Gaelic Language Plan: Action Plan 2021-2026

Action	Department	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	Communications	●	●			
Ensure all staff have and use the appropriate logos, for internal and external purposes (and repeat once new logo is produced)	Communications	●				
Adapting our bilingual corporate logo as part of our corporate branding refresh, to give equal status to Gaelic and English	Communications	●				
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	Communications		●	●		
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)	Communications			●	●	
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	Communications / Infrastructure			●	●	●
Complete HIAL's corporate recruitment review, and ensure that managers are aware of the commitments to the Gaelic language	Human Resources		●			
Implement new policy that arises from the corporate review, incorporating our commitment to encourage Gaelic speaking applicants in order to build Gaelic capacity	Human Resources		●	●		
Initial staff audit	Communications	●				
Develop and actively offer a toolkit for staff – a suite of Gaelic awareness and language skills training for front line staff, including security personnel	Human Resources / Communications		●	●	●	
As a stepping stone towards the staff toolkit, establish a protocol to signpost staff to additional online and/or other resources for learning Gaelic	Communications / Human Resources		●			
Identify if there is a demand for Gaelic awareness training and/or Gaelic language learning within partner organisation; explore opportunities for organising joint training	Human Resources			●		
Repeat staff audit in advance of third edition of HIAL Gaelic Language Plan	Communications					●
All staff will be offered and encouraged to use promotional items from the #cleachdi national identifier– review and repeat as appropriate	Communications	●	●	●	●	●
Monitor the demand for Gaelic communications from passengers and stakeholders – as part of daily communications	Operations / Communications / Human Resources	●			●	
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)	Communications	●				
Set achievable standards for responses to Gaelic communication (e.g. standard acknowledgements for emails)	Communications / Operations		●			
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	Communications / Operations			●	●	●
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)	Communications / Human Resources		●			
All public facing staff will be provided with and encouraged to use a Gaelic greeting	Communications / Operations	●				
HIAL will offer passenger and hand luggage services in Gaelic at airports where Gaelic is a community language and whenever staffing allows this	Operations				●	
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	Communications / Operations / Human Resources		●			
Include a Gaelic welcome message in pre-recorded answerphone messages and on all flight display information where technology and systems allow this	ICT		●			
Increase capacity to include Gaelic on flight display information at the first opportunity when technology and systems are renewed in the future	ICT		●			
Key corporate documents will be bilingual as standard – the HIAL Strategic Plan and the Annual Report, and any other public facing corporate strategic documents	Communications	●				
Consider appointing a HIAL Board member as a "Gaelic Champion"	Communications	●				
Explore how a translation option can be introduced on the new HIAL website, that complies with the AAA Accreditation	ICT / Communications		●			
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	Communications		●			
Provide a section on the importance of the Gaelic language and culture on the HIAL website	Communications		●			
Continue to incrementally introduce and increase Gaelic content on the website and social media, prioritising high-profile content and demonstrating equal respect	Communications		●	●	●	●
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	Communications			●		
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	Communications / Human Resources			●		
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	Communications / Operations		●			
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	Human Resources			●		
Establish a system for sharing partner information regarding the Gaelic language or events from HIAL's social media channels	Communications		●			
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	Communications / Operations		●			
Ensure all translators aware of and agree to conform to the standards as above (including sub-contracted such as for HIAL magazine)	Communications	●	●	●	●	●