidhlig on essential/ desirable posts)	By September 2011
	Insert strap-line in every job advertisement stating the Parliament's commitment to promoting Gaelic	By September 2010
	Revision of job description of Gaelic Communications Officer to include developmental/promotional aspect	By September 2008
Staffing		
Advertising: The use of Gaelic in advertising helps recognise that Gaelic should be used in public life and that Gaelic speakers have an important role to play within a public authority.		
Current practice	<i>Gaelic Officer posts have been advertised bilingually to date but there is no formal policy</i>	
Recommendations for development	Establish formal policy to advertise Gaelic essential posts bilingually including use of bilingual corporate identity when introduced	From May 2008

Policy Functions		
The Bòrd recommends that Gaelic Language Plans should contain a commitment that the linguistic impact of policies will be considered, and that policies pursued by an authority will be consistent with the measures contained in the Gaelic Language Plan. The Bòrd would encourage the development of policies where practicable that seek to promote and support the promotion and facilitation of the use and acquisition of Gaelic		
Recommendations for development	Include Gaelic in the policy making/ monitoring process in the following ways:	
	Insert Gaelic impact section into SPCB / Directors' Group / SMT templates for policy development papers to ensure consideration of SPCB's commitment under the Gaelic Language Act	By March 2009
	Include Gaelic into relevant policy and process documentation to ensure consideration of SPCB's commitment under the Gaelic Language Act	By September 2009
	Draw up a communications plan to raise awareness of Gaelic plan. Implement communications plan	By September 2009 April 2010 to September 2013
	Develop a pilot Gaelic Language Day event as part of SPCB's major Events & Exhibitions Programme for delivery in November 2008 Evaluate pilot and develop for future years with a view to including a wide range of partnerships amongst those agencies who are key to implementation of the National plan.	November 2008 November 2009-13

Helping Implement the *National Plan for Gaelic*

The *National Plan for Gaelic* sets out a vision for Gaelic of a healthy, vibrant language increasingly used valued and respected in a modern, multicultural and multilingual Scotland. It sets out four key concepts of language development that must be addressed in order achieve that vision:

Language acquisition – how people are enabled to acquire Gaelic
Language usage – how they are enabled to use Gaelic
Language status – how the status of Gaelic can be enhanced
Language corpus – how Gaelic corpus can be developed

A series of priority areas are identified for each of these concepts.

The *Guidance on the Development of Gaelic Language Plans* states that "of particular importance in the implementation of the *National Plan* is the role that can be played by public authorities across Scotland. The Bòrd wishes to see public authorities engage with the *National Plan*, to recognise actions they can take in areas within which they operate, and for them to take practical steps to deliver those actions" (p33).

This section of the plan sets out how the SPCB will help implement relevant priority areas identified in the *National Plan* for Gaelic. Existing practice is written in *italic*.

National Plan Language Planning Principle: Language Acquisition

To increase the number of Gaelic speakers by ensuring the language is passed on and by securing effective opportunities for learning Gaelic.

Relevant National Plan Priority area <i>(Text from National Plan for Gaelic)</i>	SPCB Action	Comments
<p>Acquisition through education: We recognise the crucial importance of Gaelic-medium education (GME) and the valuable contribution of Gaelic-learner education (GLE), and we will seek to increase the availability and quality of both and increase the numbers and continuity within GME</p>	<p>The SPCB will support Gaelic-medium and Gaelic learner education through:</p> <ul style="list-style-type: none"> ▪ <i>Producing education/outreach materials in Gaelic</i> ▪ <i>Providing inward school sessions, the MSPs in Schools programme, in-service training and other outreach services in Gaelic</i> 	<p>The SPCB's plan for the further development of educational publications is covered in core commitments section under:</p> <p>Publications>Printed Materials</p> <p><i>This is current practice.</i></p>
<p>Acquisition in adult learning: We recognise the importance of opportunities for adults to gain fluency and literacy in Gaelic, and we will seek to increase the availability and uptake of appropriate adult learning opportunities</p>	<p>The SPCB will support adult learners through:</p> <ul style="list-style-type: none"> ▪ <i>Providing a range of inward/outreach sessions suitable for adult learners</i> ▪ <i>Providing a range of learning opportunities for SPCB staff</i> 	<p>The SPCB's plan for the further development of training for SPCB staff are covered in the core commitments section under:</p> <p>Staffing>Language Learning</p>

