

# **Gaelic Language Plan 2021-2026**

# Foreword

Highland and Islands Airports Limited (HIAL) airports are integral to the social and economic well-being of regional Scotland, connecting Scotland's remote Highland and Island locations and the cities of Inverness and Dundee to the rest of the world. We are committed to creating social benefit and economic prosperity by building Scotland's sustainable regional airport network of the future.

The Gaelic language and culture is an important part of Scotland's communities, heritage and identity. With airports across Scotland and over 1.7 million UK and international passengers in 2019, HIAL is determined to play its part in supporting the development of Gaelic, and in raising its profile across Scotland.

This second edition of our Gaelic Language Plan sets out how we intend to achieve this ambition, in line with the aspirations and objectives of the National Gaelic Language Plan and the Gaelic Language (Scotland) Act 2005.

We are proud of our achievements and the progress we have made to date. However, we are conscious that we still have more to achieve. HIAL, like other public sector bodies, have been impacted by the restraints on finance and resource, and as a result there are a number of objectives that will continue into our current Plan.

To ensure we achieve our commitments to support and develop the Gaelic language, this Plan will focus on the areas we can best progress and deliver the most impact over the coming five years.

The plan was in the final stages of completion following public consultation. However, the impact of the Coronavirus pandemic has had a significant effect on ALL sectors of industry and continues to have a considerable impact, particularly on the aviation industry. HIAL intends to progress the plan and meet its objectives, with the caveat that we are yet to see the full impact of the pandemic and what restrictions on a practical level will permit us to achieve.



A handwritten signature in black ink, appearing to read 'Inglis Lyon'.

**Inglis Lyon**  
Managing Director, HIAL



# Contents

<b>Introduction</b>	<b>2</b>
The Gaelic Language (Scotland) Act 2005 and the issuing of notice	3
Approval of HIAL's Gaelic Language Plan	3
Summary of Gaelic in Scotland	3
Gaelic within HIAL's area of operation	4
<b>The Gaelic Language Plan in the corporate structure</b>	<b>8</b>
<b>Planning and policy implications for Gaelic</b>	<b>9</b>
Mainstreaming Gaelic	9
Showing equal respect for Gaelic and English languages	9
Actively offering services in and promoting the Gaelic language	9
The National Gaelic Language Plan	10
Scottish Government Priorities	11
Local Government Priorities	11
Other Considerations	11
<b>Plan Commitments</b>	<b>12</b>
High Level Aims	12
Service Standard Commitments	14
Visibility	16
Staffing	18
Day-to-day Operations	20
Corporate Communications	22
Corpus	24
<b>Implementation and monitoring</b>	<b>25</b>
Timetable	25
Publishing and publicising the plan	25
Resourcing the plan	25
Monitoring the plan	25
<b>Internal Gaelic Capacity Audit</b>	<b>25</b>
<b>Appendix – Public Consultation on draft Gaelic Language Plan</b>	<b>26</b>

# Introduction

**Highlands and Islands Airports Ltd (HIAL) was first established in 1986 and is wholly owned by Scottish Ministers. HIAL operates 11 airports across Scotland at Barra, Benbecula, Campbeltown, Dundee, Inverness, Islay, Kirkwall, Stornoway, Sumburgh, Tiree and Wick John O’Groats. The company employs over 600 people across the 11 airports and Head Office in Inverness.**

Each airport plays an integral part in regional operations, development and growth, providing lifeline and essential services as well as a mix of tourism and business travel.

By promoting and transforming aviation connectivity, HIAL continues to play a key role in supporting social benefit and economic prosperity in the communities we serve, as well as providing vital and sustainable transport links to the rest of the UK, Europe, and worldwide via international hub airport connections.

With more than 1.7 million people using HIAL airports in 2019, and an ongoing commitment for significant investment in new technology to build Scotland’s regional airport network of the future, the group is committed to further growth in passenger numbers and services.

HIAL receives subsidies from the Scottish Government in accordance with section 34 of the Civil Aviation Act 1982.

Out with the commitment to a bilingual HIAL logo and the provision of Gaelic translations on the website, Kirkwall and Sumburgh airports are exempt from the plan, in recognition of the distinct cultural and linguistic characteristics of those locations.



# Introduction

## The Gaelic Language (Scotland) Act 2005

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

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

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

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

## Approval of HIAL'S Gaelic Language Plan

The 2005 Act requires public authorities to bring the preparation of their Gaelic language plans to the attention of all interested parties. HIAL held a public consultation on this Gaelic Language Plan from 1 October 2019 to 15 November 2019. No formal responses were received during this consultation. See the Appendix for further information on the public consultation.

HIAL's second edition Gaelic Language Plan was approved by Bòrd na Gàidhlig on 21 June 2021.

## Summary of Gaelic in Scotland

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

According to the 2011 Census, some 87,000 people in Scotland aged three and over have some Gaelic ability (1.7% of the population). This compares with 92,400 (1.9% of the population) in the 2001 Census. The number of people who speak, read and write Gaelic in 2011 was 32,000 (0.6% of the population), broadly unchanged since 2001.

The age profile of Gaelic speakers is weighted towards the upper end of the demographic. However, the number of young people speaking Gaelic has increased, particularly among the 3 to 4 and 5 to 14 age groups.

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

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

# Introduction

## Gaelic within HIAL'S area of Operation

HIAL airports encompass six local authority areas: Argyll & Bute, Dundee City, Highland, Na h-Eileanan Siar (Western Isles), Orkney Islands and Shetland Islands. The greatest concentration of people with some Gaelic ability is in the Highlands and Islands, particularly in Na h-Eileanan Siar, which includes Barra, Benbecula and Stornoway airports. Here, around 16,500 people (62% of the population) have some Gaelic ability, the highest proportion of any area of Scotland.

In Highland, around 16,600 people have some Gaelic ability, though this accounts for a smaller proportion of the overall population, at 7.3%. The majority of Gaelic speakers in Highland are concentrated in Inverness, the administrative capital of the region, with smaller but significant Gaelic speaking communities in the neighbouring towns and villages, including Daviot, Dingwall, Dores and Nairn.

The north-west Highlands also have a relatively high proportion of Gaelic speakers, particularly in areas such as Applecross, Gairloch, Lochcarron, and areas of Lochaber including Ardnamurchan and Arisaig. Areas of Sutherland, including Tongue, also have a high proportion of Gaelic speakers.

Argyll & Bute records around 5,000 people with some Gaelic ability, accounting for almost 6% of the population.

Outwith Na h-Eileanan Siar, Highland and Argyll & Bute, the proportion of people within HIAL's area of operation with some Gaelic language ability is relatively small, accounting for around 1% of the population in Orkney Islands, and approximately 0.8% in Dundee City and Shetland Islands respectively.

