This plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005 and was approved by Bòrd na Gàidhlig on 16 July 2019.

The plan is a three-year plan covering the period 2019-22.

Clàr-innse

Facal-toisich

Geàrr-chunntas

Structar a’ Phlana Ghàidhlig

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• A’ stèidheachadh a’ cho-theacsa
• Tar-sealladh air obair VisitScotland
• Gàidhlig ann an Alba
• Gàidhlig taobh a-staigh VisitScotland

Caibideal 2 | Bun-dhleastanas 2019 - 2022

Caibideal 3 | Buaidhean Poileasaidhe air a’ Ghàidhlig:
A’ cur a’ Phlana Cànan Nàiseanta Gàidhlig an gnìomh
• A’ cleachdadh na Gàidhlig
• Ag ionnsachadh na Gàidhlig
• A’ brosnachadh na Gàidhlig
• Coitcheann

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Fios conaltraidh

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• Overview of the functions of VisitScotland
• Gaelic in Scotland
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Chapter 2 | Core Commitments 2019 - 2022

Chapter 3 | Policy Implications for Gaelic: Implementing the National Gaelic Language Plan
• Using Gaelic
• Learning Gaelic
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Appendix 1 | Policies on Gaelic within VisitScotland

Appendix 2 | Summary of 2012-2018 Activities
Gaelic is a fundamental part of Scottish culture and the wider visitor economy and we at VisitScotland are keen to support its promotion and recognition, not only as an important part of our country's heritage, but also as a living language.

Our Gaelic Language Plan sets out to fulfil our duty to help deliver the objectives of Bòrd na Gàidhlig, the National Gaelic Language Plan and to meet the duties laid out in the Gaelic Language (Scotland) Act 2005.

Through this Plan, we therefore aim to support the use and learning of Gaelic within VisitScotland, to promote it further through our interaction with visitors, tourism businesses and our stakeholders across Scotland and throughout the world.

VisitScotland believes that Gaelic has both a historical and modern relevance in today's society. We look forward to playing our part in supporting its revival and growth in the years to come.

Malcolm C Roughead, OBE
Chief Executive
June 2019

"Tha a’ Ghàidhlig na pàirt bhumaiteach de chultar na h-Alba agus de dh’eaconamaidh an luchd-tadhail agus tha sinne aig VisitScotland gu mòr airson taic a chumail ri brosnachadh agus aithnachadh na cànan, chan ann a-mhain mar phàirt chudromach de chluis eachdraidheil na duthcha againn, ach cuideachadh mar chìneasan beò.

Tha am Plana Gàidhlig againn ag a bhith air an disastasna a chloineadh mar gus cuideachadh le bhith a’ bhfhirgeadh amasan Rìord na Gàidhlig agus a’ Phlana Cànan Nàiseanta agus gus na disastasna an a bhith a’ chomharrachadh ann an Aiteadh na Gàidhlig (Alba) 2005 a cholaidheadh.

Mar sin, tron Plana seo, tha sin a’ bhith air a theirt do chleachdadh agus ioneachadh na Gàidhlig taobh a-staigh VisitScotland, agus gus a brosnachadh taobh a-mhuigh na busadh tron eadar-obrachadh againn le luchd-tadhall, ginnseachasan tuairiscadh agus leis an luchd-tadhall againn airdh an h-Alba agus air fedh an t-saothair.

Tha VisitScotland den bheil gu h-ath’ a Ghàidhlig cuidromach dhan t-obh-saol, an dà chuid gu h-aichdrìdhseil agus san lathad an-doch. Tha sin a’ comhead air adhart ri bhith a’ cumail taic ri a h-ath-bhreathachadh agus ri a fas na bliadhnaichean ri tighinn.”

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Facal-toisich

Foreword
VisitScotland recognises that Gaelic is an integral part of Scotland’s heritage, national identity and cultural life and we recognise our central role in actively developing and promoting the language as an economic and social asset within the Scottish and international tourism sectors.

VisitScotland recognises that the position of Gaelic is extremely 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:

- Increase the use of Gaelic;
- Increase the learning of Gaelic;
- Promote a positive image of Gaelic;

This document is VisitScotland’s third iteration of its 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 our key partners, and how we will promote and develop Gaelic.

VisitScotland’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, 2018 - 2022 and the Guidance on the Development of Gaelic Language Plans.

The plan makes a clear commitment to demonstrate equal respect for Gaelic and English with regard to bilingual services and resources.

The plan makes a clear commitment to actively offer and promote the services that we offer bilingually, and that promotion will be tailored to focus attention on services where uptake is lower than anticipated.

We will ensure that all staff employed by VisitScotland are made aware of this plan and the role they play in helping to deliver its actions. This will be achieved through regular communications via a range of channels, the most important of which is our staff intranet “The Hub”.

Finally, as outlined in Appendix II we are committed to carrying forward and delivering all commitments from previous editions of our Gaelic Language Plans.
The key components of our Gaelic Language Plan are:

**CHAPTER 1 - INTRODUCTION**

This chapter provides the background and context relating to the preparation of Gaelic Language Plans under the 2005 Act and the structure of VisitScotland’s main areas of operation. It also provides a summary of the demography of the Gaelic language.

**CHAPTER 2 - CORE COMMITMENTS 2019 - 2022**

This chapter sets out in the form of an action plan the Gaelic language provision to which we are committed to providing in the lifetime of the Plan.

**CHAPTER 3 – POLICY IMPLICATIONS FOR GAELIC: IMPLEMENTING THE NATIONAL GAELIC LANGUAGE PLAN 2018 - 2023**

This chapter sets out how VisitScotland will support the implementation of The National Gaelic Language Plan 2018 - 2023. It also shows how we intend to promote the use of Gaelic in service planning and delivery. This chapter also considers how we will take account of Gaelic and our Gaelic Language Plan when drafting new policies and considering new strategies.

**CHAPTER 4 – IMPLEMENTATION AND MONITORING**

This chapter sets out how the implementation of our Gaelic Language Plan will be taken forward, and how implementation and outcomes will be monitored. All Gaelic services and resources will demonstrate equal respect for Gaelic and English. There will be an active offer and promotion of all Gaelic services and facilities. We will monitor the uptake and promotion of Gaelic facilities and services and where need be we will increase promotion.
Setting the Context for Developing Gaelic Language Plans

**THE GAELIC LANGUAGE (SCOTLAND) ACT 2005 AND THE ISSUING OF A NOTICE:**

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 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.

**CONSULTATION ON A DRAFT GAELIC PLAN:**

The 2005 Act requires public bodies to bring the preparation of its Gaelic Language Plan to the attention of all interested parties. VisitScotland has consulted publicly on the draft of its Gaelic Language Plan, placing a copy on its corporate website, advising stakeholders through its electronic newsletter, issuing a press release, and sending copies to a range of Gaelic organisations. A report on the consultation will be submitted to Bòrd na Gàidhlig.

**APPROVAL OF VISITSCOTLAND’S GAELIC LANGUAGE PLAN:**

VisitScotland’s Gaelic Plan was approved by Bòrd na Gàidhlig on 16 June 2019.
Overview of the functions of VisitScotland

VisitScotland's Purpose and Objectives
VisitScotland is the National Tourism Organisation for Scotland and has a crucial role to play in helping to deliver the Scottish Government's core purpose of creating a more successful country, with opportunities for all of Scotland to flourish, through increasing sustainable economic growth. As the lead delivery agency for the visitor economy, VisitScotland focuses its resources on marketing Scotland as a tourism destination and the perfect stage for events, with the aim of attracting domestic and international visitors.

In so doing, we are ambitious and collaborate with a broad range of stakeholders and innovators to identify opportunities to accelerate growth, increase quality and service, encourage innovation and position Scotland on the global stage in a consistent and appealing manner. In particular, we work closely with the Scottish Tourism Alliance to contribute to the delivery of the national tourism strategy Tourism Scotland 2020.

As a Non-Departmental Public Body, we also act as advisor to Scottish Ministers on tourism matters and policy affecting tourism and businesses which are part of the visitor economy.

Our Vision
A visit to Scotland is just the start of our job, the start of a long relationship that benefits the whole of Scotland. Tourism presents a unique opportunity to learn from others, build communities, share ideas, embrace cultural differences and build a vibrant and dynamic economy.

Our vision is therefore for every visit to enrich Scotland and the people we welcome. In delivering this vision VisitScotland will ensure its activities are aligned to the two key pillars of Scotland’s Economic Strategy, namely increasing competitiveness and tackling inequality.