National Plan Language Planning Principle: Language usage To encourage greater use of Gaelic, to provide opportunities to use the language and to promote access to Gaelic forms of expression.		
Relevant National Plan Priority area <i>(Text from National Plan for Gaelic)</i>	SPCB Action	Comments
The use of Gaelic in communities: We recognise the crucial importance of Gaelic in the communities where it is in widespread use, and we will seek to promote the increased use of, and confidence in, Gaelic in all communities	The SPCB will support the use of Gaelic in communities through: <ul style="list-style-type: none"> ▪ Use of simultaneous translation equipment at public meetings where appropriate ▪ <i>Services to Gaelic education in Gaelic communities throughout Scotland</i> ▪ <i>Distribution of SPCB Gaelic publications through Partner Library and Linked Library Networks</i> 	The SPCB's plan for the further development for use of Gaelic at public meetings is covered in the core commitments section under: Communications>Public Meetings <i>This is current practice</i> <i>This is current practice</i>
The use of Gaelic in the workplace: We recognise the importance of the use of Gaelic in the workplace, and we will seek to promote and encourage the increased use of Gaelic in places of work, and in communication with members of the public	The SPCB will support the use of Gaelic in the workplace in the following ways: <ul style="list-style-type: none"> • <i>Gaelic is the working language of the Gaelic Service</i> • <i>Gaelic speaking staff have access to a range of dictionaries, language</i> 	The SPCB's plan for further development is covered in the following sections of the core commitments section:

	<p>resources (via Gaelic Service), language training opportunities (via Training & Development team) and Gaelic related IT applications (via BIT)</p> <ul style="list-style-type: none"> • Gaelic learners have access to Gaelic learning opportunities through the T&D teams • The Gaelic Service will provide support to staff and Members wishing to use Gaelic in their parliamentary work • Communication with members of the public through Gaelic will be promoted through a range of measures in the core commitments section of this plan 	<p>Staffing>Language Learning</p> <p>Communications>Reception</p> <p>Communications>Reception Communications>Telephone Communications>Mail and email Communications>Forms Publications>Publications and media Publications>Printed material Publications>Website</p>
<p>Promotion of Gaelic in the media: We recognise the crucial importance of an increased presence for Gaelic in the print, broadcast and online media, and we will seek to secure an increase in range, quantity and quality</p>	<p>The SPCB will promote Gaelic in the media through:</p> <ul style="list-style-type: none"> • Providing news releases in Gaelic • Providing Gaelic speaking spokespersons to the Gaelic media where appropriate • Providing a wide range of information in Gaelic on the Scottish Parliament website 	<p>The SPCB's plan for further development is covered in the following sections of the core commitments section:</p> <p>Publications>Public relations and media</p> <p>Publications>Website</p>

<p>Promotion of Gaelic in the arts: We recognise the crucial importance of the arts delivered through Gaelic and we will seek to promote excellence, access and participation</p>	<p>The SPCB will promote Gaelic in the arts through:</p> <ul style="list-style-type: none"> • Gaelic captions for art works in the Scottish Parliament building • Considering the use of Gaelic when commissioning future artworks/exhibitions 	<p>The SPCB's plan for the further development is covered in the following sections of the core commitments section: Identity>Signage Events & Exhibitions Team From 2010</p>
<p>Promotion of Gaelic in tourism, heritage and recreation: We recognise the need and importance for an increased profile for Gaelic in the tourism, heritage and recreation sectors and we will seek to promote and encourage this where possible.</p>	<p>The SPCB will promote Gaelic in tourism, heritage and recreation through:</p> <ul style="list-style-type: none"> • The availability of Gaelic guided tours • Gaelic captions for art works in the Scottish Parliament building • The use of Gaelic in the Scottish Parliament's permanent exhibition 	<p>The SPCB's plan for further development is covered in the following sections of the core commitments section: Identity>Signage</p>
<p>National Plan Language Planning Principle: Language status To increase the visibility of Gaelic, enhance its recognition and create a positive image for Gaelic in Scottish public life.</p>		
<p>Relevant National Plan Priority area (Text from National Plan for Gaelic)</p>	<p>SPCB Action</p>	
<p>A positive image for Gaelic: We recognise the importance of a positive image for Gaelic, and we will seek to raise the profile and prestige of Gaelic wherever possible.</p>	<p>The SPCB will promote a positive image and increased visibility for Gaelic through:</p> <ul style="list-style-type: none"> • Incorporating Gaelic into the Scottish Parliament's corporate 	<p>The SPCB's plan for further development is covered in the following sections of the core commitments section: Identity>Corporate Identity</p>
<p>Increased visibility of Gaelic in</p>		