The variance between Gaelic skills in our areas and in Scotland as a whole are shown below, based on data from the 2011 census. The downward trends of the use of these skills since the 2001 census are also shown, indicating why corporate support for the use and development of Gaelic is so important.

# Introduction

## Gaelic Population Data

Census 2011		HIAL	Scotland
<b>With any Gaelic skill (age 3+)</b>	<b>43,687</b>	<b>5.0% of the area's population</b>	<b>1.7%</b>
People who can speak Gaelic	32,667	3.8% of the area's population	1.1%
		74.8% of those with a Gaelic skill	66.2%
Speak and read but not write Gaelic	22,446	68.7% of those who can speak Gaelic	67.1%
Gaelic-literate speakers	18,556	56.8% of those who can speak Gaelic	56.3%
<b>Using Gaelic in the home</b>	<b>18,104</b>	<b>2.1% of the area's population</b>	<b>0.5%</b>
		55.4% of those who can speak Gaelic	43.4%
<b>With any Gaelic skill (age 3+)</b>			
Age 3–15	5,710	11.0% of those with a Gaelic skill	11.1%
Age 16–24	3,878	10.3% of those with a Gaelic skill	11.1%
Age 25–34	3,903	11.2% of those with a Gaelic skill	12.5%
Age 35–49	8,804	22.4% of those with a Gaelic skill	22.0%
Age 50–64	10,133	24.1% of those with a Gaelic skill	21.8%
Age 65+	11,259	21.0% of those with a Gaelic skill	21.5%

Census 2001		HIAL	Scotland
<b>With any Gaelic skill (age 3+)</b>	<b>49,294</b>	<b>-11.4% change to 2011</b>	<b>-5.8%</b>
People who can speak Gaelic	35,794	-8.7% change to 2011	-1.8%
Speak and read but not write Gaelic	25,007	-10.2% change to 2011	-1.9%
Gaelic-literate speakers	19,678	-5.7% change to 2011	+2.8%

Data presented by Bòrd na Gàidhlig

Note: The area covered by Highlands & Islands Airport Ltd is considered for the purpose of this data to include the local authority areas in which the airports are situated (Western Isles, Orkney, Shetland, Highland, Argyll & Bute, Dundee) and the local authority areas for which these airports are more closely associated than other airports (Moray, Angus, Perth & Kinross).

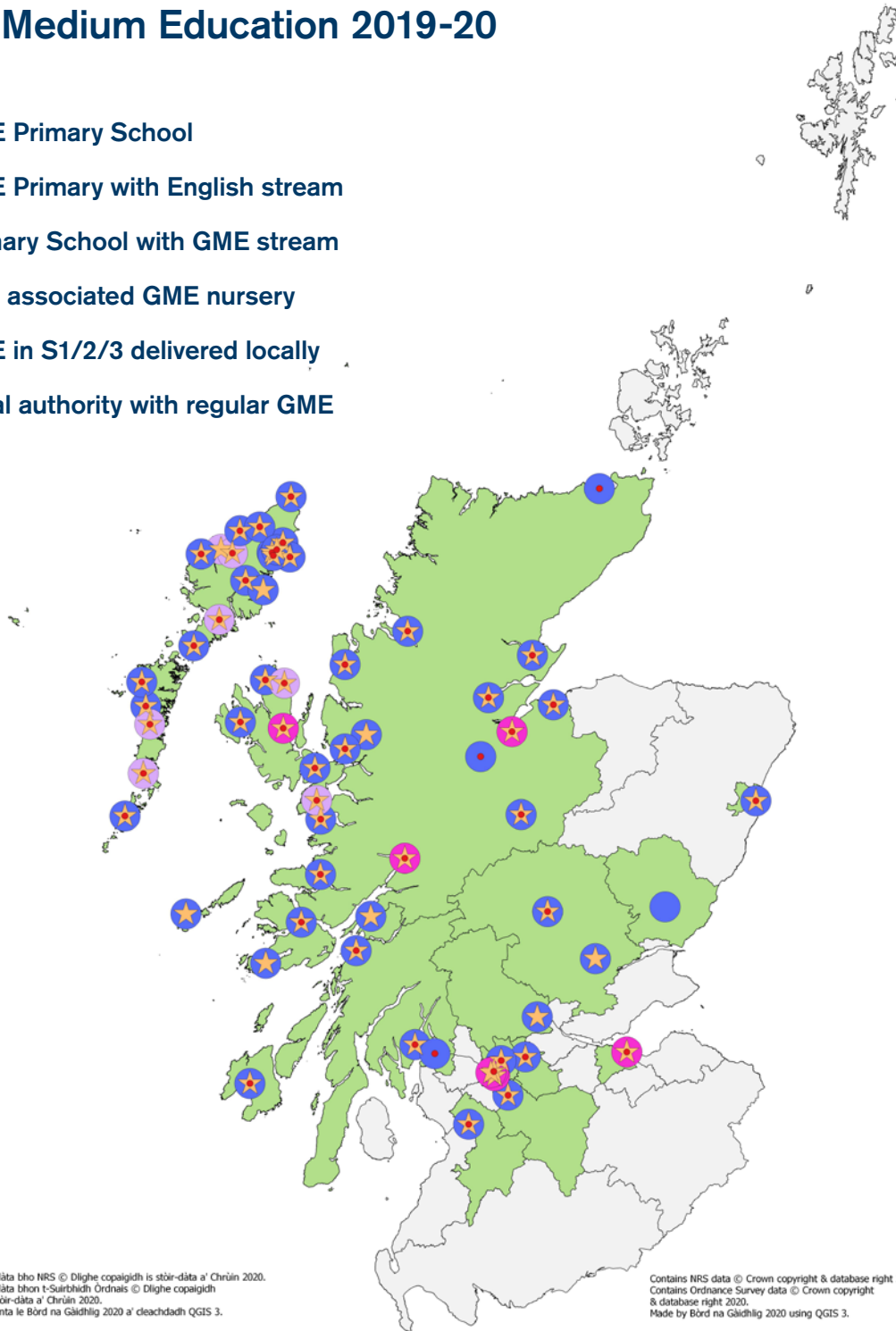


# Introduction

Within HIAL's operating area, three of the local authorities provide Gaelic Medium Education (GME) from nursery to secondary school. In the 2019/20 academic year, GME nursery education in Argyll & Bute stood at 3.2%, in Highland at 9.3% and in Na h-Eileanan Siar at 73.4%. The percentage of children accessing Primary Gaelic Medium Education in 2019/20 were 3.8% in Argyll & Bute, 6% in Highland and 40% in Na h-Eileanan Siar. For Secondary school these figures stood at 1.4% in Argyll & Bute, 3.2% in Highland and 23.4% in Na h-Eileanan Siar. The map below highlights the location of GME provision across Scotland.