Core Purpose
VisitScotland’s core purpose is to deliver sustainable and inclusive economic growth throughout Scotland. In so doing, we play a key role in delivering against the shared industry ambition as set out in Tourism Scotland 2020 of growing tourism revenues by £1bn by 2020 from a baseline of £4.5bn.
Our Strategies

To deliver our vision and our core purpose VisitScotland will focus its activities across the following three strategic pillars:

**BUILDING A VISITOR-SHAPED DESTINATION BRAND**
- Build long-term relationships with potential visitors and, by extension, influence investors, students and migrants; actively managing their lifetime worth to the country.
- Build a national brand whose attributes will build awareness and propensity with target audiences and grow our long-term, national reputation.
- Develop our own digital channels and work with indirect partners to grow the contribution of the visitor economy to the overall Scottish economy.
- Work with regional organisations and sector partners to stimulate regional and temporal spread of visitor spend.
- Mobilise information and advice to enhance the visitor experience and encourage visitors to spend more time and money across Scotland.
- Deliver unique and memorable sporting, cultural and business events which showcase our talents and enhance our global reputation as the perfect stage.

**INVESTING IN SCOTLAND’S TOURISM AND EVENTS COMMUNITIES**
- Draw together enterprise investment that will enable destinations, product owners and sector specialists to invest in internationalisation.
- Work with industry partners to build the reputation of the tourism and events industry as a valuable contributor to the Scottish economy, a place to work and a platform which enriches our own culture.
- Lead industry efforts to create a quality, end to end, measurable customer experience that attracts the most valuable visitors.
- Work with industry partners to distribute the economic and social benefits of tourism and events across all of Scotland.
- Provide information, at the point of need, through our Visitor Information Centres, VIP’s and digital assets.
- Provide leadership and support to the industry in key strategic areas: insight, customer experience, events, marketing, and digital.
- Support industry upskilling and digital adoption.

**FACILITATING COLLABORATION AND EMBRACING CHANGE IN A GLOBAL DIGITAL ECONOMY**
- Collaborate and empower industry innovators to bring technology and new ideas to market that will enhance people’s real life experiences.
- Draw together data sources to build a development framework that the whole industry and govern- ment can leverage to make investment and policy decisions.
- Digitally enable the people and businesses within the industry to improve top and bottom line posi- tions and invest in growth.
- Provide the intelligence and insight that enables strategic decision making.
- Provide tools, platforms and talent that empowers every DMO, local authority, event organiser and sector specialist to market and sell their own product.
- Collaborate with destinations and key industry partners to develop products that will dynamically evolve our offer.

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Gàidhligh ann an Alba

Sheall Cumantas-sluigh 2011 gun robh sglean Gàidhligh ag iu 87,000 duine ann an Alba (mu 1.7% den t-sluagh).

Chaidh àireamh an luchd-labhairt air aos 25 an mhead aoin airson a chaidh turais ri a mhàth air an 2011, agus geda a chaidh an àireamh a bhàid airson le luchd na Gàidhligh sis, tha air iomadadh air a dhòid sios gu mòr bho 2001.

Tha an ãireamh de dhaoine lapa le Gàidhlig a' fha ats agus a' cuirm de cholamach airson Gàidhlig a' chum a chàin a bhith dìamhach cinteach gun slàn tacaí a chumail ruth gum cumail an Iar bhith a' cleachdadh a' chàin a gus a thòid air an àirde dhan ath-ghinnseachd. Tha ar boil luchd-labhairt na Gàidhligh a' fhuireadh cùidmacha cùisdeach. Sheall Cumantas-sluigh sglean Gàidhligh luchd-labhairt na Gàidhligh a' fhuireadh a' mhor-chuid de choinnionachadh air feadh na h-Alba, le 50% a' fuireach air feadh na Gàidhleachd agus sna na h-Eileanan, agus mu 50% thàinig air a' chòrden dhubh.

A thaobh foghlam Gàidhlig, tha an dàta-àrd iu a leasadh a' seall-tainn dhuinn an Iar bhul leis an Gàidhlig ri fhaighinn agus ga teagasg air feadh na h-Alba.

A' cruthachadh agus a' cumail taic ri daoine a tha sùbailte, a' cruthachadh agus a' leasachadh chom-pàirteachasan atharrachadh.

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Foghlam tro Meadhan na Gàidhlig san àrd-sgoil: 3,033 sgoilearan ann an 31 àiteachan air feadh na h-Alba.

Foghlam tro Mheadhan na Gàidhlig sa bhun-sgoil: 1,251 sgoilearan ann an 31 àiteachan air feadh na-h-Alba.

Nursery schools (Statutory provision for 4 and 5 year olds): 54 groups across Scotland with 1,078 young people attending.

Gàidhlig in Scotland

The 2011 Census showed that around 87,000 people in Scotland (around 1.7% of the population) have some Gaelic language skills.

For the first time in 2011, there was an increase in the number of speakers under 25, and although there was a fall in the overall number of Gaelic speakers, the rate of decline has slowed significantly since 2001.

Ensuring that the growing population of young Gaelic speakers is supported to continue using the language, and to pass it on to the next generation, is critical to the maintenance of Gàidhlig as a living language.

The location of Gaelic speakers is also important. The Census also showed that Gaelic speakers live in most communities across Scotland, with approximately 50% living in the Highlands and Islands, and 50% across the rest of the country.

In relation to Gaelic education the following high level data shows the extent to which Gaelic is provided and taught throughout Scotland:

- Age 0-3: Gaelic provision available in 64 locations across Scotland with 1,242 young people attending regularly.
- Gaelic medium education in primary schools: 3,278 pupils in 58 locations across Scotland. Strong growth trend entering Primary 1 over the last few years as demand from parents grows.
- Gaelic medium education in secondary schools: 1,251 pupils in 31 locations across Scotland.
- Gaelic learner education in primary schools: 194 schools involved across Scotland.
- Gaelic learner in secondary schools: 3,033 pupils in 31 schools.

Gàidhlig and Scotland are inseparable. Many internationally recognised iconic, such as the kilt, white, tartan and bagpipes, have come from Gaelic culture which has its own, authentic story to tell about these, our heritage and much more.

Our Values

Underpinning all that we do are VisitScotland’s values are:

- **PEOPLE-ORIENTATED**: open, honest, cooperative, flexible, trusted; respected; empowered; supportive; valued; respectful.
- **INNOVATIVE**: bold, fast paced, proactive; persistent; persuasive; inspiring.
- **COLLABORATIVE**: sharing ideas and information; transparent; understanding; aware; team spirit; common goals / purpose.
- **OUTWARD-LOOKING**: open minded; proud; aware; clear purpose; open to change.
- **AMBITIOUS**: constantly striving to be the best; challenging the status quo; taking the initiative; results driven.

All Gaelic services and resources will demonstrate equal respect for Gaelic and English.

There will be a continuous offer for all Gaelic services and facilities.

The uptake of Gaelic facilities and services will be monitored, and there will be a continuous offer for all Gaelic services and facilities.

Key Enablers

To drive our activity we will invest in talent and technology, with the following key enablers central to all that we do:

- Investing in technology that makes people’s real life visitor experiences better.
- Developing and supporting flexible, specialist and passionate people who embrace change.
- Developing and enhancing strategic partnerships as our most potent differentiator.

VisitScotland’s values are:

- **AMBITIOUS**: about purpose; open to change.
- **OUTWARD-LOOKING**: open minded; proud; aware; clear understanding; aware; team spirit; common goals / purpose.
- **COLLABORATIVE**: sharing ideas and information; transparent; understanding; aware; team spirit; common goals / purpose.
- **PEOPLE-ORIENTATED**: trusted; respectful; empowered; supportive; valued; respectful.
- **STÈIDHICHTE AIR DAOINE**: fosglaithe; onarach; co-obraich; sàbhailte; baillteach; reamhlaidh; co-reolach...
Gàidhlig san Rìoghachd Aonachd

Tha a’ Ghàidhlig aird a de (gh)hreun chàntarad càil a cha leis na d'alba–

mòra againn a bhith a’ cruthachadh fòr-làimh airson leasachadh agus fàs eaconaich, dhaoine, agus gu bheil i a’ cruthachadh deagh chosnadh, gu h-àraid ann an àiteachan...
Gàidhlig anns na h-ealaineach agus sna gniomhasachan cruthachail

Tha buadh mhir aig na h-ealaineach Gàidhlig an dà chuid air coinmhar- nachd a’ chàin à gua’ gus na nàiseanta. Tha comas aig na h-ealaineach Gàidhlig a bhith a’ bronachadh dìth-thanchail agus dìseachd cànain. Tha na h-ealaineach a’ cruthachadh choinnion a’r aonair agus sìth a chàin lair, aonair riu-gnìomhanach agus com-pàirt-a’r aonair a’r mhabhas. Tro seo uile, th’èid pròif agus tarring na Gàidhlig àrdachadh ann am Analla agus tabhach a-murr air dòuthcha, thòid clachdadh a’ chàin à mara- nachd, agus thathair a’ cur deug bhàsghuidh eaconamach agus söisdealta ris a’ bheatha chuirilarach.