<p>Scotland: We recognise the need for the Gaelic language to be visible in Scotland in a wide range of contexts and we will seek to encourage and support this wherever possible.</p>	<p>identity</p> <ul style="list-style-type: none"> Expanding the use of Gaelic on temporary and permanent signage Adding Gaelic straplines to all outgoing emails <i>The use of Gaelic in the Scottish Parliament's permanent exhibition</i> The range of measures contained in the policy functions section of this plan 	<p>Identity>Signage</p> <p>Policy Functions</p>
<p>National Plan Language Planning Principle: Language corpus To strengthen the relevance and consistency of Gaelic and to promote research into the language.</p>		
<p>Relevant Priority area (Text from National Plan for Gaelic)</p>	<p>SPCB Action</p>	<p>Comments</p>
<p>Gaelic orthographic, terminological and place-name development: We recognise the need for appropriate measures and structures to ensure that the richness, relevance and consistency of the Gaelic language is maintained and strengthened.</p>	<p>The SPCB will support the development of Gaelic corpus through:</p> <ul style="list-style-type: none"> Supporting the <i>Faclair na Pàrlamaid</i> (the Gaelic Parliamentary Dictionary) project by supplying words for translation and providing appropriate advice. Participating in <i>Ainmean Àite na h-Alba (AAA)</i> and other appropriate corpus planning initiatives 	<p>This is current practice</p>
<p>Gaelic translation and interpretation: We recognise the importance of encouraging more information being translated into Gaelic, and we will seek to</p>	<p>The SPCB will support translation and interpretation through:</p>	<p>The SPCB's plan for further development is covered in the following sections of the core commitments section:</p>

<p>ensure quality and accessibility in Gaelic translations and interpretation.</p>	<ul style="list-style-type: none"> • <i>Translating a range of documents, publications and web-pages into Gaelic</i> • <i>Ensuring that the quality of translation is as high as possible</i> • Providing simultaneous interpretation at appropriate public meetings • Providing style guidelines to Gaelic translators undertaking translation for the SPCB 	<p>Communications>Mail and email Communications>Forms Publications>Public relations and media Publications>Printed Materials Publications>Websites Publications>Exhibitions Communications>Public Meetings</p>
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Monitoring Implementation of the Plan

Progress against plan targets will be monitored by a Gaelic Language Plan Monitoring Group and a yearly monitoring report will be produced. This group will also be responsible for reviewing, updating and resubmitting the plan within five years.

The group will consist of representatives of Facilities Management, Media Relations Office, Gaelic Service, Visitor & Outreach Services, Corporate Policy Unit, the Legal Directorate and other teams as appropriate. It will be chaired by the Head of Public Affairs.

Authority Contacts

The senior officer with responsibility for the preparation, delivery and monitoring of the SPCB Gaelic Language Plan is:

Michelle Hegarty
Head of Public Affairs
The Scottish Parliament
Edinburgh EH99 1SP

Michelle.hegarty@scottish.parliament.uk

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

Mark Neilly / Alasdair MacCaluim
Gaelic Communications Officers
The Scottish Parliament
Edinburgh EH99 1SP

Gaidhlig@scottish.parliament.uk

Tel: 0131 348 5395
Fax: 0131 348 5601

The Consultation Process

The SPCB is required by the Gaelic Language (Scotland) Act 2005 to produce a Gaelic language plan and to consult on it with interested parties. The current draft plan was approved as the basis for consultation by the SPCB on 07 November 2007.