## Gaelic Medium Education 2019-20

- GME Primary School
- GME Primary with English stream
- Primary School with GME stream
- With associated GME nursery
- ★ GME in S1/2/3 delivered locally
- Local authority with regular GME



Le dàta bhò NRS © Dlighe copalaidh is stòir-dàta a' Chrùin 2020.  
 Le dàta bhon t-Suirbhidh Ordnaidh © Dlighe copalaidh  
 is stòir-dàta a' Chrùin 2020.  
 Deanta le Bòrd na Gàidhlig 2020 a' cleachdadh QGIS 3.

Contains NRS data © Crown copyright & database right 2020.  
 Contains Ordnance Survey data © Crown copyright  
 & database right 2020.  
 Made by Bòrd na Gàidhlig 2020 using QGIS 3.

POBLACH

Bòrd na Gàidhlig – 3 – [www.gaelic.scot](http://www.gaelic.scot)

PUBLIC



# Introduction

In November 2019, it was estimated that there were 3,935 adults formally learning Gaelic in Scotland, based on responses to an annual survey.

Respondents also listed their motivations for learning Gaelic – shown below – with the vast majority of learners practising Gaelic during their Gaelic classes, online or at home.



Chart 4 – Gaelic learning motivations of learners active during the week beginning 4 November 2019

It is also worth noting the increasing popularity of online learning such as Duolingo, which claims to be “the world's most popular way to learn Scottish Gaelic online” and is used by learners living in Scotland as well as further afield.

Within HIAL's operating area, there are a number of community and cultural organisations that work to support the development of Gaelic, alongside a number of public authorities with statutory Gaelic Language Plans.

## Key organisations include:

- An Comunn Gàidhealach (the oldest Gaelic Language organisation and responsible for organising and running the Royal National Mòd)
- Comunn na Gàidhlig (a social enterprise providing Gaelic services including youth support and events)
- Acair (Gaelic and bilingual publisher) and Ceòlas (cultural agency delivering community learning, training courses, translation and media services)
- Public authorities including: Argyll & Bute Council, Comhairle nan Eilean Siar, Dundee City Council, The Highland Council, NHS Highland and NHS Western Isles
- Highlands and Islands Enterprise (HIE) also has a statutory Gaelic Language Plan and plays an important role in supporting the many community organisations which enable Gaelic to flourish
- Gaelic broadcasting is supported by BBC Alba, BBC Radio nan Gàidheal and MG Alba, which provide a range of programming for BBC radio, television and online.

In addition to the Royal National Mòd, other Gaelic events in HIAL's operating area include Fèis Rois events such as the Fèis weekend and ceilidh trail, the Blas Festival and local Highland Games during the summer.

# The Gaelic Language Plan in the Corporate Structure

This plan represents HIAL's policy, which has been endorsed by both our Senior Management Team and our Board of Directors.

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

**Denise Sutherland**

Head of Communications  
HIAL Head Office  
Inverness Airport  
Inverness IV2 7JB

**Tel: 01667 464226**

**Email: [dsutherland@hial.co.uk](mailto:dsutherland@hial.co.uk)**

HIAL will establish short-term working groups to implement specific areas of the plan.

The Senior Management Team will monitor the implementation of the Gaelic Plan.

We will make our contractors and other third parties aware of our Gaelic Language Plan, and will sign-post them to read the Plan on the website, and we will expect them to adhere to our commitments wherever possible.



# Planning and Policy Implications for Gaelic

## **Mainstreaming Gaelic**

HIAL recognises that the various priority areas identified in the National Gaelic Language Plan will be primarily implemented through our Gaelic Language Plan but that opportunities may arise to promote and develop the language through existing policy measures.

In the formation, renewal and monitoring of policies, HIAL will examine policy commitments to identify areas where Gaelic can be pro-actively incorporated and the priorities of the National Gaelic Language Plan and our Gaelic Language Plan initiated through additional methods.

We see this development as corresponding to the normalisation principle which aims to include Gaelic as an everyday part of life in Scotland.

## **Showing Equal Respect for Gaelic and English Languages**

HIAL recognises that an integral part of mainstreaming Gaelic is showing equal respect for both the Gaelic and English languages.

Our commitments in this plan will demonstrate equal respect for both languages.

## **Actively Offering Services in and Promoting the Gaelic Language**

HIAL recognises the importance of promoting the Gaelic language and of providing services in Gaelic wherever possible.

HIAL has made significant commitments within our Gaelic Language Plan to identify key areas where we are able to actively offer services in Gaelic, and to identifying and encouraging staff to provide services in Gaelic.

# Planning and Policy Implications for Gaelic

## The National Gaelic Language Plan

The National Gaelic Language Plan focuses on three key aims, all of which have a vital contribution to make in increasing the numbers of people learning, speaking and using Gaelic in Scotland, and identifies key development outcomes within each:

Development Area	Key Outcomes
Using Gaelic	<p>An increase in the use of Gaelic will be promoted and supported. This will be done in collaboration with key partners and providers and through Bòrd na Gàidhlig initiatives and programmes. This includes speakers and learners increasing their use of the language. It involves developing more situations where Gaelic can be used. It involves using Gaelic in situations where it has not been used previously and the increased use of Gaelic in daily life.</p> <p>The increased use of Gaelic strengthens the community of speakers and contributes to its confidence. This expands opportunities for Gaelic and Gaelic users, thus increasing awareness and the profile of the language.</p>
Learning Gaelic	<p>An increase in the learning of Gaelic will be promoted and supported. This will be done in collaboration with key partners and providers and through Bòrd na Gàidhlig initiatives and programmes.</p> <p>This includes promoting, supporting and expanding Gaelic learning at all levels and in all sectors. The benefits from this are clear: as progress is made with this, it will increase the number of those who understand, speak, read and write Gaelic and their ability to use Gaelic with confidence.</p>
Promoting Gaelic	<p>A positive image of Gaelic will be promoted. This will be done in collaboration with key partners and providers and through Bòrd na Gàidhlig initiatives and programmes.</p> <p>Ensuring that a positive image of Gaelic is promoted and strengthened depends on a number of initiatives. It also includes ensuring that Gaelic is valued and that its important contribution to the social, cultural and economic life of the nation is recognised.</p> <p>The promotion of a positive image of Gaelic is critical to strengthening the appeal and status of Gaelic in Scotland and abroad. This depends on users and non-users alike.</p>

HIAL is committed to ensuring that the National Gaelic Language Plan is implemented, and in our Plan Commitments, we set out how we will achieve that aim.