Gàidhlig agus Turasachd

Shiall rannsachadh VisitScotland ann an 2016 gun robh ûidh ûidh mhir aig luch-tadhail à thall thorais ann a Gàidhlig. Shiall sìochadh air na dun-tuigean connuban VisitScotland www.visitscotland.com gu bheil luch-tadhail nach eile san RA a dhà uimhir cho duatach ri lucht-tadhail san RA a bhith a’ coinmhead air duilseagan Gàidhlig agus gum bi iad a’ coinmhead airra orra uime nas raide. Tha an ùidh chuir a-mach air a’ ghnìomhaireachd a’ chàin anns a’ Ghàidhlig agus an eaconamaidh san fharsaingeachd ris a’ bheil ìre àrd de chleachdadh na Gàidhlig gus fàs nas seasmhaiche. Tha ma nithear ceanglaichean nas motha eadar Gàidhlig agus an eaconamaidh a stiùireadh le Buidheann Ro-innleachd Turasachd na Gàidhlig.

Gàdheil an t-òr a bheil a’ rith bho “[t]he impact of the Gaelic arts is immense both for the language community and nationally. The Gaelic arts have the potential to promote language attachment and loyalty. The arts provide opportunities for expression and skills development, for access and participation and for engagement and pursuing excellence. In all of this, the appeal and profile of Gaelic is raised in Scotland and beyond, language use is strengthened, and cultural life enhanced with welcome economic and social benefits. The link between the Gaelic language and Gaelic arts and culture is an important part both of Gaelic’s history and the place of Gaelic today. Tourism agencies and heritage groups also play a pivotal role in this development. The support for key groups is critically important, but so also, are larger events and festivals where Gaelic artists and writers are included.”

Gaelic in the Arts and Creative Industries

The impact of the Gaelic arts is immense both for the language community and nationally. The Gaelic arts have the potential to promote language attachment and loyalty. The arts provide opportunities for expression and skills development, for access and participation and for engagement and pursuing excellence. In all of this, the appeal and profile of Gaelic is raised in Scotland and beyond, language use is strengthened, and cultural life enhanced with welcome economic and social benefits. The link between the Gaelic language and Gaelic arts and culture is an important part both of Gaelic’s history and the place of Gaelic today. Tourism agencies and heritage groups also play a pivotal role in this development. The support for key groups is critically important, but so also, are larger events and festivals where Gaelic artists and writers are included.

A ‘cleachadh na Gàidhlig

Tha e deachadh eadar na Gàidhlig ann san àm ri teachd gun tuachadh ri cleachadh na Gàidhlig ann an dachadhath a’ ghloinadh. Ma mìtheachlainn nan mothath a’ Gàidhlig agus nan eaconamaidh, is urrainn seo cuideachadh a thòid air do na eaconamaidh anns a bh’inn an dar le chluichdadh na Gàidhlig gu fàs nas eòlaimheach. Tha dà-thoird ri seo – an eaconamaidh air a chleachadh le riobhaicheadh anns a’ Gàidhlig agus an eaconamaidh san fharsaingeachd ris am brluchd-thalainn na Gàidhlig a’ cur.

Nì e seo tro bhith a’ cur fòcas air na prìomhachasan ro-innleachdail a leasach.

• A’ cur ri ro-innleachd a’ ghluinemhachais air na còrd-thalamh.
• A’ toirt còrdthalamh na nàiseanta na turasachd air goinean, slìgan agus trianadh.
• A’ toirdheachadh agus a’ bronachadh na tarrgse Gàidhlig do luch-tadhail.
• A’ rà-deàr-eòlais air leadh a’ ghuilinnmhachais.
• A’ cruthadh fhìanais agus rannsachadh.

It plans to do this by focussing on the following strategic priorities:

• Increase industry awareness of the opportunity.
• Improve access for the tourism industry to resources, skills and training.
• Clarify and promote the Gaelic offer to visitors.
• Improve communication and knowledge sharing across the industry.
• Develop evidence and research.

The aims of the strategy will be realised through the implementations of an action plan, which will be delivered, in partnership and overseen by a Gaelic Tourism Strategy Implementation Group.

Using Gaelic

Increasing the use of Gaelic in homes and communities is vital to the future of the language.

Creating greater links between Gaelic and the economy can support those communities which have high levels of Gaelic usage to be more sustainable. There are two aspects to this – the economy created by investment in Gaelic and the wider economy to which Gaelic speakers contribute.

During the period of this Plan, we aim to bring a stronger and more coherent focus to the Gaelic arts on account of the essential contribution the arts makes to increasing the use of Gaelic, particularly within the tourism and visitor economies.

We also see potential in our international links and we will look very closely at how these can be enhanced for the benefit of Gaelic both here in Scotland and in other places.

Gàdheil an t-òr a bheil a’ rith bho

Gaelic and Tourism

VisitScotland’s 2016 Visitor Survey shows that over 34% of overseas visitors are either fairly or very interested in the Gaelic language. An analysis of Gaelic pages on VisitScotland’s consumer website www.visitscotland.com shows that non-UK visitors are twice as likely as UK visitors to view Gaelic pages and for longer. Highest average interest comes from Germany, Spain, France and Italy.

A key strand of the previous VisitScotland Gaelic Language Plan (2015 – 2018), was the development of a first ever Gaelic Tourism Strategy for Scotland. This was published in September 2016 and includes a detailed action plan which converts strategic intent into a series of practical actions and activities.

The Gaelic Tourism Strategy www.visitscotland.org/news/2018/gaelic-tourism-strategy draws on the content of both the national tourism strategy TS2020 and the National Gaelic Language Plan to turn opportunities identified in both documents into real action. The overall mission of the strategy is to support the growth of the Scottish tourism economy through engaging more visitors in discovering and experiencing the unique Gaelic language and its associated culture.
Learning of Gaelic

In education, there has been growth and progress. There is also a clear consensus that Gaelic education is central to the ambition of Gaelic growth and for this reason education and learning will remain central to this Plan, as they were to the previous Plan, and be included in relevant priority areas and key commitments to ensure further growth and improvement.

Our clear view is that Gaelic education makes an important contribution to the aim of increasing the numbers of those speaking, using and learning the language. Gaelic education also contributes to other areas of Gaelic activity and interest, such as the arts and the economy. We are, therefore, clear that with Gaelic education the momentum needs to be maintained and increased.

Status of Gaelic

In recent years there has been a significant improvement in the status of Gaelic in Scotland.

The Scottish Government has made progress with a number of Gaelic priorities recently; there has been consistent support from the Scottish Parliament and a number of authorities have demonstrated important support for Gaelic. Bòrd na Gàidhlig’s work with Gaelic Language Plans has contributed to the increased status of Gaelic across Scotland.

An important part of securing the place of Gaelic in Scotland today is ensuring that attitudes towards Gaelic among non-speakers are positive. In 2011 and 2013 there were surveys of attitudes and these clearly indicated that a majority of people in Scotland are aware of Gaelic and supportive. These surveys also indicated that BBC ALBA was having a positive effect on attitudes to Gaelic in Scotland.

Surveys of attitudes towards Gaelic among non-speakers links below:

http://www.ssa.nation.ac.uk/read-the-reports/scottish-social-attitudes-2012/attitudes-to-gaelic.aspx
https://gtr.ukri.org/projects?ref=ES%2F J003352%2F1
https://www.abdn.ac.uk/pfrlsu/documents/MacKinnon,%20Public%20Attitudes%20to%20Gaelic.pdf
Gàidhlig taobh a-staigh VisitScotland

Shuid sgrìobhadh a rinneadh ann an Lùnastal, nuair a bha 880 duine air am fastadh le VisitScotland (755 FTE), na toraidh an a leanach:

Bha 205 frugacht ann:
Bha trìùr luchd-frugacht filanta ann gach comas anns a’ Ghàidhlig
Bha trìùr luchd-frugacht filanta ann an labhairt agus adhartach ann an tsutginn - le leughadh is sgìobhadh aig’ ire bhunaiteach
Bha 14 luchd-frugacht comasach air Gàidhlig a thugsinn, a bhruiddin, a leughadh agus a sgìobhadh aig’ ire bhunaiteach
Bha 6 luchd-frugacht comasach air Gàidhlig a thugsinn, a bhruiddin, a leughadh agus a sgìobhadh aig’ ire bhunaiteach
Bha 7 comasach air Gàidhlig a thugsinn agus a bhruiddin aig’ ire bhunaiteach
Bha 1 comasach air Gàidhlig a thugsinn agus a leughadh aig’ ire bhunaiteach
Bha 1 neach-frugacht comasach air Gàidhlig a thugsinn aig’ ire bhunaiteach
Bha 2 luchd-frugacht comasach air Gàidhlig a thugsinn aig’ ire adhartach agus air Gàidhlig a bhruiddin agus a leughadh aig’ ire bhunaiteach

Tha 6 luchd-labhairt filanta na Gàidhlig anns a’ bhuidhean a riùn toraidh na sun bhithd se
Bha 27 daoine ann le Gàidhlig aig a bhith comasach labhairt bhunaiteach
Luchd-labhairt na Gàidhlig uile 33

Tha 37 luchd-frugacht ann a tha comasach air Gàidhlig a thugsinn agus tha comasach adhartach aig 8 dhubh
Tha 27 luchd-frugacht ann a tha comasach air Gàidhlig a leughadh agus tha comasach adhartach aig 6 dhubh

20 daoine comasach aig Gàidhlig a sgìobhadh, 6 dhubh aig’ ire adhartach
A-mach às an 175 luchd-frugacht a thug seachadh frugacht fhàlbharach anns an Gàidhlig, thuirt 164 gun rachadh iad gu cùrsa.
A-mach às na daoine seo, bha 2 bho chaidh fis filanta leis a’ chèir (13) toilichte cùrsa bhunaiteach a dhìth.

