Gaelic Language Plan

Second Iteration - 2016 - 2019

This plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005.
As Chief Executive of Skills Development Scotland I am pleased to introduce the second iteration of our Gaelic Language Plan.

Skills Development Scotland has, of course, a statutory duty under the Gaelic Language (Scotland) Act 2005 to play its part in promoting the language. With the second iteration of our Gaelic Language Plan we have developed a clear, co-ordinated strategic response that builds on, what we believe to be, our already significant achievements in supporting the development of Gaelic language acquisition and usage across Scotland and within our own workplace. We recognise that there is a tremendous opportunity for SDS to join with partners in becoming ambassadors for the language and to shape a future for Gaelic that extends well beyond the reach of this three year development plan.

The high level aims set for us by Bòrd na Gàidhlig in agreement with the Scottish Government include:

- All Gaelic services and resources will demonstrate equal respect for Gaelic and English.
- There will be a continuous active offer for all Gaelic Services and facilities.
- Inclusion of all commitments carried forward from our first Gaelic language Plan

This Plan sets out a formal structure for our support of the Gaelic language, with new initiatives and clear measurable targets that highlight Skills Development Scotland’s commitment to the Gaelic language and culture

Damien Yeates
Chief Executive
Skills Development Scotland
Summary

Introduction

Skills Development Scotland (SDS) is Scotland’s national skills body, focused on contributing to Scotland’s sustainable economic growth by supporting people and businesses to develop and apply their skills. We work with partners at national, regional and local levels to create a Scotland where:

- employers are able to recruit the right people with the right skills at the right time
- employers have high performing, highly productive, fair and equal workplaces
- people have the right skills and confidence to secure good work and progress in their careers
- there is greater equality of opportunity for all.

This document is SDS’s Gaelic Language Plan (‘our Plan’) prepared within the framework of the 2005 Act, and with regard to the National Gaelic Language Plan (NGLP) and the Guidance on the Development of Gaelic Language Plans. It sets out how we will use Gaelic in the operation of our functions, how we will enable the use of Gaelic when communicating with the public and key partners, and how we will promote and develop the Gaelic language.

This is the second iteration of our Plan which covers the period 2016 – 2019. It builds on the experience of implementing the first plan and includes more ambitious and practical outcomes for our organisation going forwards.

Gaelic and SDS

SDS operates a network of public access centres augmented by regional and national headquarter locations. Our network extends into areas identified as having higher numbers of Gaelic speakers in the North West and Glasgow as well as areas where Gaelic usage and Gaelic medium education is low or developing. Our national coverage places SDS in a strong position to support activity in traditional Gaelic speaking areas and also encourage the uptake and usage of Gaelic where interest levels are less established.

In 2011, 87,100 people aged 3 and over in Scotland (1.7 per cent of the population) had some Gaelic language skills. Of these 87,100 people:

- 32,400 (37 per cent) had full skills in Gaelic, that is could understand, speak, read and write Gaelic;
- 57,600 (66 per cent) could speak Gaelic;
- 6,100 (7 per cent) were able to read and/or write but not speak Gaelic; and
- 23,400 (27 per cent) were able to understand Gaelic but could not speak, read or write it.

During the first year of the plan SDS will obtain data to track the bilingual capabilities of the population that have Gaelic language skills, to ensure service improvements are adequately prioritised.
SDS’ 2016 Gaelic language survey shows that:

- 16 per cent of SDS employees can speak Gaelic to some extent
- 11 per cent can read Gaelic to some extent, and
- 7 per cent can write in Gaelic to some extent.

The ‘SDS North’ operational region, which incorporates the Local Authority Areas of Argyll & Bute, Eilean Siar, Highland, Moray, Orkney and Shetland, has the most Gaelic speakers, readers and writers. SDS North is also the region which has the most customer demand for services in Gaelic.

SDS has a statutory responsibility as detailed in the Gaelic Language (Scotland) Act 2005 and its Gaelic Language obligations are referenced in the SDS Corporate Plan 2015-2020. While certain individuals have more responsibility for the upkeep and implementation of this Plan, all SDS staff have a positive contribution to make to the delivery of its actions.

**Progress to date and priorities going ahead**

Our Plan demonstrates our organisational commitment to the National Gaelic Language Plan (NGLP) 2012/2017 and creates actions relevant to the NGLP development areas where we can have the most impact. These are:

- Education: Schools and Teachers
- Education: Post-school Education
- Communities
- Workplace
- Arts and Media

As a result of the first iteration of our Gaelic Language Plan:

- We developed web resources to highlight Gaelic career profiles, primarily through our *My World of Work* website. The site can now also highlight job vacancies that have a Gaelic element within them.
- We introduced a Gaelic toolkit through our internal web resource ‘Connect’.
- Staff have been briefed on any events or issues that have a Gaelic context through Connect.
- We established a series of Gaelic Careers events throughout the country, which have now been running for 3 years.
- We ran a series of Gaelic Awareness events for staff throughout the country
- We produced Gaelic language marketing and display materials that have been distributed to Gaelic Schools, and displayed at Careers and other SDS events.
- We, along with other funding partners, made a financial contribution towards the Ulpan Programme. Ulpan was a method of Gaelic learning that focussed on the speaking of the language.
- We developed and implemented dual language branding.
We are committed to delivering the second iteration of our Plan over the next three years and will also take forward any outstanding or ongoing actions that are detailed in the first Plan.

The key areas SDS will focus on over the second iteration of our Plan will be to:

- Lead the development of Gaelic Foundation Apprenticeships in sectors where there is recognised need, such as Health and Social Care and Childcare.
- Lead the development of Gaelic Modern Apprenticeships in sectors where there is recognised need, such as Health and Social Care, Childcare and the Creative Industries.
- Expand our services in schools through the medium of Gaelic, utilising our Gaelic staff resource.
- Work with partners within the national LMI Framework, led by Bòrd na Gàidhlig, to develop up-to-date Gaelic Labour Market Intelligence, as per the recommendations of the Adult Gaelic Learning Strategy.
- Significantly develop further Gaelic web resources for pupils and teachers and work to develop Gaelic web resources for children in Gaelic Medium Education as we extend our digital offer to P5-P7 pupils.
- Promote Gaelic Careers through a series of Careers events throughout the country.
- Assist with the implementation of the Adult Gaelic Learning Strategy through partnership working.
- Work closely with Sabhal Mor Ostaig and Scottish Qualifications Authority (SQA) to develop Gaelic materials.
- Work with HIE and other partners to make a positive contribution to the National Gaelic as an Asset Partnership group.
- Raise awareness of the Gaelic Language within SDS.