# Planning and Policy Implications for Gaelic

## Scottish Government Priorities

The Scottish Government has five strategic objectives that underpin its purpose of a Scotland that is:

Wealthier and Fairer, Smarter, Healthier, Safer and Stronger, and Greener.

The National Gaelic Language Plan 2018-2023 includes the following priority areas which apply to HIAL:

- Initiatives which promote the use of Gaelic in homes and communities
- Gaelic in traditional and new media
- Gaelic language plans
- Gaelic in the workplace
- Gaelic use in heritage, tourism, food and drink, environment and leisure industries

## Local Government Priorities

Four of the local authorities in HIAL's operating area have a Gaelic Language Plan, focusing on key priorities:

- Gaelic in the Home, Early Learning and Childcare
- Gaelic in the Community
- Gaelic in Education
- Gaelic in the Arts, Culture and Heritage
- Gaelic in the Workplace
- The Social, Economic and Cultural Value of Gaelic

**For more information and for the most up to date Gaelic Language Plan, please see:**

[Argyll & Bute Council](#)

[Dundee City Council](#)

[The Highland Council](#)

[Comhairle nan Eilean Siar](#)

## Other Considerations

While HIAL has an important role to play in supporting and promoting Gaelic at its airports, there are some practical matters to consider. Airports are complex organisations, home to a diverse range of businesses and organisations, each of which has responsibility for different aspects of the customer experience. HIAL will deliver the commitments outlined in this plan within its operational functions and remit.

For example, HIAL is responsible for screening passengers and their hand luggage, flight announcements are made by airlines and their handling agents, and passport control is the responsibility of the UK Border Agency.

Although airlines and other private companies are out with the scope of this plan, HIAL will nevertheless engage with its partners in order to promote the use of Gaelic in passenger communications. We will also encourage other Scottish airports, which are not subject to the provisions of the 2005 Gaelic Language Act, to work with us to promote the Gaelic language and culture.

HIAL's primary responsibility is to ensure the safety and security of its passengers. Aviation security is strictly regulated by the Civil Aviation Authority and proposals in respect of security, as well as airport wayfinding, may be subject to approval by the appropriate regulator.

Additionally, it is important to note that English is the global language of the aviation industry, even in countries where English is not the first language, and there are certain operational roles where the use of Gaelic would not be beneficial. For example, an Air Traffic Controller must have a high level of English and cannot communicate to pilots in Gaelic in a professional capacity, even if both are fully proficient in the language.

# Plan Commitments

## High Level Aims

The following high level aims have shaped this plan. For details of how HIAL will deliver on these aims, see our Service Standard Commitments on page 14.

High Level Aims		Plan Commitments
<p><b>Throughout the plan</b></p>	<p>In line with the Gaelic Language (Scotland) Act 2005 we aim:</p> <ul style="list-style-type: none"> <li>▪ to take active corporate ownership of our Gaelic Language Plan</li> <li>▪ to carry forward and include all commitments from the first iteration of HIAL's Gaelic Language Plan, which remain within its remit</li> <li>▪ to demonstrate equal respect for Gaelic and English across all Gaelic services and resources</li> <li>▪ to actively offer and promote Gaelic services which are provided</li> <li>▪ to monitor the uptake of Gaelic services and to further promote where the uptake is low</li> </ul>	<p>Visibility (p16) Staffing (p18) Day-to-day operations (p20) Corporate communications (p22)</p>
<p><b>Public Services</b></p>	<p>To further increase the visibility and status of Gaelic through:</p> <ul style="list-style-type: none"> <li>▪ the incremental introduction of Gaelic signage (internal and external) across the HIAL estate</li> <li>▪ the incremental introduction of Gaelic content on the HIAL website and social media</li> <li>▪ providing all of our customers with the opportunity to communicate with us in Gaelic whenever staffing allows this. We will promote this opportunity based on the Gaelic skills capacity of our staff and the Gaelic speaking communities they serve</li> <li>▪ increasing the presence of Gaelic in high-status and high-visibility HIAL publications</li> <li>▪ adapting our bilingual corporate logo to demonstrate equal respect for Gaelic and English; this will be rolled out as part of the corporate branding refresh exercise</li> <li>▪ considering the appointment of a HIAL Board member as a Gaelic champion</li> </ul>	<p>Visibility (p16) Staffing (p18) Day-to-day operations (p20) Corporate communications (p22) Corpus (p24)</p>
<p><b>Promoting Gaelic</b></p>	<p>To include Gaelic in any outreach work with schools that deliver Gaelic education.</p>	<p>Corporate communications (p22)</p>

# Plan Commitments

High Level Aims		Plan Commitments
<b>Community</b>	<p>To work with the wider community to ensure opportunities to use Gaelic are supported.</p> <p>To strengthen our focus on Gaelic communities, with the initial priority given to increasing integration with communities where Gaelic is used by 20% or more of the population and where Gaelic medium education is delivered.</p>	<p>Visibility (p16)</p> <p>Staffing (p18)</p> <p>Day-to-day operations (p20)</p> <p>Corporate communications (p22)</p>
<b>Workplace</b>	<p>We have the following aims:</p> <ul style="list-style-type: none"> <li>▪ to increase staff capacity to deliver our Gaelic Language Plan commitments through recruitment, training and workforce planning</li> <li>▪ to establish a robust internal process for communicating, engaging and delivering on our Gaelic Language Plan commitments</li> <li>▪ to make staff aware of the HIAL Gaelic Language Plan and to provide opportunities for further Gaelic awareness training and Gaelic language training</li> <li>▪ to encourage staff to positively engage with Gaelic</li> </ul>	<p>Staffing (p18)</p> <p>Day-to-day operations (p20)</p> <p>Corporate communications (p22)</p>
<b>Arts, Culture &amp; Heritage</b>	<p>HIAL aim to continue our support of Gaelic learning and usage in the arts community through initiatives in the HIAL area.</p> <p>To identify any collaborative working opportunities between HIAL and the Bòrd na Gàidhlig / Creative Scotland Gaelic Arts and Culture Officer in order to enhance Gaelic arts and culture within the HIAL area.</p>	<p>Corporate communications (p22)</p>
<b>Economy</b>	<p>We aim to:</p> <ul style="list-style-type: none"> <li>▪ promote the economic benefits of the Gaelic language and culture as part of HIAL's general economic development initiatives</li> <li>▪ promote the breadth of career options and opportunities that speaking Gaelic provides</li> </ul>	<p>Staffing (p18)</p> <p>Corporate communications (p22)</p>



# Plan Commitments

## Service Standard Commitments

HIAL is committed to the following service standard commitments

Covering all aspects of the service standards commitments, the first step in implementing this Plan will be to carry out an internal Gaelic capacity audit.