Comments on the Plan should be sent to:

gaidhlig@scottish.parliament.uk

or by post to:

The Gaelic Service
The Scottish Parliament
Edinburgh EH99 1SP

Tel: 0131 348 5395

Fax: 0131 348 5601

In line with the SPCB Language Policy, responses are welcome in Gaelic, English or any other language.

Responses should be made by **Monday 14 January 2008**.

Before you submit evidence, please ensure that you have read the following information regarding handling of responses to this consultation.

Treatment of Consultation Responses

Consultation responses will be posted on the Scottish Parliament website and will also be available in the Scottish Parliament Information Centre. Responses may also be quoted in the report on the consultation process.

If you wish your evidence to be published anonymously or if you wish to make a confidential response, please make this clear in your response.

In addition, there may be a few situations where we may not choose to publish your response or have to edit it before publication for legal reasons.

Data Protection Act 1998

The SPCB must comply with the Data Protection Act 1998. This affects what information about living people we can make public.

When we publish your evidence, we will not publish your signature or your personal contact information (like your home telephone number or your home address).

We may also have to edit information which can identify another living person who has not specifically given their consent to have information about them made public.

Freedom of Information (Scotland) Act 2002

If you ask for your response not to be published, or for your response to be anonymous, we will comply with your request, but you should be aware that the SPCB is subject to the provision of the Freedom of Information (Scotland) Act 2002 and would therefore have to consider any request made to it under this Act for information requested relating to any responses made to this consultation exercise.

Electronic Publication and additional copies

This publication is available online at www.scottish.parliament.uk.
Paper copies are available from the above address.

Appendix A: SPCB Gaelic Language Plan: Uptake audit

The following is an extract from a paper produced in June 2007 to inform the development of the SPCB Gaelic Language Plan.

Introduction

This paper identifies the level of uptake of SPCB Gaelic services by Members and their staff, SPCB staff and the public. Through doing so, it is intended to inform the development of the SPCB Gaelic Language Plan.

Visitors

Shop

The shop currently stocks a number of Gaelic products (Gaelic label whisky, mugs, pens and 5 Gaelic books at present). The Gaelic label whisky accounts for 35% of sales, the Gaelic mug 26% and the English/Gaelic mug 35%. There are no figures for the Gaelic pens, though there are greater sales of the English pen. On average 3 Gaelic books are sold per month with a slightly higher average through the summer.

Crèche

The Crèche currently asks the first language of children on its intake form. There is no way of identifying children in Gaelic Medium pre-school provision who don't put down Gaelic as a first language. They have identified 2 Gaelic speaking children to date, since it opened in 2004.

Tours

Other than tours done by the Gaelic officers or by Gaelic-speaking MSPs as part of an event/inward session, there have been no requests for 'official tours' in Gaelic.

Inward sessions

In 2004-5: 21 sessions were held altogether, taking in 357 people. 14 of the sessions were for schools / young people and the remainder for adults.

In 2005-6: 15 sessions altogether, taking in 311 people. 13 of the sessions were for schools / young people and the remainder for adults.

Leaflets in public hall:

(See 'General services to the Public' below)

Callers to reception

The estimate of Gaelic-speaking callers/enquiries to reception is on average 1-2 per month.

Events

The SPCB's major events programme has included the Annual National Gaelic Schools Debate, with BBC radio presence, for the past few years. The Cross-Party Group evening on Gaelic has been held on the same night recently. The Presiding Officer has also used Gaelic introductions at events on a number of occasions. There are currently no statistics kept as to use of Gaelic for the majority of small/medium events, which are hosted by MSPs, as it is up to the Member and the host organisation if they wish to use Gaelic and make their own arrangements to do so.

General services to the public

Website Usage

February 2007	Total Hits	Total Visitors	Total Unique IPs	Average Per day
All Traffic to SP Site	10,815,711	251,538	128,903	8,983
To Language Pages (i.e. all excluding English)	37,075	5,383	3,712	192
To Gaelic Pages	19,252	2,644	1,657	94

Analysis:

For February 2007:

1.05% of Visitors to SP website viewed Gaelic pages and 49.11% of Visitor traffic to Language pages was to Gaelic pages.

1.28% of Unique IPs accessing SP Web viewed Gaelic, 44.6% of Unique IPs accessing SP Language pages viewed Gaelic.