Detailed actions against our High Level Commitments and Service Standard Commitments are given in pages 19 to 30 of this plan.

**Implementation and Monitoring**

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

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

Skills Development Scotland will monitor the implementation of the plan through regular reporting to SDS’ Senior Management Team.
Introduction

About Skills Development Scotland

Skills Development Scotland (SDS) is Scotland’s national skills body, focused on contributing to Scotland’s sustainable economic growth by supporting people and businesses to develop and apply their skills. We work with partners at national, regional and local levels to create a Scotland where:

- employers are able to recruit the right people with the right skills at the right time
- employers have high performing, highly productive, fair and equal workplaces
- people have the right skills and confidence to secure good work and progress in their careers
- there is greater equality of opportunity for all.

We do this by delivering services for individuals and employers that help them to achieve their ambitions. By building strong partnerships with providers, funders and influencers of education and training, we drive a focus on delivering the programmes that will make a real difference to Scotland’s communities and economy. Investment in the right skills, at the right time and in the right place is at the heart of our approach to supporting individual achievement, as well as business and economic growth and a fairer Scotland.

Together with partners, we drive skills planning and development, as depicted by the model in Figure 1. By placing an increasing emphasis on the importance of work based learning, our approach aims to improve the response of education and training to the needs of industry and ensure people have the best possible chance of succeeding in the world of work.

Figure 1: Skills Planning Model

The approach underpinning the skills planning model informs the development and delivery of our key products and services. These are:
• Support for employers to recruit, develop and plan a skilled workforce through a dedicated employer team and a skills web service, Our Skillsforce.

• **Modern Apprenticeships** – an established and successful approach to work based learning that enables businesses to train new and existing employees to industry-recognised standards, and to further extend the scope of work based learning opportunities. These are now complemented by additional work based learning pathways forming a wider ‘apprenticeship family’:
  - **Foundation Apprenticeships**, a new model of work based learning introduced in 2014-15, offering senior phase school pupils access to structured vocational learning.
  - **Graduate Level Apprenticeships** offering a combination of academic and work based learning at an advanced level – we begin piloting alternative approaches with partners in Higher Education in summer 2016.

• **Apprenticeship.scot**, our web service that supports work based learning and provides a focus for advertising available opportunities.

• Leading delivery of **PACE** (Partnership Action for Continuing Employment), the Scottish Government’s national strategic framework for responding to redundancy situations and supporting the Scottish Government Taskforces set up to tackle specific redundancy situations.

• Building **Career Management Skills** (CMS) through Scotland’s all-age career information, advice and guidance (CIAG) service delivered to school pupils, those in transition from school and adults.

• **My World of Work** - the SDS web service which offers the people of Scotland a unique mix of tools, features and job information to help them develop their CMS and discover more about themselves and the world of work.

• Supporting individuals to secure and sustain employment through the development of employability and vocational skills through a local delivery model - the **Employability Fund** - co-commissioned with partners, and other employability initiatives.

We continue to target and focus our services where they are needed most, particularly for those young people struggling to make the transition into learning or work. We ensure that our services are accessible to all, and are taking steps to better understand and remove barriers to participation by targeted groups. This includes a continued focus on providing digital solutions to suit customer demand. Underpinning all of our services is our approach to workforce development and workplace innovation through which we aim to demonstrate the benefits of fairness and equality at work.

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**The Gaelic Language (Scotland) Act 2005**

The Gaelic Language (Scotland) Act 2005 (‘the 2005 Act’) was passed by the Scottish Parliament to secure the status of the Gaelic language as an official language of Scotland; commanding equal respect with the English language.

The 2005 Act enables Bòrd na Gàidhlig (the Scottish Government's principal Gaelic development body) to require public bodies to prepare Gaelic Language Plans. This provision was designed to ensure that the public sector in Scotland plays its part in creating a sustainable future for Gaelic, by raising its status and profile and creating practical opportunities for its use.
This document is SDS’s Gaelic Language Plan (‘our Plan’) prepared within the framework of the 2005 Act, and with regard to the National Gaelic Language Plan (NGLP) and the Guidance on the Development of Gaelic Language Plans. It sets out how we will use Gaelic in the operation of our functions, how we will enable the use of Gaelic when communicating with the public and key partners, and how we will promote and develop the Gaelic language.

This is the second iteration of our Plan which covers the period 2016 – 2019. It builds on the experience of implementing the first plan and includes more ambitious and practical outcomes for our organisation going forwards.

Consultation and Approval of Skills Development Scotland’s Gaelic Language Plan

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

The draft plan was available on our website for 6 weeks from 24th August 2016. It was promoted through social media and the public were invited to comment on the draft via email.

This Plan will be submitted to Bòrd na Gàidhlig for approval on XXXXX

Gaelic in Scotland

According to the 2011 census, 87,100 people aged 3 and over in Scotland (1.7 per cent of the population) had some Gaelic language skills. Of these 87,100 people:

- 32,400 (37 per cent) had full skills in Gaelic, that is could understand, speak, read and write Gaelic;
- 57,600 (66 per cent) could speak Gaelic;
- 6,100 (7 per cent) were able to read and/or write but not speak Gaelic; and
- 23,400 (27 per cent) were able to understand Gaelic but could not speak, read or write it.

Highland, Eilean Siar and Glasgow City are the local authority areas with the largest numbers of people with some Gaelic language ability; with almost half (49 per cent) of those with some Gaelic language skills nationally, and 70.3 per cent of people who used Gaelic at home, living within these three local authorities.

The proportion of people aged 3 and over with some Gaelic language skills was highest in Eilean Siar (61 per cent), Highland (7 per cent) and Argyll & Bute (6 per cent). It was 1.7 per cent in Glasgow City, the same as the national average. Of people who were Gaelic speakers, 40 per cent reported using Gaelic at home nationally, although the proportion
varies geographically from 22.1% up to 79.2% according to how widely Gaelic is used in the local community.