### Visibility

---

Corporate logo

---

Signage

---



### Staffing

---

Advertising posts

---

Recruitment of Gaelic speakers

---

Gaelic language learning

---

Gaelic awareness training

---

Encouraging the use of Gaelic in the workplace and internal communication

---



### Day-to-day Operations

---

Telephone service

---

Written correspondence

---

Forms

---

Frontline services to the public

---

Public meetings

---

# Plan Commitments



## Corporate Communications

---

Media and public relations

---

Printed materials

---

Website and social media

---

Outreach, events & exhibitions

---



## Corpus

---

Adhere to Gaelic Orthographic Conventions

---

Observation of correct place names

---

Translating and interpreting service standards

---

# Plan Commitments



## Visibility

HIAL recognises the importance of extending the visibility of Gaelic and enhancing its status.

**We will take the following steps to help create a supportive environment for the growth of Gaelic in Scotland and internationally:**

- Increase the use of Gaelic in our airports, offices and corporately – including signage, our logos and corporate templates

### CORPORATE LOGOS AND TEMPLATES

Achievements to date	Using Gaelic	Learning Gaelic	Promoting Gaelic
Corporate logos for HIAL group and local airports are bilingual			

Proposed outcomes for 2021-2026	Using Gaelic	Learning Gaelic	Promoting Gaelic
HIAL's bilingual corporate and airport logos, to be used consistently and as standard, both internally and externally			
Include Gaelic in corporate templates, prioritising this where it will have the most impact			
Gaelic and English will be given equal status in the HIAL logo as part of HIAL's corporate branding refresh			

Next Actions required	Year 1	Year 2	Year 3	Year 4	Year 5
Carry out a review of corporate branding, covering templates for documents, presentation slides, email footers, posters, signage etc: establish where Gaelic can be most easily incorporated and where it will have the most impact					
Implement new policy that arises from branding review – equal respect for Gaelic and English, and best bilingual practice, will be a fundamental principle of this policy					
Ensure all staff have and use the appropriate logos, for internal and external purposes (and repeat once new logo is produced)					
Pro-actively identify where external agencies and partners are using the wrong logos and provide the bilingual ones (and repeat once new logo is produced)					
Adapting our bilingual corporate logo as part of our corporate branding refresh, to give equal status to Gaelic and English					

**Responsible Departments: Communications**

# Plan Commitments

## SIGNAGE

Achievements to date	Using Gaelic	Learning Gaelic	Promoting Gaelic
New signage and other items use the updated logo and/or bilingual language			
As signage and other items have been replaced, the updated logo and/or bilingual language has been used			

Proposed outcomes for 2021-2026	Using Gaelic	Learning Gaelic	Promoting Gaelic
Work towards all public facing and directional signage being bilingual, prioritising where it will have the most impact and where replacements are required			

Next Actions required	Year 1	Year 2	Year 3	Year 4	Year 5
When replacing physical signage, and other items such as vehicle livery, we will use the bilingual templates and guidance produced following the corporate branding review. As items will only be updated when replacement is required, the roll-out will be ongoing throughout the duration of this plan					

**Responsible Departments: Communications, Infrastructure**

# Plan Commitments



## Staffing

HIAL recognises that Gaelic is an important skill, that adds value to our workforce, and that formal and open recognition of Gaelic skills will have a positive impact on the Gaelic labour market more widely. HIAL's Senior Management Team will provide a strong and consistent message to staff that Gaelic skills are valued, and that staff are encouraged and supported to use their Gaelic at every opportunity.

**Although no roles within HIAL specifically require Gaelic, we will take the following steps to increase our Gaelic capacity and the use of Gaelic as a workplace language in Scotland:**

- Creating a positive attitude to Gaelic in the workplace, to sustain and enhance the vitality of Gaelic
- Increasing opportunities for staff to learn and improve their Gaelic
- Extending access to, and participation in, a wide range of Gaelic learning opportunities for adults in our workplaces
- Ensuring high quality resources are available to support adults learning Gaelic in our workplaces
- Promoting the recruitment of Gaelic speakers to make the language increasingly visible and to offer Gaelic interactions to the public

### RECRUITMENT OF GAELIC SPEAKERS AND RECRUITMENT ADVERTISING

Achievements to date	Using Gaelic	Learning Gaelic	Promoting Gaelic
The Equalities Monitoring section of HIAL's job application form includes a question on whether or not applicants speak Gaelic; demonstrating the value we give to Gaelic as well as enabling us to monitor the number of Gaelic speakers who apply / are successful			
HIAL's Recruitment and Selection Policy includes reference to our Gaelic Language Plan and also covers our commitments to equality and diversity			
HIAL is currently reviewing its corporate Recruitment and Selection Policy; the recruitment of Gaelic speakers will be referenced in this policy			

Proposed outcomes for 2021-2026	Using Gaelic	Learning Gaelic	Promoting Gaelic
HIAL will actively aim to increase Gaelic capacity by encouraging applications from Gaelic speakers, particularly in areas with higher numbers of Gaelic speakers			
HIAL will demonstrate that Gaelic speakers are valued for all roles through its recruitment advertising and associated recruitment information			

Next Actions required	Year 1	Year 2	Year 3	Year 4	Year 5
Complete HIAL's corporate recruitment review, and ensure that managers are aware of the commitments to the Gaelic language					
Implement new policy that arises from the corporate review, incorporating our commitment to encourage Gaelic speaking applicants in order to build Gaelic capacity					

**Responsible Department: Human Resources**

# Plan Commitments

## GAELIC LANGUAGE LEARNING

Achievements to date	Using Gaelic	Learning Gaelic	Promoting Gaelic
Senior Management Team and Airport Managers were given Gaelic awareness training at the outset of the first edition of the Gaelic Language Plan			
Ongoing internal promotion of external Gaelic Language learning opportunities			
Gaelic Awareness training provided to current Senior Management Team and HIAL Board members in March 2021			

Proposed outcomes for 2021-2026	Using Gaelic	Learning Gaelic	Promoting Gaelic
Provide additional training opportunities and support for staff who wish to learn and/or enhance their Gaelic, prioritising areas with a higher number of Gaelic speakers, especially where no staff currently use Gaelic			
Encourage uptake of training where initial interest is low			

Next Actions required	Year 1	Year 2	Year 3	Year 4	Year 5
A staff audit will be the first action within this plan, to establish: <ul style="list-style-type: none"> <li>the use of Gaelic language communication within HIAL</li> <li>the current capacity for Gaelic language communication within HIAL</li> <li>staff who would like to learn or improve their Gaelic, and their training requirements</li> <li>if any members of the Senior Management Team or Airport Managers are Gaelic-speaking or would like to learn Gaelic</li> </ul>					
Develop and actively offer a toolkit for staff – a suite of Gaelic awareness and language skills training for front line staff, including security personnel					
As a stepping stone towards the staff toolkit, establish a protocol to signpost staff to additional online and/or other resources for learning Gaelic					
Identify if there is a demand for Gaelic awareness training and/or Gaelic language learning within partner organisations; explore opportunities for organising joint training					
Repeat staff audit in advance of third edition of HIAL Gaelic Language Plan					

**Responsible Departments: Human Resources, Communications**

# Plan Commitments



## Day-to-day Operations

HIAL recognises the central role played by the tourism industry in sustaining and growing public engagement and increased use of Gaelic.