1.04% of Visitor traffic per day viewed Gaelic pages, 48% of visits to Language pages (per day) were to Gaelic pages.

These figures expressed as percentages (1.05%, 1.28% & 1.04%) would seem to be in line with what we would expect given the demographic make-up of Scotland (i.e. 1.15% Gaelic-speaking). However, even a cursory glance at the usage figures for the last year shows a considerable drop in web traffic to the Gaelic pages circa last November. This is attributable to the new system of filtering that the Parliament implemented (circa November) which now discounts traffic from 'spiders' and 'bots' (computer programmes that trawl the internet checking the validity of pages and links).

Website Usage January 2006 - February 2007

Month	Total Hits	Total Visitors	Total Unique IPs
January 2006	37,703	14,352	2,440
February	40,517	13,917	3,052
March	73,964	26,015	3,531
April	67,949	16,903	3,291
May	66,869	15,386	3,369
June	53,771	15,727	3,253
July	44,891	14,619	3,067
August	50,907	9,773	2,716
September	35,031	9,115	2,911
October	32,997	10,323	3,013
November	20,744	2,818	1,643
December	15,955	2,334	1,361
January 2007	24,364	3,176	1,958
February	19,252	2,644	1,657

Throughout this period, the Gaelic front page was in the top 100 of the Scottish Parliament web pages accessed. The lowest position recorded was no. 66 (January 2006) and the highest no. 34 (July 2006). There was often more than one Gaelic webpage in the top 100 simultaneously. The Gaelic index and front page were amongst the top 5 Language pages viewed.

Outreach figures

The SPCB has been reviewing its approach to education and outreach services. However based on existing data, under the previous approach, we reached:

In 2004-5: 26 sessions altogether, taking in 596 people. 17 of the sessions were for schools / young people and the remainder for adults.

In 2005-6: 7 sessions for adults taking in 270 people. Additionally, 96 pupils in 7 Gaelic medium units participated in MSPs in Schools.

In 2006-7: 9 sessions for adults taking in 160 people. There were 18 Gaelic medium education sessions and 1 for a class of Gaelic learners, with an estimated 215 pupils.

Gaelic correspondence

To the Gaelic Service:

The level of Gaelic correspondence is low and variable; somewhere between 5-10 enquiries by post or email per month on average would be the usual threshold. However, marketing can make a difference - the service received 13 Gaelic publication requests within three days as a response to enclosing a

publication order form with a mail out (the Gaelic version of the Public Information 'Working for You' leaflet) illustrating both how variable demand for the service can be, and that promotion of the service has a direct impact on uptake and interest.

In addition to this, the Public Information Service estimates they receive 6 requests for information regarding Gaelic a year.

To the Presiding Officer:

An estimate of around 12 letters a year for which Gaelic translation is required.

To committees:

The level of Gaelic correspondence received by committees is very limited: 5-10 letters/submissions per year in total. The only exception to this was the Gaelic Language (Scotland) Bill which received dozens of Gaelic submissions.

To date, there has been 1 petition in Gaelic and 2 or 3 bilingual petitions.

Leaflets:

Monthly Usage Rate for Major Publications (last figures October 2006)

Language	"Making Your Voice Heard"	"How the Scottish Parliament Works"	"Your Visit to Scottish Parliament"
English	1,060	4,799	7,616
German	N/A	266	275
French	N/A	216	254
Spanish	N/A	171	266
Gaelic	78	159	160
Chinese	57	124	114
Italian	N/A	85	112
Russian	N/A	65	80
Arabic	43	36	43
Bengali	51	22	30

There currently is no way of differentiating between publications which are disseminated via publication requests and those which are taken from the stands in the public lobby. It is worth noting that schools are generally a major consumer of Scottish Parliament publications and were a main target audience for Gaelic outreach work. The future of this aspect of the service is included in the current education/outreach review.

Committee signage translation requests: 5-10 per annum

Temporary/permanent signage requests: 5-10 per annum

Staff

Internal Website Usage

The Gaelic website is usually in the top 100 internal websites used by staff and is sometimes in the top 50; usage is quite variable and ranged from a low of 85 hits for the month of August 2006 to a high of 442 for November 2006.