Where all adults in the household had some Gaelic skills, the incidence of Gaelic-speaking ability among children was 37.8% for children aged 3 to 4, 48.6% at ages 5 to 11 and 46.3% at ages 12 to 17. However, at both the primary school and the secondary school stage the largest group of Gaelic speakers lived in households where no adult had any Gaelic skills (36.1 per cent at ages 5 to 11 and 39.3 per cent at ages 12 to 17).

During the first year of the plan SDS will obtain data to track the bilingual capabilities of the population that have Gaelic language skills, to ensure service improvements are adequately prioritised.

**Gaelic within Skills Development Scotland’s area of operation**

SDS operates a network of public access centres augmented by regional and national headquarters. Our network extends into areas identified as having higher numbers of Gaelic speakers in the North West and Glasgow as well as areas where Gaelic usage and Gaelic medium education is low or developing. Our national coverage places SDS in a strong position to support activity in traditional Gaelic speaking areas and also encourage the uptake and usage of Gaelic where interest levels are less established.

SDS recognises Scotland’s far-reaching Gaelic heritage and the huge potential for development that exists within Scotland and beyond, but we remain mindful that our Plan should allow for geographic flexibility. The Guidance on Gaelic Language Plans enables ‘the development of Gaelic Language Plans that are reasonable and proportionate according to the particular circumstances of individual local authorities.’ For this reason, priority will be given to implementing our actions in areas with a more established Gaelic community and culture, and less priority given in areas where that is not the case.

**Our work in schools**

SDS delivers face-to-face CIAG services in all of Scotland’s secondary schools, as well as creating appropriate materials for teachers to use with older primary school children (P5-P7). In 2015-16 there were 15,168 children in Gaelic Medium Education and Gaelic Learner Education across the whole of Scotland, made up of:

- 1003 children in Gaelic Nurseries
- 3004 children in Gaelic Medium Primary Education, including:
  - P5 - 371 pupils
  - P6 - 356 pupils
  - P7 - 322 pupils
- 7130 children in Gaelic Learner Primary Education\(^1\), including:
  - P5 - 1,041 pupils
  - P6 - 1,112 pupils

\(^1\) Figures relate to 2014/15 rather than 15/16 as these are not available at the time of writing.
P7 - 1,108 pupils

- 1193 young people in Gaelic Medium Secondary Education, including:
  S1 - 286 pupils
  S2 - 282 pupils
  S3 - 212 pupils
  S4 - 176 pupils
  S5 - 152 pupils
  S6 - 85 pupils

- 2838 young people in Gaelic Learner Secondary Education, including:
  S1 - 1,492 pupils
  S2 - 688 pupils
  S3 - 372 pupils
  S4 - 175 pupils
  S5 - 67 pupils
  S6 - 44 pupils

SDS recognises its responsibility to seek to deliver Gaelic language products and services through schools which will develop and enhance the Career Management Skills (CMS) of Gaelic-speaking children and young adults. Throughout this iteration of the Plan, SDS will liaise with Bòrd na Gàidhlig to ascertain what their ambitions are for the expansion and development of these groups so SDS can target their services and performance indicators accordingly.

Our work with employers

In May 2014, Highlands and Islands Enterprise (HIE) published ‘Ar Storas Gaidhlig - The economic and social value of Gaelic’. Key findings from this research showed:

- More than half of businesses and enterprises surveyed state that Gaelic is used, or features, as a key element of their main activities, products and services.
- The 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.

SDS is represented on the National Gaelic as an Asset Partnership group, that comprises other public bodies and local authorities, and whose remit is to realise the value of Gaelic as an economic and social asset.

We will, where possible, promote the benefits of Gaelic, and individuals with Gaelic language skills, to employers and other stakeholders. This will be done through briefings, attendance at employer engagement events and other forums deemed applicable.

Mainstreaming Gaelic

We recognise that our contribution to the development areas identified in the National Gaelic Language Plan (NGLP) will be primarily made through implementing the actions in
our Plan. However, we are also aware that opportunities will arise to promote and develop 
the language through existing day-to-day service delivery. We will seek to identify areas 
where Gaelic can be proactively incorporated, and the priorities of the NGLP initiated, 
through our wider work as an organisation. This corresponds to the normalisation 
principle which aims to include Gaelic as an everyday part of life in Scotland.

**Gaelic use within Skills Development Scotland**

SDS conducted a Gaelic language survey amongst its staff in February 2016. The survey 
benchmarked the level of Gaelic skills, awareness and interest across our organisation. It 
was designed and delivered by SDS’ Evaluation & Research team, in collaboration with the 
Gaelic Development Officer. All responses were anonymous, and therefore no individual 
respondent can be identified from the results. Over 500 SDS staff completed the survey.

This survey will help SDS to shape and deliver Gaelic services going forward, and also 
aimed to identify the most effective ways to provide Gaelic language training opportunities 
for SDS staff.

SDS’ 2016 Gaelic language survey shows that:

- 16 per cent of SDS employees can speak Gaelic to some extent
- 11 per cent can read Gaelic to some extent, and
- 7 per cent can write in Gaelic to some extent.

The ‘SDS North’ operational region, which incorporates the Local Authority Areas of Argyll & 
Bute, Eilean Siar, Highland, Moray, Orkney and Shetland, has the most Gaelic speakers, 
readers and writers. SDS North is also the region which has the most customer demand for 
services in Gaelic.

The survey also indicated that there is a large interest in Gaelic throughout SDS:

- More than half (55 per cent) of SDS employees are interested in attending a Gaelic 
  language session.
- Almost half of SDS employees (48 per cent) said they would be interested in learning 
  or improving their Gaelic language skills for ‘Personal Interest’, and
- Around one-third (32 per cent) of SDS employees said that they would be interested 
  in learning or improving their Gaelic language skills for ‘Work Purposes’.

A full report of SDS’ 2016 Gaelic Language Survey can be obtained on request and more 
detailed breakdown of the results can be viewed in Appendix 1 of this plan.