**HIAL recognises the central role that Gaelic plays in our communities and we will take the following steps to help normalise and showcase Gaelic within our airports and when dealing with the public:**

- Promoting the visibility of Gaelic as a live language and as a unique part of Scotland's heritage
- Creating increased situations in which Gaelic can be used informally at our airports and in our offices

### DEALING WITH THE PUBLIC AT OUR AIRPORTS AND OFFICES

Achievements to date	Using Gaelic	Learning Gaelic	Promoting Gaelic
All letterheads and marketing/promotional materials use the bilingual logos			
Appropriate bilingual signage used in our terminals as part of an ongoing programme			

Proposed outcomes for 2021-2026	Using Gaelic	Learning Gaelic	Promoting Gaelic
Increase and improve our use of Gaelic in public facing situations; communities with higher percentage of Gaelic speakers will be prioritised			
Increase the number of staff using Gaelic in our airports			
To have Gaelic Language Ambassadors in the majority of airports			



# Plan Commitments

## DEALING WITH THE PUBLIC AT OUR AIRPORTS AND OFFICES (continued)

Next Actions required	Year 1	Year 2	Year 3	Year 4	Year 5
All staff will be offered and encouraged to use promotional items from the #cleachdi national identifier– review and repeat as appropriate					
Monitor the demand for Gaelic communications from passengers and stakeholders – as part of daily communications					
As part of the initial staff audit, establish current number of responses to customers in Gaelic in writing (email, letter, social media), and verbally (face-to-face and on the telephone)					
Set achievable standards for responses to Gaelic communication (e.g. standard acknowledgements for emails)					
Run an awareness campaign for our communities, stakeholders and passengers on our ability to respond in Gaelic and track any increases in Gaelic communications and repeat as necessary					
Create a process to increase capacity to respond in Gaelic – identify staff in initial staff audit and provide access to training and support (as above)					
All public facing staff will be provided with and encouraged to use a Gaelic greeting					
HIAL will offer passenger and hand luggage services in Gaelic at airports where Gaelic is a community language and whenever staffing allows this					
To underpin the capacity to respond to customers in Gaelic, repeat the campaign for Gaelic Language Ambassadors – set up support such as online forums / discussion groups etc to provide positive peer and corporate support					
Include a Gaelic welcome message in pre-recorded answerphone messages and on all flight display information where technology and systems allow this					
Increase capacity to include Gaelic on flight display information at the first opportunity when technology and systems are renewed in the future					

**Responsible Departments: Communications, Human Resources, Operations, ICT**

# Plan Commitments



## Corporate Communications

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

HIAL also recognises that creating a sustainable future for Gaelic requires not only increasing the number of people able to speak the language but increasing actual usage. We recognise the importance of enabling more people to use Gaelic as their preferred and normal mode of communication.

HIAL aim to continue our support of Gaelic learning and usage in the arts community through initiatives in the HIAL area.

### We will take the following steps to help create a supportive environment for increasing Gaelic usage in our airport communities:

- Increasing the profile and use of Gaelic by utilising a range of Gaelic medium services
- Include the use of Gaelic at public facing events, with priority on high-status, high-visibility events and events in communities where Gaelic is a community language
- Supporting initiatives that promote the use of Gaelic, both internally and through social media

## COMMUNICATING IN PRINT, ONLINE, IN THE MEDIA AND AT PUBLIC MEETINGS

Achievements to date	Using Gaelic	Learning Gaelic	Promoting Gaelic
Managing Director's and Chairman's statements in Annual Report published bilingually			
Each issue of HIAL Connect magazine includes an article in Gaelic, focusing on Gaelic speaking areas. More recently the Gaelic version has been printed before the English language version of the article. This is a free publication – printed versions are distributed at all airports and an online version is also available			
Utilised HIAL social media channels to support Gaelic cultural events			

Proposed outcomes for 2021-2026	Using Gaelic	Learning Gaelic	Promoting Gaelic
Increase the quantity of bilingual corporate communications			
All public facing corporate documents will also be produced in Gaelic			
Continue our support of Gaelic learning and usage in the arts community			

# Plan Commitments

## COMMUNICATING IN PRINT, ONLINE, IN THE MEDIA AND AT PUBLIC MEETINGS (continued)

Next Actions required	Year 1	Year 2	Year 3	Year 4	Year 5
Key corporate documents will be bilingual as standard – the HIAL Strategic Plan and the Annual Report, and any other public facing corporate strategic documents					
Consider appointing a HIAL Board member as a “Gaelic Champion”					
Explore how a translation option can be introduced on the new HIAL website, that complies with the AAA Accreditation					
In the interim we will increase Gaelic content across the website, prioritising high-visibility/high impact content, including our key information areas such as About Us, Board of Directors, Annual Reports and Accounts, and Strategic Plans					
Provide a section on the importance of the Gaelic language and culture on the HIAL website					
Continue to incrementally introduce and increase Gaelic content on the website and social media, prioritising high-profile content and demonstrating equal respect					
Provide Gaelic translation services when requested at high-status, high-visibility events, where Gaelic is a community language. This service will be actively offered beforehand in a timely manner					
Establish a partnership agreement for schools, to provide Gaelic translation at HIAL outreach events within schools where Gaelic is a community language. This service will be actively offered beforehand in a timely manner					
Include the use of Gaelic at public facing events, with priority on high-status, high-visibility events and events in communities where Gaelic is a community language					
Provide media training to Gaelic-speaking members of the Senior Management Team and Airport Managers who have been identified as having an external/media facing role					
Establish a system for sharing partner information regarding the Gaelic language or events from HIAL’s social media channels					
Identify any collaborative working opportunities between HIAL and the Bòrd na Gàidhlig / Creative Scotland Gaelic Arts and Culture Officer in order to enhance Gaelic arts and culture within the HIAL area					

**Responsible Departments: Communications, Human Resources, Operations, ICT**

# Plan Commitments



## Corpus

HIAL recognises the need to strengthen the relevance and consistency of Gaelic and the importance of facilitating quality translation services.