Training

With regard to training in the form of language classes to SPCB staff, there were 8 staff enrolled on courses for 2005/6 and 5 members of staff on courses for 2006/7. The majority of provision would be at a post-beginner/intermediate level with several advanced speakers.

Supporting MSPs in their parliamentary work

- The Presiding Officer requests for assistance with translation/pronunciation: bi-monthly.
- Advice for Members/offices on pronunciation/spelling/advice on use of Gaelic/advice on sourcing translation: 10-20 times per year.

Awareness

In terms of generating and raising public awareness of the Gaelic Service:

- TWISP (This Week in the Scottish Parliament) and links to Parliamentary News Releases are sent out to 262 interested parties via email every week.
- Our postal mailing list currently stands at 503 (UK) addressees and 59 (Outside UK).
- 10-12 media appearances per year are made by Gaelic staff on radio (BBC Radio nan Gàidheal).
- Information about the Parliament appears quarterly in a bilingual Gaelic/English magazine for speakers/learners called 'Cothrom': this has a readership of over 1000.
- A section of 'An Gàidheal Ùr' - a free, monthly Gaelic newspaper - is dedicated to the Parliament.
- The Gaelic Service has maintained a stall and events with MSP participation at The Royal National Mòd, the biggest Gaelic cultural event of the year, which is supported by adverts in the West Highland Press and Mòd Programme.

- In addition to this, we include copies of the Gaelic service leaflet as standard in responses to enquiries.

Appendix B: Implementation of Bilingual Corporate Identity

The logo presently consists of the heraldic device or badge (protected by the Lord Lyon) and the subscript 'The Scottish Parliament' or 'Pàrlamaid na h-Alba'.

This means that a separate Gaelic version of the logo exists – it is currently normally only used for materials in Gaelic, such as publications and stationary.

There is no current bilingual version of the logo.

The logo appears in a very wide range of applications. Additionally the logo is used in a small number of internal non-public facing applications. These include the Scottish Parliament Code of Conduct and Standing Orders folders and the inlay for the Performance Management binder. For applications such as these, implementation of a bilingual identity will not occur within the lifetime of the first Gaelic plan.

For permanent signage, the SPCB uses the heraldic device but does not tend to use the wording. Staff/contractor and visitor lanyards have wording but not the device.

Leaflets and resources	Business publications	Signage	Members	SPCB forms/templates	Miscellaneous
Ad hoc flyers for exhibitions	Business Bulletin	Ad hoc signage	Business cards	Application forms	Broadcasting Office films
Ad hoc leaflets	Code of Conduct	Concrete pillars at building entrances	Constituency/regional offices signage and windows	Broadcasting forms	Chamber/committee tickets
Annual reports	Committee agendas and papers	Information banners	Envelopes	Corporate Programme Management forms	Document holders
Bibliography	Committee reports	Orientation panels	MSP newsletters and annual reports	FM forms	Events badges
Complaints form (in progress)	Journal of Proceedings		MSP surgery adverts	Logo usage guidance	Links on external websites
Disability Equality Scheme	Official Report		MSP websites	MSP stationery - letter templates, business cards etc	Napkins
Education Service leaflets, posters, games and booklets	Petitions		Pre-printed stationery - business cards, letters etc	MSP websites	Phone book adverts (14 books)
Election guidance	Register of Interests			Official Report 'Purple Book'	Shop goods - 181 lines
Festival of Politics posters and leaflets	SP folders			Personnel forms e.g. overtime, childcare vouchers etc	Shop packaging
Fact sheets	Standing Orders				

Leaflets and resources	Business publications	Signage	Members	SPCB forms/templates	Miscellaneous
Members' photographs booklet	Written Answers Report			Procurement templates	Adverts (recruitment)
Text phone leaflet				Security Office forms & templates	Staff name badges
Press releases				General templates - e.g. letters, minutes, memos, faxes	Staff badges
Public Information bookmarks - 4 designs				SPICE guides	Staff uniforms
Public Information leaflets - 15 titles in various languages				Enquiries logging system reports (from SPEIR)	Video and DVD covers
Regional and constituency maps				Staff business cards	SPEIR
Event publications - flyers, commemorative programmes				Surveys	Website
SPICE briefings					
Statistics volumes					

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