Bha chaidh an t-suirbhidh fhoillseachadh ann an 2012, tha sinn air:

• 16 cùrsaichean ½ latha Gàidhlig do ghlionomhas a dhìth
• 1 lùna Gàidhlig ¼ latha do ghlionomhas a dhìth
• Phàigh sinn dithis luchd-obraich gu teistas na Gàidhlig fhuagadh tro chúrsa ann a’ coltasaoidaid

Tha VisitScotland air aontachadh an ghrudachadh uasraichd aig’ ire thòalth anns a’ phlana ùrachadh a th’ aca anns a’ ghrudachadh seo air na h-earrainnean Gàidhlig den eada-lion agus den làraich-lìn chorporn aige.

Aig an òm seo, chan eil dhuireadh sam bith taobh a-steach ri uile an t-suirbhidh fhoillseachadh agus dhon nar chinche, eadar-lìon an luchd-obrach againn: “The Hub”.

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Gaelic within VisitScotland

An audit carried out in August 2012, at which time there were 880 people (755 FTE) employed by VisitScotland, showed the following:

There were 305 responses:
3 respondents are fluent in all aspects of Gaelic
3 respondents are fluent in speaking and advanced in understanding - reading and writing basic level
14 respondents can understand, speak, read and write Gaelic to a basic level
6 respondents can understand, speak and read Gaelic to a basic level
7 respondents can understand and speak Gaelic to a basic level
1 respondent can understand and speak Gaelic to a basic level
1 respondent can understand Gaelic to a basic level
2 respondents can understand Gaelic to an advanced level and speak and read Gaelic to a basic level

There are 6 fluent Gaelic Speakers in the organisation on the basis of this audit
There are 13 Gaelic Speakers who claim basic level
Total Gaelic speakers 33

There are 37 respondents who understand Gaelic, 8 of which are advanced

There are 27 respondents who can read Gaelic, of which 6 are advanced
20 persons can write Gaelic, 6 of those to an advanced standard

Of the 175 respondents who gave a positive response to the audit, 164 would attend a course. Of these, 26 would like to become fluent with the remainder (138) happy to attend basic level course.

Since publication of the survey in 2012 we have:
• Run a total of 16 Gaelic Language for Business ½ day courses with a total attendance of 104 delegates
• Run one Gaelic Language for Business ½ day course with the VisitScotland Board members
• Paid for two members of staff to become qualified in Gaelic language through local college course

VisitScotland is committed to updating this audit in the early stages of this new plan and will publish the results of this audit in the Gaelic sections of its intranet and corporate website.

Currently there are no roles within the organisation where the use of Gaelic is a designated responsibility or essential requirement. A number of posts within our visitor information centre network benefit from having Gaelic language speakers and these are appropriately designated by a “Gaelic Spoken” badge.

For roles based in locations where Gaelic is an integral part of the local community e.g. Outer Hebrides, we will ensure the job specification is adjusted to show “Gaelic spoken” or “knowledge of the Gaelic language” is a desirable element.

All Gaelic services and resources will demonstrate equal respect for Gaelic and English.

There will be a continuous offer for all Gaelic services and facilities.

The uptake of Gaelic facilities and services will be monitored, and promotion increased where this is low.

We will ensure that all staff employed by VisitScotland are made aware of this plan and the role they play in helping to deliver its actions. This will be achieved through regular communications via a range of channels, the most important of which is our staff intranet “The Hub”.

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Chapter 2
Core Commitments 2019 - 2022

This chapter sets out the Gaelic language provision which we are committed to providing in this iteration of the Plan 2019 - 2022.

Each commitment is listed by the Directorate responsible for its delivery and is presented in the form of an action plan that identifies the year of delivery and the lead team responsible for its implementation.

Key Drivers

Much has changed in the structure, policies and approach of VisitScotland since the first Gaelic Language Plan was written and approved in February 2012.

Progress has been made on a number of fronts to establish a strong foundation for the further development and promotion of Gaelic and Gaelic services within and by VisitScotland.

It is recognised, however, that more needs to be done to fully embed Gaelic into all parts of the organisation in a way that it becomes an integral part of all our strategic thinking, decision making and delivery plans.

Bòrd na Gàidhlig has identified a series of high level aims which it has asked VisitScotland to include in this new plan.

In addition, the new Gaelic Tourism Strategy action plan published in September 2018 includes a series of actions to be led by VisitScotland. These are now included in this plan.

New Plan

Using each of the above drivers a series of new actions, to be delivered over the next 3 years, is outlined below.

To encourage continued organisation wide buy-in and collaboration in relation to the delivery of Gaelic services and resources, this plan has been structured around the 5 main functional directorates of VisitScotland. As a result, it links much more directly to the organisation’s core objectives and strategies, outlined in Chapter 1.

All of the previous core commitments ordered under identity, communications, publications and staffing are fully covered and integrated within this new approach.

All Gaelic services and resources will demonstrate equal respect for Gaelic and English.

There will be a continuous offer for all Gaelic services and facilities.

We will ensure that all staff employed by VisitScotland are made aware of this plan and the role they play in helping to deliver its actions. This will be achieved through regular communications via a range of channels, the most important of which is our staff intranet “The Hub”.

The uptake of Gaelic facilities and services will be monitored, and promotion increase where this is.
### ACTION PLAN 2019 - 2022