**We will take the following steps to strengthen the Gaelic corpus in Scotland:**

- Supporting and promoting initiatives that strengthen the relevance and consistency of Gaelic – via social media and in our own protocols for contracting and instructing translators

### CONVENTIONS AND PLACE NAMES

Achievements to date	Using Gaelic	Learning Gaelic	Promoting Gaelic
Contracted translators for documents are aware of requirements and published Gaelic translations conform to standards.			

Proposed outcomes for 2021-2026	Using Gaelic	Learning Gaelic	Promoting Gaelic
Ensure all written materials, signage etc follow the most recent Gaelic Orthographic Conventions and that advice on place names is sought from Ainmean-Àite na h-Alba, and used			

Next Actions required	Year 1	Year 2	Year 3	Year 4	Year 5
Ensure all translators aware of and agree to conform to the standards as above (including sub-contracted such as for HIAL magazine)					

**Responsible Department: Communications**

# Implementation and Monitoring

## Timetable

This Gaelic Language Plan will formally remain in force for a period of five 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.

## Publishing and Publicising the Plan

### External

HIAL's Gaelic Language Plan will be published bilingually on hial.co.uk. In addition, we shall:

- issue a bilingual news notice announcing the plan
- publicise bilingually via HIAL's corporate social media accounts
- make the plan known and available to employees via our intranet
- make printed copies available on request.

### Informing other Organisations of the Plan

A notification will be sent to all relevant organisations to notify them that the plan has been published.

## Resourcing the Plan

Many of the actions outlined above will have minimal cost implications; however, a number, including training and technical requirements will require to be resourced.

## Monitoring the Plan

The implementation of the Gaelic Language Plan will fall to the Senior Officer with overall responsibility for the Plan.

As an organisation, HIAL commit to ongoing monitoring, including:

- monitoring that the plan is publicised to the public and staff as outlined above
- monitoring that the plan is publicised to third parties, and their uptake of commitments made in the plan
- that individual staff members have been informed of their duties under the plan, and the extent to which they carry out these duties
- monitoring the progress of the commitments made
- carrying out annual reporting to Bòrd na Gàidhlig.

# Internal Gaelic Capacity Audit

**HIAL conducted an audit of Gaelic usage and employee attitudes towards Gaelic within the organisation during December 2012 to January 2013, as part of the preparation of the first edition of this Gaelic Language Plan. The survey received 127 responses, equating to a response rate of 28.5%.**

The survey found that the majority of respondents (66%) had no understanding of Gaelic. Around 9% described themselves as fluent Gaelic speakers, with 3% describing themselves as fluent in writing/reading Gaelic.

Gaelic is most commonly used in conversation and is less frequently used for written correspondence. Some 6% said they used Gaelic in conversation with customers and clients, and 4% with colleagues, typically less than once a month; 73% said they never used Gaelic in conversation. 1% said they used Gaelic several times a month to correspond with customers and clients.

Around 13% of those with some Gaelic language ability expressed a strong interest in enhancing their confidence levels through Gaelic literacy classes or Gaelic conversation classes. Some 11% of all respondents expressed a strong interest in undertaking distance learning courses or evening classes to support their Gaelic language training.

As outlined in our Plan Commitments above, a further staff audit will be carried out as the first action under this plan.

# Appendix – Public Consultation

Following discussion with Bòrd na Gàidhlig, HIAL held a public consultation between 1 October and 15 November 2019.

This was promoted heavily on the HIAL website and across HIAL corporate social media channels (Facebook, LinkedIn and Twitter), and examples are given below. The 11 airports also shared these posts on Facebook and Twitter, and Bòrd na Gàidhlig and partner agencies did likewise, ensuring as wide a reach as possible.

The public were invited to submit feedback via email but none was received.

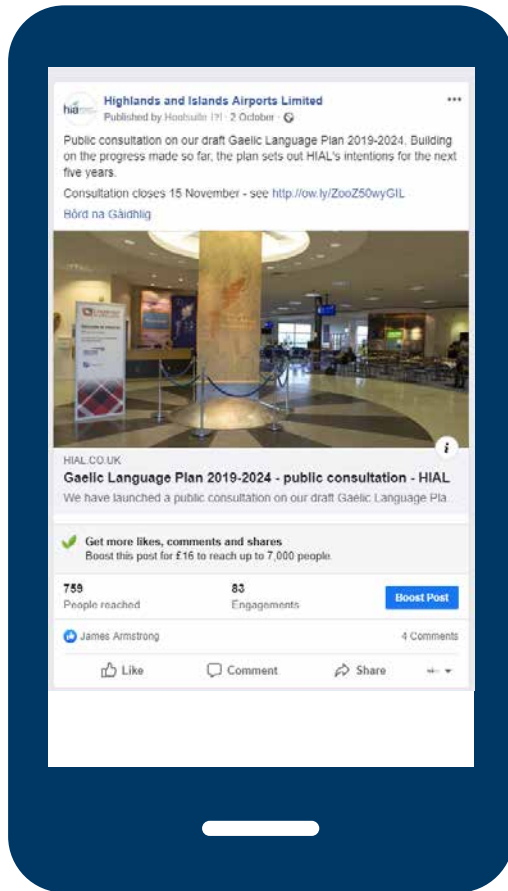
No comments on the plan itself were made on any of the social media posts. However, as can be seen from the following examples, the posts on Facebook in particular had high engagement levels.

## Examples from Twitter posts



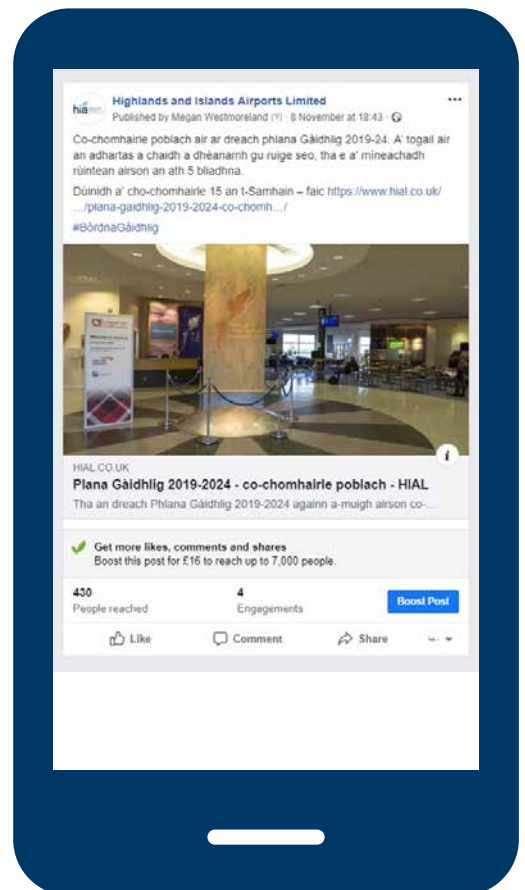
# Appendix – Public Consultation

## Examples from Facebook posts



Performance for your post		
759 People Reached		
9 Likes, Comments & Shares <i>f</i>		
1 Likes	1 On Post	0 On Shares
8 Comments	8 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares
74 Post Clicks		
0 Photo views	23 Link clicks <i>f</i>	51 Other Clicks <i>f</i>
NEGATIVE FEEDBACK		
0 Hide post	0 Hide all posts	
0 Report as spam	0 Unlike Page	
Reported stats may be delayed from what appears on posts		