**The Gaelic Language Plan in the Corporate Structure**

SDS has a statutory responsibility as detailed in the Gaelic Language (Scotland) Act 2005 
and its Gaelic Language obligations are referenced in the SDS Corporate Plan 2015-2020. 
While certain individuals have more responsibility for the upkeep and implementation of this 
Plan, all SDS staff have a positive contribution to make to the delivery of its actions. Our 
Gaelic Language Plan is a cross-organisational plan; and, as is shown in the diagram below,
is influenced by internal and external strategy and policy, and in turn, influences internal processes and procedures.

In the formation, renewal and monitoring of our other plans and policies, we will ensure that any impacts on Gaelic remain in line with the NGLP.

**Responsibility over the plan**

This plan has been endorsed by our senior management team and by our Board Members. The senior officer with operational responsibility for overseeing preparation, delivery and monitoring of our Gaelic Language Plan is the Head of Operations (North Region) for SDS; currently Anthony Standing. The officer with operational responsibility for the day-to-day operation of SDS’s Gaelic Language Plan is the Gaelic Development Officer; currently Derek Mackenzie.

SDS will inform staff of their duties under the Plan through regular internal communications, line managers and team meetings. Likewise, SDS will ensure that those who deliver
services/goods on our behalf are aware of, and will adhere to, the commitments of our Gaelic Language Plan; through stating the requirement in the tendering and contracting of services/goods.

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

Gaelic Development Officer
Skills Development Scotland
1-5 Church Street
Inverness
IV1 1DY
gaelic@sds.co.uk
Commitment to the objectives of the National Gaelic Language Plan

This plan documents a three year development and implementation programme for SDS over the period 2016-2019. SDS recognises the National Gaelic Language Plan 2012-2017 and is committed to ensuring that it is implemented. In this section we set out how we will contribute towards that aim.

We are aware that Bòrd na Gàidhlig will be preparing a new NGLP that will come into force in 2017. The new NGLP will be influenced by the Education Scotland Act and may mean new National outcomes are implemented and/or existing outcomes altered. This second iteration of our Plan is written in accordance with the existing NGLP and its priorities. Once the new NGLP is available, we will review what, if any, immediate impact this has on our own actions.

Our Plan demonstrates our organisational commitment to the NGLP 2012/2017 and creates actions relevant to the NGLP development areas where we can have the most impact. These are:

- Education: Schools and Teachers
- Education: Post-school Education
- Communities
- Workplace
- Arts and Media

Below we provide more detail on how we contribute to each of these areas,

**Development Area – Education: Schools and Teachers**

- Providing a wide range of opportunities for young people in both Gaelic Medium Education and Gaelic Learner Education to engage in activities that enhance their Gaelic skills.

SDS seeks to provide high quality Careers, Information, Advice and Guidance (CIAG) in all of Scotland’s secondary schools, to support the development of Career Management Skills (CMS) in pupils. SDS uses a blended approach to deliver CIAG services which are tailored both to the ‘age and stage’ of the customer and also to their individual needs. Central to our CIAG provision is our web service My World of Work (MyWoW). The range of services we provide in schools is illustrated by the diagram on the following page:
Development Area - Education: Post-school Education

- Extending access to, and participation in, a wide range of Gaelic learning opportunities for adults and increasing the numbers progressing to fluency.
- Ensuring good resources are available to support adults learning Gaelic.

As the national skills agency for Scotland, we are uniquely placed to promote the benefit of Gaelic skills and Gaelic careers to those considering post-school education, through both our face-to-face and web-based CIAG services. In addition to this, we are able to develop, encourage and promote the provision of Gaelic-language work based learning opportunities; allowing Gaelic speakers to gain valuable work experience and qualifications at the same time.

We will continue to extend access to, and participation in, Gaelic learning opportunities by working with partners to take forward the recommendations in ‘Gaelic for Adults – A learning strategy for Adult Gaelic Learners in Scotland’.

Development Area – Communities

- Increasing the profile and use of Gaelic through the availability of a range of Gaelic medium services in areas where 20% or more of the population have Gaelic abilities.
- Creating increased situations in which Gaelic can be used informally by young people and adult learners.

Communities are critical for the Gaelic language. Many of the areas where there are significant concentrations of Gaelic speakers are in rural communities where SDS has a presence. SDS aims to increase the range of Gaelic medium services available in such areas and will continue its work promoting the benefits and range of careers that are open to those with Gaelic skills.
Development Area – Workplace

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

In order to expand our Gaelic offer to customers, we will require staff who have an appropriate level of competency within the Gaelic language. SDS ran Gaelic Awareness sessions in late 2013/early 2014 in Edinburgh, Glasgow, Aberdeen and Inverness. The 2016 staff survey completed for this Plan indicates demand for future sessions, and we will deliver these throughout SDS in the coming year. Additional staff training will be offered where appropriate. We will also develop our internal web resources to promote the Gaelic Language to staff.

Development Area - Arts and Media

- Increasing the use of Gaelic within the arts and media across Scotland.

The Skills Investment Plan (SIP) for Scotland’s Creative Industries is an industry-led partnership document facilitated by SDS on behalf of the Scottish Government. The Creative Industries generate £3.06billion each year and employs 68,500 people throughout Scotland. Research carried out by HIE[^2] highlights that many Gaelic-related jobs are in the Creative Industries. Further planned work on gathering Gaelic Labour Market Intelligence will also emphasise the importance of this sector to the Gaelic language.

SDS has been actively developing and supporting the sector through involvement with projects such as XpoNorth and by active promotion of opportunities within the Creative Industries at our careers events. During the timeframe of this Plan we anticipate significant progress in the implementation and delivery of Gaelic language Modern Apprenticeships.

[^2]: Ar Storas Gaidhlig - The economic and social value of Gaelic (2014)  
[http://www.hie.co.uk/community-support/support-for-gaelic-development/gaelic-research.html](http://www.hie.co.uk/community-support/support-for-gaelic-development/gaelic-research.html)
Progress to date and priorities going ahead

As a result of the first iteration of our Gaelic Language Plan:

- We developed web resources to highlight Gaelic career profiles, primarily through our My World of Work website. The site can now also highlight job vacancies that have a Gaelic element within them.
- We introduced a Gaelic toolkit through our internal web resource ‘Connect’.
- Staff have been briefed on any events or issues that have a Gaelic context through Connect.
- We established a series of Gaelic Careers events throughout the country, which have now been running for 3 years.
- We ran a series of Gaelic Awareness events for staff throughout the country.
- We produced Gaelic language marketing and display materials that have been distributed to Gaelic Schools, and displayed at Careers and other SDS events.
- We, along with other funding partners, made a financial contribution towards the Ulpan Programme. Ulpan was a method of Gaelic learning that focussed on the speaking of the language.