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<tr>
<th>NO</th>
<th>ACTION</th>
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<tbody>
<tr>
<td>1.</td>
<td>We will deliver a Gaelic Awareness programme for new Board members</td>
</tr>
<tr>
<td>2.</td>
<td>We will maintain close links with the nominated VisitScotland Board member, “Gaelic Ambassador”, to ensure this iteration of our plan is fully delivered</td>
</tr>
<tr>
<td>3.</td>
<td>We will translate in full our Corporate Plan and Annual reports published on our corporate web site, <a href="http://www.visitscotland.org">www.visitscotland.org</a></td>
</tr>
<tr>
<td>4.</td>
<td>We will continue to enhance the promotion of Gaelic in our corporate press and PR activity by ensuring that Gaelic translations are provided on request in all press material. Priority will be given to providing a selection of high profile national press releases bilingually. In addition, stories that focus on communication where Gaelic is spoken by 20% + of the population or that have a particular emphasis on Gaelic related activity will be automatically translated</td>
</tr>
<tr>
<td>5.</td>
<td>We will increase the Gaelic language content on our corporate web site, <a href="http://www.visitscotland.org">www.visitscotland.org</a>, demonstrating equal respect for Gaelic and English</td>
</tr>
<tr>
<td>6.</td>
<td>We will commit to the use of a bilingual logo and corporate identity as part of any future rebranding, demonstrating equal respect for Gaelic and English on a new or renewal basis, with the aim of strengthening the visibility of Gaelic</td>
</tr>
<tr>
<td>7.</td>
<td>We will further develop our existing policy, see Appendix I of this document and implement an action plan in relation to the content of business / stakeholder facing exhibition, event and outreach material</td>
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<td>NO</td>
<td>ACTION</td>
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<td>8.</td>
<td>We will carry out an audit of our staff to update our records in relation to knowledge of the Gaelic language and standard of ability and collect information on Gaelic language skills training for staff. This will be captured in our new dynamic Oracle HR and Finance system</td>
</tr>
<tr>
<td>9.</td>
<td>We will deliver an ongoing programme of Gaelic awareness and Gaelic language training for all staff</td>
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<tr>
<td>10.</td>
<td>We will support staff who wish to learn Gaelic, we will ensure there are simple procedures in place linked to their personal development and business needs</td>
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<tr>
<td>11.</td>
<td>Seasonal employees will be encouraged to take part in training and informed about the VisitScotland Gaelic Language Plan as part of their induction</td>
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<tr>
<td>12.</td>
<td>Gaelic language skills will be included as desirable in job descriptions which support the implementation of the plan and in communities with higher concentrations of Gaelic speakers</td>
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<tr>
<td>13.</td>
<td>We will increase staff capacity to deliver our Gaelic language plan commitments through recruitment of people with Gaelic and English skills, training and workforce planning</td>
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<th>AIR</th>
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<tr>
<td>8.</td>
<td>Nì sinn sgrùdadh air an luchd-obrach againn gus na clàraidhean againn ùrachadh a thaobh-eòlas air/te comais anns a’ Ghàidhlig agus cruthachadh sinn fiosrachadh air trèanadh ann an sgilean Gàidhlig airson luchd-obrach. Thèid seo a chlàradh againn an t-sìostam HR agus Ionmhais dàinna maig ùr againn Oracle</td>
</tr>
<tr>
<td>9.</td>
<td>Libh rigidh sinn prògram leantainneach do thrisianadh mothachadh Gàidhlig agus trèanadh Gàidhlig airson an luchd-obrach air fad</td>
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<tr>
<td>10.</td>
<td>Bhèir sinn taic do luchd-obrach a tha ag iarraidh Gàidhlig ionnsachadh, nì sinn cinnteach gu bheil dògheann-obrach simplidh an às a tha co-chuaigichte ris an leasachadh phoairtanta asa agus ri feumalachadh ghrinróimhachtas</td>
</tr>
<tr>
<td>11.</td>
<td>Bithear a’ bhosnasachadh luchd-obrach ràithile gus pàirt a ghabhail ann an trèanadh agus thèid innes dhaibh mu Phìlana Gàidhlig VisitScotland mar phàirt den phògram reostridh aca</td>
</tr>
<tr>
<td>12.</td>
<td>Bidh sgilean Gàidhlig air an comharrachadh mar sgilean a bhiodh nam buannaich ann an deailbhain-obrach a tha a’ cumail taic ri cur an ghrinromh a’ phìlana agus ann an coimhearsnachdan le iarsonan nas àirde de luchd-làbhairt na Gàidhlig</td>
</tr>
<tr>
<td>13.</td>
<td>Cùrdir sinn ri comas an luchd-obrach againn gualtanasan a’ phìlana a lìbhreachadh tro bhith a’ fàsadh daoine le sgilean Gàidhlig agus. Bùrta, tro thrisianadh agus tro phìlanaidh luchd-obrach</td>
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<tr>
<td>No</td>
<td>Action</td>
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<tr>
<td>14.</td>
<td>We will review, enhance and promote a revised version of our Experiencing Gaelic scheme</td>
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<tr>
<td>15.</td>
<td>We will enhance the promotion of Gaelic awareness/training provision for businesses via our advisory and business engagement teams and on iCentreswww.visitscotland.org</td>
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<tr>
<td>16.</td>
<td>All the points below (16 – 21) link directly to the actions allocated to VisitScotland within the Gaelic Tourism Strategy and will be implemented in line with the specific requirements of the strategy action plan and reported to the GTS Implementation Group</td>
</tr>
<tr>
<td>17.</td>
<td>We will continue to coordinate and encourage delivery of the action plan, linked to the Gaelic Tourism Strategy 2018-23, amongst the various bodies and agencies identified with the plan. VisitScotland will lead on the actions in points 17 – 21 below as part of the strategy</td>
</tr>
<tr>
<td>18.</td>
<td>Working with partners, we will develop and implement a campaign that makes tourism businesses more aware of the opportunities to use Gaelic and its associated culture in their marketing and promotional activities</td>
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<tr>
<td>19.</td>
<td>Working with partners, we will clarify and more effectively promote the Gaelic offer to visitors</td>
</tr>
<tr>
<td>20.</td>
<td>Working with partners, we will develop and implement a more effective communication and coordinating mechanism across the tourism sector to promote Gaelic tourism opportunities</td>
</tr>
<tr>
<td>21.</td>
<td>We will develop and implement a data collection plan to evidence visitor and business needs, and to measure progress of Gaelic tourism developments</td>
</tr>
<tr>
<td>AIR</td>
<td>GNÓMH</td>
</tr>
<tr>
<td>-----</td>
<td>--------</td>
</tr>
<tr>
<td>22.</td>
<td>THA E</td>
</tr>
<tr>
<td>Obrachdinn ann an com-pàrteachas le Bòrd na Gàidhlig gus cur ris na cotromran bhò Bhradhnaichean Cuspairleis san am ri teuchd</td>
<td>✓</td>
</tr>
<tr>
<td>24.</td>
<td>Brosnachdinn sin tachartas le taic bhò Phèrsgram Nàiseanta nan Tachartasgus Gàidhlig a cheachadh is a bhrosnachadh</td>
</tr>
<tr>
<td>25.</td>
<td>Co-obraichdinn sin le Bòrd na Gàidhlig agus Alba Chruthachaite gus cur ris na h-ealaíneach agus cultar na Gàidhlig ann an roinn na teacachadh</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MARKAIDED CHD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Le bhith ag obair gu dìth air co-obraichdinn ann an boidheancom-pàrteachais agus boidhean Gàidhlig, cuireadh sin ri brosnachadh Gàidhlig na h-Alba, a duilchais, agus a cultar bholtaid amis a h-ule ghrìomh margaidheachd againn a tha ag amas air a’ phobail, gu sònraichte: -</td>
</tr>
<tr>
<td>Barrachd susbain air a folleachadh air an làraich-fìn ag am <a href="http://www.visitscotland.com">www.visitscotland.com</a> agus tro na maadhanain slòiseanta tro mheadhan na Gàidhlig agus mun Gàidhlig mar chànan oifigil na h-Alba (am measc nan nithean sònraichte a’ n sin, bith barrachd obair brosnachaidh aron tachartas, ceilidh tradhsaisanta, am Mòd Nàiseanta Rìoghail, iùl ur mu bhiodh Gàidhlig agus barrachd dhuibhnan ann an leabharlann nan dhuibhnan againn)</td>
</tr>
<tr>
<td>Tha an iomairt Scotland is Now, a tha air a stiùrraidh le Righealta na h-Alba ann an com-pàrteachas le lomaire na h-Alba, agus moladh VisitScotland gum bu chòir beadhachadh air susbain Gàidhlig déanamh mar phàirt de seo</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NO</th>
<th>ACTION</th>
<th>EVENTS</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>LEAD TEAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>22.</td>
<td>We aim to provide support to the Royal National Mòd to assist with the PR and Marketing of this important event, broadening its reach and attendance</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>Events</td>
<td></td>
</tr>
<tr>
<td>23.</td>
<td>We will work in partnership with Bòrd na Gàidhlig to maximise the opportunity of future Themed Years</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>Events</td>
<td></td>
</tr>
<tr>
<td>24.</td>
<td>We will encourage events supported by the National Events Programme to use and promote Gaelic</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>Events</td>
<td></td>
</tr>
<tr>
<td>25.</td>
<td>We will work collaboratively with Bòrd na Gàidhlig and Creative Scotland to enhance Gaelic Arts and Culture within the tourism sector</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>Events</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MARKETING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working closely with colleagues in partner agencies and Gaelic language organisations we will enhance the promotion of Scotland’s Gaelic heritage, language and vibrant culture in all our consumer facing marketing activity notably: -</td>
</tr>
<tr>
<td>Increased published content on our <a href="http://www.visitscotland.com">www.visitscotland.com</a> web site and via social media through the medium of Gaelic and about Gaelic as an official language of Scotland (specifics will include increased promotion of events, traditional music, Royal National Mòd a new Guide to Gaelic video and expansion of our image library)</td>
</tr>
<tr>
<td>The Scotland is New campaign is led by Scottish Government in partnership with Scottish Enterprise and Visit Scotland will recommend that consideration is given to developing Gaelic content within it</td>
</tr>
</tbody>
</table>
27. Ag obair le Caidreachas Turasachd na h-Albaagus Buidhunn Stiùiridh Ro-innleachd na Turasachd, bidh sinn a’ com-pàrtteachadh agus a’ theòiseach gum bi focas tràth air a’ Ghàidhlig taobh a-stiag na ro-innleachd turasach nàiseanta às dèidh 2020

28. Bhith brosonachadh agus mothaichd Gàidhlig mar phàirt den obair a ní nise le sgìos tuinse is coinnhearsnachd

29. Any outreach activity, both industry and consumer facing, will, where appropriate, include promotion and awareness of the Gaelic language.

30. Taobh a-stiagh plana gròmh Ro-innleachd Turasachd na Gòdheil bhith sinn a’ brosonachadh chom-pàrtichian gu gus na cotròman a thao- bh sgìlean agus draoighd Gàidhlig a lìbhrigeadh

31. Brossnaicheadh sinn am plana seo fad an t-sìubhail an dà chuid taobh a-muigh agus taobh a-stiag na buidhne

32. Leanaidh sinn oinn a bhith ag obair le tosgaean an Gàidhlig anns gas Buidhunn-stiùiridh a bhios a’ rochdachadh leas na Buidhne-stiùiridh aca ann am Sgioba Bhuileachadh a’ Phlan Gàidhlig, leis an Stiùiriche Leasachadh Grìomhachas is Cinn-oidhe ans a’ chathair
Chapter 3
Policy Implications for Gaelic: Implementation of The National Gaelic Language Plan

Policy implications for Gaelic
VisitScotland 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 will arise from time to time to promote and develop the language through other policy measures. VisitScotland will examine its current policy commitments to identify areas where Gaelic can be pro-actively incorporated and the priorities of The National 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.

