

Gaelic Language Plan 2021-2026 Year Three Report

Introduction

The second iteration of our Gaelic Language Plan was approved by Bòrd na Gàidhlig on 21 June 2021 and covers a period of five years.

The Gaelic language and culture is an important part of Scotland's communities, heritage, and identity. With 11 airports across Scotland and just under 1.5 million passengers in 2023/24, HIAL is committed to playing its part in supporting the development of Gaelic, and in raising its profile across its operating area. As surveys identified that most passengers and HIAL colleagues are not Gaelic speakers, we prioritise our efforts in those airport locations and areas of commitment where the use of Gaelic is likely to have the most impact.

We have committed to enhance the status of Gaelic, promote Gaelic learning, and encourage increased use of the language.

Within our Gaelic Language Plan our standard commitments covers five elements:

- Visibility
- Staffing
- Day-to-day Operations
- Corporate Communications
- Corpus

To deliver on our commitments, we have produced an action plan which outlines the high-level actions we will take over the lifetime of the Plan. The action plan is owned across the organisation with different departments involved in delivering our objectives.

Lynne Clow, non-executive Director on the HIAL Board, who has undertaken the role of Board Champion supporting the oversight our Gaelic commitments for the last two years has stepped down from the role.

Throughout the reporting period HIAL has continued to face financial pressures and its strategic priority remains delivering our core activities and ensuring resources are prioritised on providing safe and regulatory compliant airports. The actions undertaken during year three reflect these revised goals, strategic and spending priorities.

However, HIAL remains fully committed to delivering on its commitments in the Gaelic Language Plan wherever possible and we are pleased to report that over 82% of the objectives outlined in our action plan for year three were completed.

Bòrd na Gàidhlig – Annual Return

Each year the Bòrd na Gàidhlig requests primary indicator data and sets assessment factors for public bodies to report upon. HIAL had not received the request for information in relation to the annual return at the time of finalising this report.

What we have achieved

We are pleased to report that we have completed 14 of the 17 objectives at the end of the third year of our Gaelic Language Plan.

Two of the three objectives behind target are well underway and will be completed during year four. The aim is for the remaining objective to be completed before the end of the five-year reporting period, based on resource availability.

Status	Number / %	
On target	14	82%
Behind target	3	18%
Not yet started	0	0%
Stopped or deferred	0	0%
Totals	17	100%



Visibility

- We have:**
- Pro-actively identified where external agencies and partners are not using HIAL and airport bi-lingual logos and provided the refreshed ones.
 - Introduced bi-lingual signage as appropriate for new and replacement signage throughout the year.
- We will:**
- Continue to use bi-lingual signage for new and replacement signage where appropriate.

What we have achieved



Staffing

- We have:**
- Undertaken several internal campaigns to highlight the Gaelic toolkit available on our learning portal. We have publicised Duolingo as a learning tool and promoted World Gaelic Week throughout the organisation.
 - Created a dedicated Gaelic Language Plan section on our intranet and undertook a promotion and awareness campaign for colleagues.
 - Secured funding from Bòrd na Gàidhlig to provide a session of Gaelic awareness training during year four.
- We will:**
- Progress the corporate recruitment review during year four.
 - Include reference to the Gaelic Language Plan and signpost to the Gaelic toolkit within our induction dashboard.
 - Promote the Gaelic awareness training session to all HIAL colleagues – with a particular emphasis on encouraging public-facing colleagues to attend.
 - We will offer any spare places on our Gaelic awareness training to partner organisations.



Day-to-day Operations

- We have:**
- Highlighted key sections on our Gaelic Language Plan intranet page and audio files to our public facing colleagues to provide them with the knowledge and confidence to offer a Gaelic greeting to customers.
 - Recirculated the availability of #Cleachdi campaign items to all colleagues.
 - Undertaken an internal campaign to encourage uptake of Gaelic Ambassador roles.
 - Introduced bi-lingual answerphone messages for all airports.
 - Designed collateral with the bilingual logo for display on our flight information display screens within the airports. The initial testing has been completed.
- We will:**
- Complete testing and introduce bilingual logo collateral on flight information display screens.
 - Continue to respond to any Gaelic communications from passengers or stakeholders on an individual basis.
 - Highlight our offer to respond to written Gaelic communications on the HIAL website and track any increase in written communication.
 - Offer the #Cleachdi materials to all colleagues again in year four.
 - Repeat the campaign to encourage uptake of the Gaelic Ambassador role.
 - Monitor the demand for verbal Gaelic communications from passengers and stakeholders.
 - Explore the potential for incorporating further Gaelic into airport flight information display screens.
 - Investigate if it is possible to offer passenger and hand luggage services in Gaelic at airports where Gaelic is a community language.

What we have achieved



Corporate Communications

- We have:**
- Continued to produce all corporate, public-facing documents in both English and Gaelic and published these on our website.
 - Shared appropriate bi-lingual content from HIAL social media accounts. We also created a series of posts for World Gaelic Week, focusing on airport vocabulary.
 - Introduced Gaelic translations for our key corporate information pages on the HIAL website.
 - Completed the content for a page about Gaelic culture and modern usage for the HIAL website, including the offer to contact us in written Gaelic. This will be pushed live in quarter one of year four, in both English and Gaelic.
 - Produced fully bi-lingual posters for use at recruitment fairs.
 - Met with Feisan and Fèis Rois to discuss any collaborative working opportunities to enhance Gaelic arts and culture within the HIAL area.

- We will:**
- Continue to publish all corporate, public-facing documents in both English and Gaelic.
 - Ensure any updates to our key sections on the HIAL website are made concurrently in both English and Gaelic.
 - Include a brief section within HIAL's new Supplier Charter, to highlight our Gaelic Language Plan and our expectations of our suppliers.
 - Continue to consider any requests for live Gaelic translation services at key events on a case-by-case basis.
 - Explore opportunities to include several airports in the 2025 Ceilidh Trail in conjunction with Fèis Rois.



Corpus

- We have:**
- Received written confirmation regarding conformance to the required Gaelic protocols and standards from the Gaelic translator regularly employed to translate our work. We have obtained confirmation from occasional ad-hoc translators regarding their commitment to the standards required.

- We will:**
- Continue to seek written confirmation from any new translators to demonstrate that they adhere to the required protocol and standards.