We are committed to delivering the second iteration of our Plan over the next three years and will also take forward any outstanding or ongoing actions that are detailed in the first Plan. The key areas SDS will focus on over the second iteration of our Plan will be to:

- Lead the development of Gaelic Foundation Apprenticeships in sectors where there is recognised need, such as Health and Social Care and Childcare.
- Lead the development of Gaelic Modern Apprenticeships in sectors where there is recognised need, such as Health and Social Care, Childcare and the Creative Industries.
- Expand our services in schools through the medium of Gaelic utilising our Gaelic staff resource.
- Work with partners within the national LMI Framework, led by Bòrd na Gàidhlig, to develop up-to-date Gaelic Labour Market Intelligence, as per the recommendations of the Adult Gaelic Learning Strategy.
- Significantly develop further Gaelic web resources for pupils and teachers and work to develop Gaelic web resources for children in Gaelic Medium Education as we extend our Digital offer to P5-P7 pupils.
- Promote Gaelic Careers through a series of Careers events throughout the country.
- Assist with the implementation of the Adult Gaelic Learning Strategy through partnership working.
- Work closely with Sabhal Mor Ostaig and SQA to develop Gaelic materials.
- Work with HIE and other partners to make a positive contribution to the National Gaelic as an Asset Partnership group.
- Raise awareness of the Gaelic Language within SDS.
SDS Gaelic Language Plan Commitments 2016 - 2019

High Level Commitments
The following high level aims have been outlined as the key priorities for Skills Development Scotland in support of the current national Gaelic Language plan and National Outcomes. Skills Development Scotland is committed to achieving these high level aims through the implementation of this 3 year Gaelic Language Plan.

Proposed outcome (High Level Aim 1) – All Gaelic services and resources will demonstrate equal respect for Gaelic and English. There will be a continuous active offer for all Gaelic services and facilities.

Summary of current practice – Through the first iteration of the Gaelic Language Plan SDS has significantly increased its Gaelic Resources. More work is needed in this area during the second iteration of the Plan.

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<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase SDS’ Gaelic resources during the second iteration of its Gaelic Language Plan</td>
<td>2016-2019</td>
<td>All departments</td>
</tr>
<tr>
<td>Continue to increasingly promote our services through Gaelic, showing equal respect for Gaelic and English</td>
<td>2016-2019</td>
<td>All Departments</td>
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Proposed outcome (High Level Aim 2) – Inclusion of all commitments carried forward from previous iterations of SDS’s Gaelic Language Plan.

Summary of current practice – SDS’ ongoing commitments from the first iteration of Gaelic Language Plan are continued to the second iteration of the Plan.

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<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monitor existing Plan commitments to ensure ongoing recommendations are taken across to the second iteration of plan.</td>
<td>2016</td>
<td>Gaelic Development Officer</td>
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</tbody>
</table>

Proposed outcome (High Level Aim 3) – Survey which SDS web pages and other resources are used most frequently by the public and render them bilingual; demonstrating equal respect for Gaelic and English.

Summary of current practice – SDS added significant web resources during the first iteration of its Plan and now aims to develop further resources that link with our objectives.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research which web resources are mostly frequently used and develop Gaelic content around this.</td>
<td>2016-2019</td>
<td>Digital Services &amp; Gaelic Development Officer</td>
</tr>
</tbody>
</table>
## Proposed outcome (High Level Aim 4) – Increase Gaelic resources for teachers delivering Gaelic medium education and Gaelic learner education.

**Summary of current practice** – SDS has not previously delivered specific work in this area.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work with schools, Local Authorities and other stakeholders to increase resources for teachers delivering Gaelic medium education and Gaelic learner education.</td>
<td>2018</td>
<td>Operations and Gaelic Development Officer</td>
</tr>
</tbody>
</table>

## Proposed outcome (High Level Aim 5) – Develop My World of Work to increase the provision of Gaelic resources.

**Summary of current practice** – SDS has developed some Gaelic content for My World of Work through the first iteration of its Plan.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continually update and increase the My World of Work Gaelic resource throughout the duration of the Plan.</td>
<td>2016-2019</td>
<td>Digital Services</td>
</tr>
</tbody>
</table>

## Proposed outcome (High Level Aim 6) – Through Modern Apprenticeships, increase the provision of information and support to businesses to train new entrants and existing employees to industry-recognised standards through the medium of Gaelic and in Gaelic skills.

**Summary of current practice** – SDS is currently working with partners to develop Gaelic medium Modern Apprenticeships. We are also hoping to develop Foundation Apprenticeships through the second iteration of our Gaelic Language Plan.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>With partners, develop Modern Apprenticeships that are delivered and assessed through the medium of Gaelic specifically in the areas of Childcare, Health and Social Care and the Creative Industries.</td>
<td>2017/2018</td>
<td>National Training Operations</td>
</tr>
<tr>
<td>With partners and stakeholders, develop Foundation apprenticeships that are delivered and assessed through the medium of Gaelic specifically in the areas of Childcare and Health and Social Care</td>
<td>2017/2018</td>
<td>National Training Operations</td>
</tr>
</tbody>
</table>

## Proposed outcome (High Level Aim 7) – Include information regarding Gaelic work opportunities and career paths in the Career Management Skills (CMS) service provided to schools. For Gaelic medium school students, ensure this information is provided through the medium of Gaelic.

**Summary of current practice** – Work is ongoing to further develop our web resources and Gaelic Careers events, with a view to expansion throughout the country.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure Gaelic work opportunities and career paths are provided to schools, and utilise SDS Gaelic staff resources, where possible and appropriate, to deliver this resource through the medium of</td>
<td>2016-1019</td>
<td>Digital Service and Operations</td>
</tr>
</tbody>
</table>
**Proposed outcome (High Level Aim 8)** – Work in partnership with other public authorities to develop a labour market information strategy, in recognition of the value of Gaelic skills across Scotland; and to collate Gaelic destination information.