Commitment to the Objectives of The National Gaelic Language Plan
VisitScotland is committed to ensuring that The National Gaelic Language Plan is implemented, and in this section, we set out how we will achieve that aim.

1. USING GAELIC – INCREASING THE USE OF GAELIC
VisitScotland recognises that creating a sustainable future for Gaelic requires speakers and learners to increase 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.

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.

An increase in the use of Gaelic will be promoted and supported by means of the action plan sections of this plan in collaboration with key partners and providers and through Bòrd na Gàidhlig initiatives and programmes identified within the Gaelic Tourism Strategy.

2. LEARNING GAELIC – INCREASING THE LEARNING OF GAELIC
VisitScotland recognises that creating a sustainable future for Gaelic requires 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.

Gaelic learning is of critical importance for the future of the language.

An increase in the learning of Gaelic will be promoted and supported by means of the skills and learning development section of the Gaelic Tourism Strategy and HR section of our action plan.

This will cover both people, who as a result of a visit to Scotland then want to learn some Gaelic and those who specifically come to Scotland to learn Gaelic e.g at Sabhal Mòr Ostaig and Ceòlas.
3. PROMOTING GAELIC – PROMOTING A POSITIVE IMAGE OF GAELIC

VisitScotland recognises that creating a sustainable future for Gaelic requires 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.

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 nonusers alike.

This will be promoted and supported by Core Commitments Chapter of this plan and the action plan of the Gaelic Tourism Strategy.

GENERAL

- All Gaelic services and resources will demonstrate equal respect for Gaelic and English.
- All Gaelic services and facilities will be actively offered and promoted.
- The uptake of Gaelic facilities and services will be monitored, and promotion increased where this is low.

We will ensure that all staff employed by VisitScotland are made aware of this plan and the role they play in helping to deliver its actions. This will be achieved through regular communications via a range of channels, the most important of which is our staff intranet “The Hub”.

COITCHEANN

- Bith na seirbheisean is goirisean Gàidhlig uile a’ nochdadh spèis cho-ionann dhan Ghàidhlig agus dhan Bheurla.
- Thèid na seirbheisean is goireasan Gàidhlig uile a bhrosnachadh is thairgse gu gnìomhach.
- Thèid sùil a chumail air ìre cleachdaidh nan seirbheisean is goireasan Gàidhlig agus thèid barrachd obair bhrosnachadh a dhiadharmar far a bheil sin a dhìth.

Nì sinn cinnteach gum bi fios aig an luchd-obrach uile aig VisitScotland mun phhlan na seanadh a th’ aca ann an lìbhrigeadh nan gnìomhan ann. Thèid seo a dhìgnamh tron t-seanail as cudromaich, eadar-lìon a luchd-obrachagainn. “The Hub”.

3. A’ BROSNACHADH NA GÀIDHLIG - A’ BROSNACHADH ÌOMHAIGH FHÀBHARACH DHAN GHÀIDHLIG

Tha VisitScotland ag aithneachadh ma tha a’ Ghàidhlig gu bhith seasmhach san àm ri teuchd gum feum ìomhaigh na Gàidhlig a chur airdart agus a neartachadh tro ghrunn soimairean. Cuideachd, fìumar dìthanamh cinnteach gu tìd ìuch a chur sa Ghàidhlig agus gum bì i air a h-àitseanachadh mar chaithna gu mòr ri saoghail lósasalta, cultarach agus eaconamach na dùthcha.

Tha a bhith a’ bhrosnachadh ìomhaigh fhàbharach dhàn Ghàidhlig ro-chudromach airson a bhith a’ cur ri inbhe agus taraing na Gàidhlig an dà chuid ann an Alba agus thailtheadh. Tha seo a’ crochadh an dà chuid air daoine aig a bhith Gàidhlig agus daoine aig nach eil i.

Thèid seo a bhrosnachadh agus thèid taic a chumail ri seo le Càlibidil nam Dùthcharn agus leis a’ phhlan gniomh ann an Ro-inleachd Turasachd na Gàidhlig.

COITCHEANN

- Bidh na seirbheisean is goireasan Gàidhlig uile a’ nochdadh spèis cho-ionann dhan Ghàidhlig agus dhan Bheurla.
- Thèid na seirbheisean is goireasan Gàidhlig uile a bhrosnachadh is thairgse gu gnìomhach.
- Thèid sùil a chumail air ìre cleachdaidh nan seirbheisean is goireasan Gàidhlig agus thèid barrachd obair bhrosnachadh a dhiadharmar far a bheil sin a dhìth.
Caibideil 4
Buileachadh agus Sgrùdadh

Clàr-ama

Both am Plana Gàidhlig seo an gniomh gu b’fheumil a’ riamh 3 bliadhna bhon dheanach airson càladh a bhiodh a shealbhas do dh’fhaighinn airson a’ chinn-easaimh. Ann an Caibideil 2, tha a’ smail air cinn-lathad a chomharaichd airson cuime a tha sinn an dòil gealltanasan sònraichte a chur an gmoimh.

Sanasach airson a’ Phlana


A bharrachd air seo, nì sinn na rudaich a leanas:
• Cuiridh VisitScotland a’ mhealladh sgrùdaidh bhliadhnaidh air a’ Bhòrd na Gàidhlig air a’ cheann-latha air an deach air an uair sin.
• Sgaoilidh VisitScotland sin fo’ dhuine luchd-obrach airson an dà-chànanachd airson an dà-chànanachd.
• Sgaoilidh VisitScotland sin fo’ dhuine luchd-obrach airson an dà-chànanachd.

Uallachaidhean Rianachd air Buileachadh a’ Phlana Ghàidhlig

Tha am plana seo na phoileasaidh a’ chànanachd VisitScotland agus tha e a’ riamh a’ chòmichd a leis an às a’-griorachd stiùiridh agus le buail e’ Bhòrd. Leamhaidhean Rianachd air Buileachadh a’ Phlana Ghàidhlig

Chapter 4
Implementation and Monitoring

Timetable

This Gaelic Language Plan will formally remain in force for a period of 3 years from this date or until a new plan has been put in place. In Chapter 2 we have set out the timetable for when we expect to implement specific commitments.

Publicising the Plan

VisitScotland’s Gaelic Language Plan will be published bilingually on VisitScotland’s corporate website, www.visitscotland.org

In addition, we shall:
• Issue a bilingual press release announcing the plan;
• Make copies of the plan available in the reception area of our only public administrative office at Ocean Point, Edinburgh;
• Make the plan known to employees via our staff Intranet, the Hub;
• Distribute copies electronically of the plan to other Non-Departmental Public Bodies, Partners and Stakeholders;
• Distribute copies of the Plan to Gaelic organisations;
• Distribute on request copies of the plan to other interested bodies and individuals;

Administrative Arrangements for Implementing the Gaelic Language Plan

This plan is the policy of VisitScotland and has been endorsed both by our Leadership Group and Board members.

OVERALL RESPONSIBILITY:
The Chief Executive will be responsible ultimately for ensuring that VisitScotland delivers on the commitments set out in this Plan.

INDIVIDUAL STAFF MEMBERS:
VisitScotland will advise staff of the content of the plan and the implications of this to their daily activity through its intranet and other communications channels. In addition, communication will be delivered at departmental meetings and will be cascaded using the normal cascade procedures through the Leadership Group.

SERVICES DELIVERED BY THIRD PARTIES:
VisitScotland has guidance notes on its obligations under the Gaelic Language Plan for all those delivering services on its behalf.

RESOURCING THE PLAN

We will continue to use a cross Directorate Gaelic Language Plan Implementation Team to oversee the coordination and delivery of all the actions contained in this plan.