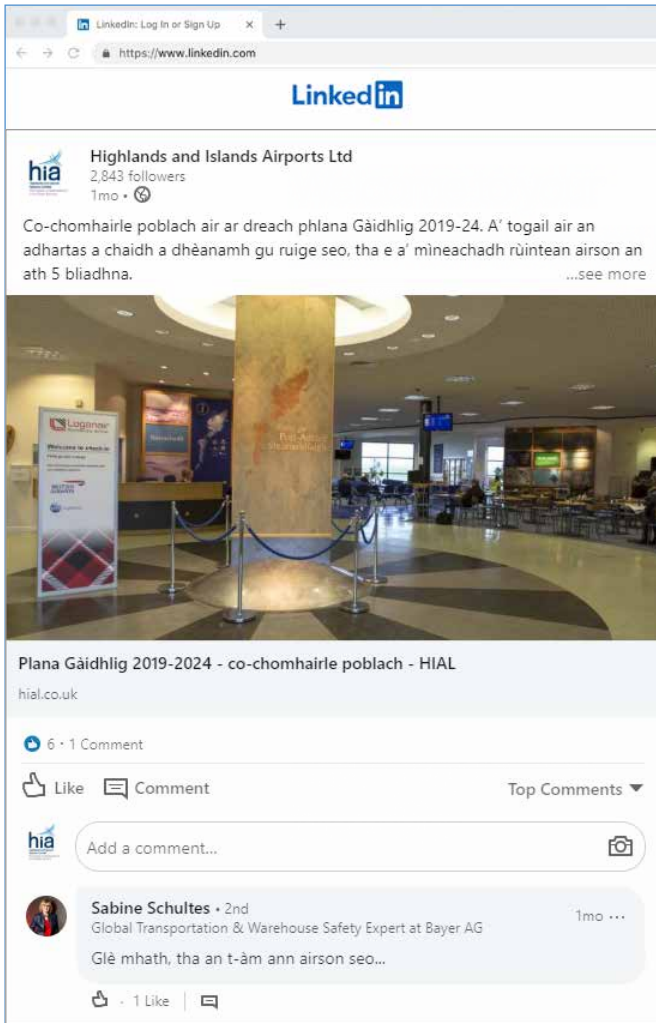
Performance for your post		
430 People Reached		
0 Likes, Comments & Shares <i>f</i>		
0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares
4 Post Clicks		
0 Photo views	3 Link clicks <i>f</i>	1 Other Clicks <i>f</i>
NEGATIVE FEEDBACK		
2 Hide post	0 Hide all posts	
0 Report as spam	0 Unlike Page	
Reported stats may be delayed from what appears on posts		





# Appendix – Public Consultation

## Examples from LinkedIn posts



Highlands and Islands Airports Ltd  
2,843 followers  
1mo • 🌐

Co-chomhairle poblach air ar dreach phlana Gàidhlig 2019-24. A' togail air an adhartas a chaidh a dhèanamh gu ruige seo, tha e a' mineachadh rùintean airson an ath 5 bliadhna. ...see more

Plana Gàidhlig 2019-2024 - co-chomhairle poblach - HIAL  
hial.co.uk

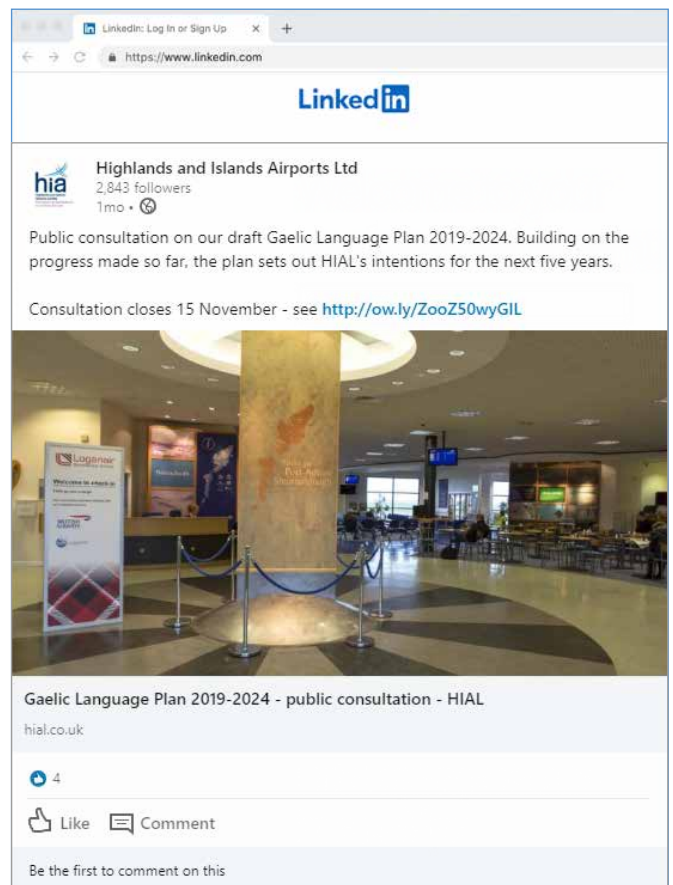
6 • 1 Comment

Like Comment Top Comments ▾

hial Add a comment... 📷

**Sabine Schultes** • 2nd  
Global Transportation & Warehouse Safety Expert at Bayer AG  
1mo ...  
Glè mhath, tha an t-àm ann airson seo...

1 Like | 📧



Highlands and Islands Airports Ltd  
2,843 followers  
1mo • 🌐

Public consultation on our draft Gaelic Language Plan 2019-2024. Building on the progress made so far, the plan sets out HIAL's intentions for the next five years.

Consultation closes 15 November - see <http://ow.ly/ZooZ50wyGIL>

Gaelic Language Plan 2019-2024 - public consultation - HIAL  
hial.co.uk

4

Like Comment

Be the first to comment on this