**Summary of current practice** – No adequate Gaelic Labour Market Information (LMI) has been produced since 2008. SDS has contacted stakeholders within the National LMI Framework who are eager to progress development with the collation of Gaelic LMI, as are Scottish Government.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liaise with appropriate stakeholders to develop Gaelic Labour Market Intelligence.</td>
<td>2016/2017</td>
<td>Gaelic Development Officer and Labour Market Intelligence Team</td>
</tr>
</tbody>
</table>

**Proposed outcome (High Level Aim 9)** – In partnership with Local Authorities and other Gaelic Education Stakeholders, further develop Gaelic medium training and career guidance.

**Summary of current practice** – SDS is committed to utilising its Gaelic staff resources to provide careers guidance through the medium of Gaelic. SDS has, so far, had little involvement in the development of Gaelic medium training.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work with Gaelic Education stakeholders to further develop Gaelic medium training and Career guidance.</td>
<td>2016-2019</td>
<td>Operations and Gaelic Development Officer</td>
</tr>
</tbody>
</table>

**Proposed outcome (High Level Aim 10)** – Strengthen the visibility of Gaelic in the brand and corporate identity of SDS, including the corporate logo, straplines and signage, demonstrating equal respect for Gaelic and English, and on a new or renewal basis.

**Summary of current practice** – SDS has worked throughout the first iteration of its plan to strengthen Gaelic into its brand and identity and we have developed a dual language SDS marque that Bòrd na Gàidhlig (BNG) has approved. During the second iteration of the plan we will ensure this work continues and the visibility and profile of Gaelic is further enhanced.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carry out a review of Gaelic signage and branding.</td>
<td>2016-2019</td>
<td>Marketing and Facilities</td>
</tr>
</tbody>
</table>

**Proposed outcome (High Level Aim 11)** – Deliver an on-going training programme to SDS staff in Gaelic language skills and Gaelic awareness. As part of this, deliver Gaelic awareness training to senior managers.

**Summary of current practice** – SDS ran Gaelic Awareness sessions during the first 12-18 months of its first Gaelic Language Plan and will be running sessions throughout 2016 and 2017.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
</table>
Proposed outcome (High Level Aim 12) – Continuously publicise the SDS Gaelic Language Plan within and out with the organisation.

Summary of current practice – SDS regularly provides updates to staff that describe Gaelic activity. Colleagues are made aware of the Gaelic Language Plan and how this forms part of SDS’s statutory obligations.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publicise our Gaelic Language Plan throughout its three year term.</td>
<td>2016-19</td>
<td>Internal/External Communications and Corporate Office</td>
</tr>
</tbody>
</table>

Service Standard Commitments

Bòrd na Gàidhlig has identified five core areas of service delivery that it wishes public bodies, including SDS, to address when preparing their Plans:

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

SDS will enable and encourage the use of Gaelic through the above core areas, to raise the profile and visibility of Gaelic in its business functions and in the delivery of its services. Our service standard commitments, outlining how we will do this over the period of the second iteration of our Plan, follow below.
Visibility

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

Skills Development Scotland recognises the importance of extending the visibility of Gaelic and enhancing its status, and is committed to supporting this aim.

<table>
<thead>
<tr>
<th>Proposed outcome</th>
<th>Summary of current practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visible and audible normalisation of Gaelic as a core element of the Skills Development Scotland’s identity and signage</td>
<td>Work on this has been ongoing during the first iteration of the SDS Gaelic Language Plan</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a fully bilingual corporate brand, including logo at first opportunity on re-branding</td>
<td>Ongoing</td>
<td>Marketing</td>
</tr>
<tr>
<td>Continue to publish corporate publications (e.g. our Corporate Plan and Operating Plan) bilingually</td>
<td>Ongoing</td>
<td>Marketing</td>
</tr>
<tr>
<td>Introduce SDS signage in Gaelic when existing/old signage is replaced.</td>
<td>Ongoing</td>
<td>Marketing/Facilities</td>
</tr>
</tbody>
</table>
**Staffing**

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

The use of Gaelic in advertising job vacancies also helps to reinforce that Gaelic should be used in public life, and that Gaelic users have an important role to play within public authorities. Skills Development Scotland recognises Gaelic as an important job skill. We understand the importance of identifying situations in which its use is essential or desirable in the workplace, and of enabling staff to develop their Gaelic skills if they wish to do so.

---

**Proposed outcome**
Skills Development Scotland to review its recruitment policy in order to increase the number of employees with Gaelic skills.

**Summary of current practice**
SDS currently has one post where Gaelic is deemed essential and other vacancies have been advertised with Gaelic noted as desirable.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure SDS recruitment policy recognises Gaelic as essential/desirable in areas where Gaelic skills are prevalent</td>
<td>2016/2017</td>
<td>Human Resources</td>
</tr>
<tr>
<td>Ensure Gaelic is specified as an essential skill for vacancies within Regional Operations in areas where there is a significant concentration of Gaelic speakers.</td>
<td>2016/2017</td>
<td>Human Resources</td>
</tr>
<tr>
<td>Ensure vacancies are advertised bilingually for roles where a degree of Gaelic skills is required.</td>
<td>2016/2017</td>
<td>Human Resources</td>
</tr>
<tr>
<td>Develop appropriate bilingual recruitment and selection policies that can be applied in areas where Gaelic skills are more prevalent.</td>
<td>2017</td>
<td>Human Resources</td>
</tr>
</tbody>
</table>
**Proposed outcome**
SDS staff are given opportunities for Gaelic Learning if appropriate to their role. Staff have the opportunity to attend Gaelic Awareness sessions and all staff to be briefed on Gaelic related events and development through existing communication channels.