MUNITORING THE IMPLEMENTATION OF THE PLAN

VisitScotland will send Bòrd na Gàidhlig a yearly monitoring report on the date on which the plan was approved by the Bòrd.
Fios conaltraidh

‘S e an t-offigear le uallach a bhith a’ stiùireadh deasachadh, lìbhrigeadh, sgrùdadh agus obrachadh làitheil Plana Gàidhlig VisitScotland:

Riddell Graham
STIÚIRICHE LEASACHA DH GNÍOMHACHAS I5 CINN-ÚIOHE

VisitScotland
Ocean Point One
94 Ocean Drive
Edinburgh
EH6 6JH

0131 472 2208
RIDDELL.GRAHAM@VISITSCOTLAND.COM

Contact details

The officer with responsibility for overseeing the preparation, delivery, monitoring and day to day operation of VisitScotland’s Gaelic Language Plan is:

Riddell Graham
DIRECTOR OF INDUSTRY AND DESTINATION DEVELOPMENT

VisitScotland
Ocean Point One
94 Ocean Drive
Edinburgh
EH6 6JH

0131 472 2208
RIDDELL.GRAHAM@VISITSCOTLAND.COM
Earr-ràdh 1  
Poileasaidhean mun Ghàidhlig taobh a-staigh VisitScotland

Aithris Choiteachann

Tha sinn ag ùrachadh nam poileasaidhean againn gu gnìomhach gus taic a chumail ri prionnsabalan na spèis co-ionann dhan Ghàidhlig agus dhan Bheurla agus prìonnsabal na tairgse gnìomhaich. Foillsichidh sinn na poileasaidhean traichte seo muir a bhlois iad deiseil. Tha na poileasaidhean sin nam bunaitean aig Plana Gàidhlig VisitScotland agus tha iad ri-chudromach airson buileachadh èifeachd a’ Phlana.

Conaltradh

’S e am poileasaidh aig VisitScotland gum bi sinn a’ dèanamh conaltradh cunbhalach leis an luchd-obrach againn tron eadar-làin, the Hub, tron phòist-d-fòrsaicheadh misaid, VSTV agus tro Yamer, gus cumail nam cuimhne mu rìd-amas againn a bhith a’ bronachadh na Ghàidhlig. Tha leibhidhreachan den phhàlsna daonnan rim tighinn air eadar-làin an luchd-obrach againn, mar phàirt den sàrraon agus mu Fhiosraichd Choitcheann a roighreachd bhon phìobamh dhailileig.

’S e am poileasaidh aig VisitScotland gum faigh com-pàrtichean agus luchd-ùidh air an taobh a-muigh cothrom air a phhàlsna Ghàidhlig agus tor sàrraon sinhreachta air an lùraich-lìn choitcheann againn ag aig, www.visitscotland.org. Gheibheadh leibhidhreachan a bharrachd le bhith a’ cur post-d gus Susan Duffie, susan.duffie@visitscotland.com

’S e am poileasaidh aig VisitScotland gum faigh com-pàrtichean air an taobh a-muigh cothrom air a bharrachd a’ Phhàlsna Ghàidhlig agus tor sàrraon sinhreachta air an lùraich-lìn choitcheann againn ag aig, www.visitscotland.org. Gheibheadh leibhidhreachan a bharrachd le bhith a’ cur post-d gus Susan Duffie, susan.duffie@visitscotland.com

’S e am poileasaidh aig VisitScotland gum faigh com-pàrtichean air an taobh a-muigh cothrom air a bharrachd a’ Phhàlsna Ghàidhlig agus tor sàrraon sinhreachta air an lùraich-lìn choitcheann againn ag aig, www.visitscotland.org. Gheibheadh leibhidhreachan a bharrachd le bhith a’ cur post-d gus Susan Duffie, susan.duffie@visitscotland.com

Aithnis Chorporra - Poileasaidh

Chruithach sinn suachainntas corporry asam ann an 2013 leis an eadar-thaingeachd Gàidhlig mar phàirt dheth agus tha e na poileasaidh againn a bhith a’ cur sinn e-steach do na roadh a leanas mar phàirt den chothaireachd gnìomhaich agus foilseachadh, iarraidh-lìn, stathain tàirbhneachd, agus páipèir. A bharrachd air seo, bhith bodsì ’Tha Gàidhlig aig’ air eadar-obrach air a bhith eile a’ choireig air a’ Ghàidhlig fir an stiùireadh mun t-usachantas Ghàidhlig an cos seo.

Soidhnichean - Poileasaidh

Tha an cùr is 36 úrachland air an feasdach na h-Alba, measgachadh de dh’iCentres aig VistScotland agus ofisicean. ’S e am poileasaidh againn an suachaints corporry a samhach a chur ann nuair a bhios sinn iomchaidh, mar phìobamh lean-tinneach, nuair a thuathar a’ cur soidhnichean ùra air an Àite seann soidhnichean. A bharrachd air seo, chàidh plaic no vinyl Sùileachadh Gàidhlig a thònt do na h-iCentres VisitScotland uile againn. Lèirigh sinn coinnearr air airmnean-àite bho Ainmean-Àite na h-Alba.
Gnìomhan Luchd-ceannachd – Poileasaidh

Tha e na poileasaidh againn suas a' chorois bhàrd a rith a dhèanamh ann na seanail sìth agus stuthan luchd-ceannachd. Tha sinn air fàilte Gàidhlig a chur anns na h-iCentres VisitScotland againn, air bileag mothachaidh Gàidhlig a chruith machadh airson na h-iCentres agus oifisean a VisitScotland, agus tha an t-eàsainn Gàidhlig mar phàirt de na bileagan iùr Eòrpa a bhò innse. Tha sinn air fàilte Gàidhlig a' phàirt de na bileagan iùr Eòrpa a bhò innse. Tha sinn air fàilte Gàidhlig a chur ann, air bileag mothachaidh Gàidhlig a chruith machadh airson na h-iCentres agus oifisean a VisitScotland, agus tha abairtean Gàidhlig mar phàirt de na bileagan iùr Eòrpa a bhò innse.

Aithris-àichidh puist-d

Tha e na phoileasaidh againn gu bheil an aithris-àichidh puist-d làithreach againn sa Ghàidhlig.

Correspondence – Policy

It is our policy to use the VisitScotland corporate logo in consumer channels and materials. We have incorporated a Gaelic welcome in our VisitScotland iCentres, created a Gaelic awareness leaflet for use in our VisitScotland iCentres and offices, Gaelic phrases included in our Explore guides in print and online: Outer Hebrides, North Highlands, Inverness, Nairn and Loch Ness, Speyside, Cairngorms National Park. All of these guides plus — Glasgow & Clyde Valley, Argyll & the Isles and Moray Speyside have titles translated into Gaelic in print and online. We will also translate and promote projects, for example, the Themed Years. Our priority is to continue to promote Gaelic culture and language within our consumer marketing and to ensure that www.visitscotland.com contains a good level of information with relevant links so that our visitors can find out more.

Email Disclaimer Policy

It is our policy to translate our current email disclaimer into Gaelic.

Correspondence (Forms) - Policy

It is our policy to accept correspondence in Gaelic (by letter or email) and a response will be issued within 5 - 20 working days, this is entirely in-line with our English language policy and reflects our approach of equal respect for Gaelic and English. Staff are reminded of this process by regular communications (and also in the policy section on our staff intranet) on what to do if they receive Gaelic correspondence and how they should go about having correspondence translated.

Public Relations and the Media – Policy

It is our policy to encourage our two PR teams (corporate and consumer) to look for opportunities to highlight activities from the key Gaelic speaking areas of Scotland or projects with a Gaelic element. We have the information translated, or offer a media interview, or post it via our channels, as appropriate.
Stuthan Clò-bhuailte

Tha e na phoileasaidh againn gum b’ Gàidhlig mar phàirt de na stuthan clò-bhuailte againn airson nam foillseachaidhean corpgr a’ airse againn.

Faic am poileasaidh againn air Gnìomhan Luchd-ceannachd gu h-àrd.

Bidh am Manaidsear Clò-bhualaidh agus Foillseachaidh againn ag obair le sgìosaidhean air feadh na buidhne gus na cothrom-sain a stiùireadh.

Trèanadh Cànain do luchd-obrach VS

’S e am poileasaidh againn, a rioc an ro-inleachd ionnsachaidh Gàidhlig againn, a bhith a’ taing trièrath mothaichadh Gàidhlig agus trèanadh Gàidhlig dhan luchd-obrach uile againn. Thèid taic a chumail ri seo tro choinneadh dhin hruth cumhialach tro eadra-lìon an luchd-obrach againn.

Làraichean-lìn - eadra-lìon an luchd-obrach

’S e am poileasaidh againn a bhith a’ brosachadh nan gníomhan Gàidhlig uile againn, a’ gabhail a steach raonglaicheadh ris a’ phìtheagainn, cothrom-sain dhan luchd-obrach gus Gàidhlig ionnsachaidh, agus spoladhadh mun Gàidhlig air eadra-lìon an luchd-obrach againn, the Hub. Tha na poileasaidhean agus gaillteanasan poileasaidh againn uile air am foillseachadh agus rim faighinn dhan luchd-obrach air Fad air an làrach seo.

Taisbeanaidhean - poileasaidh

’S e am poileasaidh againn a bhith a’ clàicheadh stuthain (pop-ups no soidhnichean agus a’ bhileag Gàidhlig againn) aig prògram nan tachartasan ghnìomhachais againn. Bith sin cudachadh a’ cur eadar mhìnreachadh Gàidhlig ag dhìoghr na h-àrd seo leis a riachadh gu sonraiche reontachta tro phoileas clàrachd na tachartasan againn.