**Summary of current practice**
At present SDS staff are not given adequate opportunities for Gaelic learning. More needs to be done in this area, particularly for staff members who have a Gaelic element within their role. Another round of awareness sessions and other Gaelic events are planned and will be promoted throughout the organisation using internal channels.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicate regular updates regarding Gaelic events and learning opportunities to SDS staff via web resources.</td>
<td>Ongoing</td>
<td>Communications/Gaelic Development Officer</td>
</tr>
<tr>
<td>Provide staff with opportunities to attend Gaelic Awareness Sessions.</td>
<td>2016-2017</td>
<td>Communications/Gaelic Development Officer</td>
</tr>
<tr>
<td>Encourage staff to develop their Gaelic language skills as part of their Personal Development Plans if their role has a Gaelic skills element within it.</td>
<td>2017</td>
<td>All Departments/Human Resources</td>
</tr>
<tr>
<td>Circulate SDS Gaelic Language plan to all staff and appropriate stakeholders.</td>
<td>Ongoing</td>
<td>Communications/Gaelic Development Officer</td>
</tr>
<tr>
<td>Ensure all staff are aware of SDS Gaelic Toolkit.</td>
<td>2016</td>
<td>Communications/Gaelic Development Officer</td>
</tr>
</tbody>
</table>
Day-to-day Operations

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

The presence of Gaelic in a wide range of bilingual forms and Gaelic-only forms can also greatly enhance the visibility and prestige of the language. The preparation of Gaelic forms, applications and similar documents, can also assist in expanding the range of Gaelic terminology and the awareness of the Gaelic-speaking public of such terminology, thus helping the development of the language itself.

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

<table>
<thead>
<tr>
<th>Proposed outcome</th>
<th>Skills Development Scotland welcomes telephone communication in Gaelic.</th>
</tr>
</thead>
</table>

**Summary of current practice**
SDS will ensure that should a caller wish to speak to somebody in Gaelic, an appropriate member of staff will be assigned to speak to them.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure callers who wish to continue to communicate in Gaelic are directed to a Gaelic speaker if possible, or the call is returned by a Gaelic speaker within 24 hours.</td>
<td>2016-2017</td>
<td>Facilities</td>
</tr>
<tr>
<td>Use bilingual messages on reception voicemail in centres where Gaelic is widely used.</td>
<td>2016-2017</td>
<td>Facilities</td>
</tr>
<tr>
<td>Encourage and support staff who have Gaelic skills to have bilingual voicemail messages</td>
<td>2016-2017</td>
<td>Facilities</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Proposed outcome</th>
<th>SDS welcomes and initiates written communication in Gaelic.</th>
</tr>
</thead>
</table>

**Summary of current practice**
SDS has a procedure in place to ensure that communications received in Gaelic are answered in Gaelic. The Gaelic Development officer regularly receives and responds to correspondence in Gaelic.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Activity</td>
<td>Period</td>
<td>Responsible Entity</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>------------</td>
<td>---------------------------------------------------------</td>
</tr>
<tr>
<td>Where location is appropriate, ensure staff are able to deal with members of the public preferring to communicate in Gaelic.</td>
<td>2016-2017</td>
<td>Operations/ Gaelic Development officer</td>
</tr>
<tr>
<td>Ensure any mail and emails received in Gaelic receive a response in Gaelic.</td>
<td>Ongoing</td>
<td>Corporate Affairs/Gaelic Development Officer</td>
</tr>
<tr>
<td>Actively encourage all staff to use the bilingual email signature.</td>
<td>Ongoing</td>
<td>Marketing</td>
</tr>
<tr>
<td>Use bilingual contact details in SDS centres where Gaelic is widely used.</td>
<td>2016-2017</td>
<td>Corporate Affairs/Gaelic Development Officer</td>
</tr>
<tr>
<td>Use bilingual automated email disclaimers in areas where Gaelic is widely used.</td>
<td>2016-2017</td>
<td>Corporate Affairs/Gaelic Development Officer</td>
</tr>
</tbody>
</table>
Communications

The use of Gaelic in the media, and a range of printed materials, 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.

Skills Development Scotland is committed to increasing the use of Gaelic in the areas of our communications work where the subject matter is of most interest to the general public, or where the subject matter relates specifically to Gaelic issues.

---

### Proposed outcome

**Visible normalisation of Gaelic as a core element in Skills Development Scotland internal and external communications.**

### Summary of current practice

SDS, where possible, provides Gaelic interviews and bilingual press releases and also continues to produce bilingual videos.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepare bilingual press releases for Gaelic-related events where appropriate.</td>
<td>2017</td>
<td>Communications</td>
</tr>
<tr>
<td>Provide a Gaelic spokesperson for Gaelic interviews where possible.</td>
<td>2017</td>
<td>Communications</td>
</tr>
<tr>
<td>Ensure a Gaelic speaker is available to participate in the Exam Results helpline.</td>
<td>2017</td>
<td>Communications</td>
</tr>
<tr>
<td>Develop use of Gaelic in SDS multimedia and produce bilingual videos.</td>
<td>2017</td>
<td>Communications</td>
</tr>
</tbody>
</table>

### Proposed outcome

**Skills Development Scotland to produce Gaelic publications and promotional material.**

### Summary of current practice

SDS produced a suite of Gaelic materials during the first iteration of its Plan and is currently in process of updating marketing materials and display stands.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Produce corporate publications bilingually.</td>
<td>Ongoing</td>
<td>Marketing</td>
</tr>
<tr>
<td>Produce a new suite of marketing materials in Gaelic to be distributed to Gaelic Schools.</td>
<td>2016/2017</td>
<td>Marketing</td>
</tr>
<tr>
<td>Increase the visibility of Gaelic across all SDS marketing materials.</td>
<td>2016/2017</td>
<td>Marketing</td>
</tr>
</tbody>
</table>
### Proposed outcome
Increased visibility of Gaelic through Skills Development Scotland’s internal and external online resources.

#### Summary of current practice
SDS has made progress in this area to date, and plans to review and update its current web resources and add significant Gaelic content over the second iteration of our Plan.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide appropriate content of SDS web resources in both Gaelic and English.</td>
<td>2017</td>
<td>Digital Services</td>
</tr>
<tr>
<td>Check and update the content of the Gaelic pages contained within our web resources regularly.</td>
<td>2017</td>
<td>Digital Services</td>
</tr>
<tr>
<td>Monitor the number of Gaelic page hits, and track user behaviour to identify the most popular pages for updating and translating.</td>
<td>2017</td>
<td>Digital Services</td>
</tr>
<tr>
<td>Increase Gaelic Career content on our My World of Work website.</td>
<td>2016-2019</td>
<td>Digital Services</td>
</tr>
<tr>
<td>Increase the amount of Gaelic content on social media.</td>
<td>2016-2019</td>
<td>Marketing</td>
</tr>
<tr>
<td>Work to ensure that elements of the new Digital Services offer made to P5 – P7 Primary School pupils are made available in Gaelic to pupils in Gaelic Medium Education.</td>
<td>2017</td>
<td>Digital Services</td>
</tr>
</tbody>
</table>

### Proposed outcome
Visible normalisation of Gaelic as a core element in Skills Development Scotland’s functions.

#### Summary of current practice
During the first iteration of plan, SDS produced Gaelic display materials and established a series of careers events. Current materials are updated as appropriate.

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide and update bilingual display materials as appropriate.</td>
<td>2016-2017</td>
<td>Marketing</td>
</tr>
<tr>
<td>Build upon presence at Gaelic medium events such as Gaelic Careers events, Employer Engagement events and other events where applicable.</td>
<td>2016-2017</td>
<td>Marketing</td>
</tr>
</tbody>
</table>
Corpus

The development of new Gaelic Orthographic conventions is vital to the future of Gaelic in Scotland. Bòrd na Gàidhlig’s work to develop a new quality standard in this area will allow Gaelic to develop new terminology and registers, leading to greater relevance and consistency, and the continued development of the Gaelic language.

Skills Development Scotland recognises the importance of adhering to orthographic convention in order to develop the Gaelic language and ensure that it is fit for all appropriate purposes and for use in the growing range of contexts in which it features.

<table>
<thead>
<tr>
<th>Proposed outcome</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Skills Development Scotland will adhere to Gaelic Orthographic Conventions.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Summary of current practice</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>SDS ensures that translation services are in line with the latest orthographic conventions.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Actions required</th>
<th>Target Date</th>
<th>Responsible officer / department</th>
</tr>
</thead>
<tbody>
<tr>
<td>SDS will continue to ensure that translating services contracted are in line with the latest orthographic conventions.</td>
<td>Ongoing</td>
<td>Marketing/Gaelic Development Officer</td>
</tr>
</tbody>
</table>
Implementation and Monitoring

Timetable

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

We have set out the target dates for when we expect to implement specific commitments in the previous section.

Publicising the Plan

Skills Development Scotland’s Gaelic Language Plan will be published bilingually on our website. In addition, we will:

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

Resourcing the Plan

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

Monitoring the Implementation of the Plan

Skills Development Scotland will monitor the implementation of the plan through regular reporting to SDS’ Senior Management Team.
Appendix 1
To what extent can you speak in Gaelic? – By Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Not At All</th>
<th>Limited</th>
<th>Basic Conversation</th>
<th>Competent</th>
<th>Effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=501)</td>
<td>11%</td>
<td>12%</td>
<td>8%</td>
<td>78%</td>
<td>7%</td>
</tr>
<tr>
<td>SDS Head Office (Glasgow) (n=111)</td>
<td>12%</td>
<td>8%</td>
<td>7%</td>
<td>91%</td>
<td>8%</td>
</tr>
<tr>
<td>SDS West (n=78)</td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
<td>91%</td>
<td>7%</td>
</tr>
<tr>
<td>SDS South East (n=81)</td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
<td>91%</td>
<td>7%</td>
</tr>
<tr>
<td>SDS South West (n=62)</td>
<td>10%</td>
<td>10%</td>
<td>7%</td>
<td>91%</td>
<td>6%</td>
</tr>
<tr>
<td>SDS North East (n=88)</td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
<td>91%</td>
<td>6%</td>
</tr>
<tr>
<td>SDS North (n=70)</td>
<td>11%</td>
<td>23%</td>
<td>56%</td>
<td>65%</td>
<td>7%</td>
</tr>
</tbody>
</table>

To what extent can you read Gaelic? – By Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Not At All</th>
<th>Limited</th>
<th>Basic</th>
<th>Competent</th>
<th>Effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=441)</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
<td>91%</td>
<td>7%</td>
</tr>
<tr>
<td>SDS Head Office (Glasgow) (n=99)</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
<td>91%</td>
<td>7%</td>
</tr>
<tr>
<td>SDS West (n=77)</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
<td>91%</td>
<td>7%</td>
</tr>
<tr>
<td>SDS South East (n=62)</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>91%</td>
<td>7%</td>
</tr>
<tr>
<td>SDS South West (n=72)</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>91%</td>
<td>7%</td>
</tr>
<tr>
<td>SDS North East (n=88)</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>91%</td>
<td>7%</td>
</tr>
<tr>
<td>SDS North (n=69)</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
<td>91%</td>
<td>7%</td>
</tr>
</tbody>
</table>

1 The results of the region ‘No fixed location’ cannot be shown throughout as the sample size is too small
To what extent can you write in Gaelic? – By Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Effective</th>
<th>Competent</th>
<th>Basic</th>
<th>Limited</th>
<th>Not At All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=490)</td>
<td>93%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SDS Head Office (Glasgow) (n=110)</td>
<td>95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SDS West (n=75)</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SDS South East (n=78)</td>
<td>96%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SDS South West (n=61)</td>
<td>98%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SDS North East (n=86)</td>
<td>97%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SDS North (n=69)</td>
<td>6%</td>
<td>20%</td>
<td>68%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

How often do you use Gaelic when dealing with clients and/or partners and stakeholders? – By Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Infrequently</th>
<th>Not at all / Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=500)</td>
<td>95%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SDS Head Office (Glasgow) (n=111)</td>
<td>97%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SDS West (n=77)</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SDS South East (n=81)</td>
<td>99%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SDS South West (n=62)</td>
<td>98%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SDS North East (n=88)</td>
<td>99%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SDS North (n=70)</td>
<td></td>
<td></td>
<td>76%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Would you be interested in attending a Gaelic Awareness Session? – All Employees (n=502)
Would you be interested in taking up an opportunity to learn some Gaelic or improve your fluency in it? – All Employees

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Already Fluent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Interest (n=493)</td>
<td>48%</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>Work (n=454)</td>
<td>32%</td>
<td>67%</td>
<td></td>
</tr>
</tbody>
</table>