Gearanan

Tha poileasaidhean gearan luchd-cleachdaidh againn mar-thà, a tha air a mhìnreachadh air an làrach-lìn chorporra againn, www.visitscotland.org

Tha poileasaidh againn (a tha a’ sealltainn spèis cho-ionann dhan Gàidhlig agus dhan Bheurla) a bhith a’ gabhail ri gearanan mar seo arn a Gàidhlig, thathar a’ sealltainn seo air duilleag Gearanan nan Custamanais aig http://www.visitscotland.org/about_us/our_policies/complaints_and_feedback.aspx

Print - Policy

It is our policy to incorporate Gaelic, in our printed material for all corporate publications.

See our Consumer Activities policy above.

The Print and Publishing Manager works with teams across the business to manage these opportunities.

Language Training to VS Staff

It is our policy, in-line with our Gaelic training strategy, to offer Gaelic awareness and Gaelic language training to all our staff. This is supported by regular HR communications activity via our staff intranet.

Web sites – staff intranet

It is our policy to promote all our Gaelic activity, including links to our plan, training opportunities for staff to learn Gaelic and stories related to Gaelic on our staff intranet, the Hub. All policy and policy commitments are published and readily accessible to all staff on this site.

Exhibitions - Policy

It is our policy to use material (pop-ups or signage and our Gaelic leaflet) at our industry events programme. We also offer the services of a Gaelic translator at an event or exhibition, when this is specifically requested in advance of the event through our event booking process.

Complaints

We have an existing customer complaints policy which is outlined on our corporate web site, www.visitscotland.org

We have a policy (showing equal respect to Gaelic and English) of accepting such complaints in Gaelic, this is highlighted in the Customer Complaints Policy page of http://www.visitscotland.org/about_us/our_policies/complaints_and_feedback.aspx
Corporate Documents

We have a policy of translating our two key corporate documents – our Corporate Plan and Annual Report into Gaelic. Versions are published on our corporate web site, www.visitscotland.org.

Our 2018-21 Corporate Plan has only just been approved by Ministers and is currently being translated in full into Gaelic. As soon as this is available it will be published alongside the English translation, which currently appears on the site.

When undertaking any English to Gaelic translations we will adhere to the current Gaelic Orthographic Conventions.

Human Resources (HR)

It is our policy for roles based in locations where Gaelic is an integral part of the local community e.g. Outer Hebrides, we will ensure the job specification is adjusted to show “Gaelic spoken” or “knowledge of the Gaelic language” as a desirable element.

Freedom of Information

In-line with the Freedom of Information (Scotland) Act 2002, we have a policy for dealing with FOI requests. Details of this are published on our corporate web site, www.visitscotland.org.

Our policy, showing equal respect for Gaelic and English, is to accept FOI requests in Gaelic.
This appendix sets out how VisitScotland has used, and enabled the use of, Gaelic in relation to our main business functions during the lifetime of our two previous plans (February 2012 - December 2018). It covers key areas of operation such as corporate identity, signage, communication with the public and the use of Gaelic on our websites. The various policies identified with * are included as further appendix and have formed an integral part of our regular update submissions to Bòrd na Gàidhlig over the past 6 years.

Coileanaidhean - 2012 - 2018

**Aithne chorporra**
- Tha poileasaidh* agaim a-nis a thoil a cheàlachdadh na Gàidhlig san aithne chorporra againn
- Tha suachannad corporra dà chànanach againn a tha air a cheàlachdadh air feadh na boidheann ann an soidhnichean, taistealaidhean agus páipearachd
- Chaidh baidse "Tha Gàidhlig agam" a thoirt dhan luchd-obrach uile againn aig a bheil Gàidhlig agus thathar gam brosnachadh gus a cur orra

**Soidhnichean**
- Tha poileasaidh* aontaichte agaim a-nis as airson ceàlachadh na Gàidhlig ann an soidhnichean
- Rinn sin sgrìobhadh air na soidhnichean air taobh a-mhoigh agus air an s-lèighe a-steach do gach tugadh aig VisitScotland a thoil a cheàlachdadh na Gàidhlig
- Mar phàirt den phrìomhprasadh a thoil a-steach dho chànanach a thoil a-steach aig VisitScotland a thoil a cheàlachdadh na Gàidhlig
- Chaidh soidhnichean Welcome/Faìc an seòr an seòr a thoil a-chàrnadh dhàn tìonna iCentre VisitScotland againn
- Bha stiùireadh mu soidhnichean agus brosnachadh Gàidhlig anns na iCentre VisitScotland agus iCentre VisitScotland againn

**Dearbh-aithne**
- * We now have a policy* for the use of Gaelic in our corporate identity
- * We have a bilingual corporate logo used across the whole organisation in signage, presentations, and stationery
- * All our Gaelic speaking staff have been issued with and are actively encouraged to wear a “Gaelic Speaker” designator badge

**Identity**
- * We now have an agreed policy* for the use of Gaelic in signage
- * We carried out an audit of all external and entrance signage on VisitScotland buildings for the use of Gaelic
- * As part of our normal replacement and upgrading process we have introduced bilingual signage at all VisitScotland iCentres, that have been refurbished over the past 6 years
- * Welcome/Faìc signage has been introduced to our VisitScotland iCentre network
- * Toolkits for VisitScotland iKnow Partners have included guidance on signage and Gaelic promotion
Reception
- We have made provision for Gaelic in the reception area of our main office in Edinburgh and guidance to staff on dealing with enquiries in Gaelic, including the senior team and Board members.
- We have provided Gaelic awareness training for staff.
- Gaelic speakers in our VisitScotland iCentre network have been provided with designator badges.
- Gaelic speaking staff across the network have been identified and a list with contact details has been provided to our front of house staff.

Telephone
- We have made provision for handling calls in Gaelic.
- We have introduced on our automated switchboard an offering of messages being left in Gaelic with a commitment to return the call in Gaelic.
- A team of people who can take calls in Gaelic has been identified.
- Staff answering calls have received Gaelic awareness training and know where to assign Gaelic calls.

Mail and email
- We have introduced an agreed policy* on how to respond to Gaelic mail and email.
- Our policy included a commitment to accept correspondence in Gaelic.
- Our policy includes a commitment to reply to Gaelic correspondence within the same timescales as English.
- Our policy includes a provision to include appropriate automatically generated content in Gaelic.
- Disclaimer translated in Gaelic

Forms
- We have a policy* for the use of Gaelic in forms.
- This policy includes a commitment that we will accept the completion of forms in Gaelic.

Public meetings
- We now have in place a provision for Gaelic in public meetings.
- In the invitation to attend meetings there is a prompt for those requiring Gaelic and in these cases we will provide a Gaelic speaking member of staff or translator at public meetings.
- We have introduced a system, at the point of booking for public meetings, prompting a request for those requiring Gaelic.
- In the invitation to attend meetings there is a prompt for those requiring Gaelic.
- Where no Gaelic speaker is available we have given a commitment to respond in Gaelic to any questions raised.

Complaints procedure
- We have in place a provision for including Gaelic in our complaints procedures.
- We have translated our complaints procedures into Gaelic, this is promoted on our corporate website, www.visitscotland.org.
- We have committed to responding in Gaelic to all complaints received in Gaelic.
Dàimh phoblach agus na meadhanan

• Tha poileasaidh agus na meadhan againn a-nis mu bhith a’ déiligeadh ri Gàidhlig a bhaoth nan gnothaichean PR agus meadhanan againn.
• Tha luchd-labhairt na Gàidhlig rim faighinn airson agallamhan airson Tìbh agus rìsdo Gàidhlig.
• Tha na notaichean agus na meadhanan againn a’ bhuachadh ag inne an ro sineir gu bheilt cuideigin le Gàidhlig ri fhaignim airson agatagamh aoidh is Tìbh.
• Tha sinn air stiùireadh a chruthachadh do luchd-obraich nis cu a bhòrir fios ann airson meadhanan Gàidhlig no dà-chànanach a dhìanamh.
• Tha sinn air a chur air bòigh air meunbh-làrasing nis nam meadhan nan gnothaichean againn.

Stuth Clò-bhuailte

• Tha poileasaidh aontaichte againn airson clò-bhualtaic na Gàidhlig againn. Tha seo a’ gabhair a-steach stiùireadh airson a bhith a’ dìanamh foillseachadhhean sa Ghàidhlig agus sa Bheurla, an dà chuid aig ìre chorporra agus aig ìre nan coinsiumairean.
• Tha sinn air Gàidhlig a chur air tiotalan, cinn agus fo-chinn anns na foillseachadhhean corporra agus foillseachadhhean clò-bhualtaic a’ rithadh spèis cho-ionann dhan Ghàidhlig agus dhan Bheurla.
• Tha panail sònraichte le ceithir abairtean Gàidhlig anns na leabhran iùil Explore a leanas, an dà chuid an clò-cluain fo-foìlseachadhsan de Gàidhlig agus de Bheurla.

Public relations and media

• We now have in place a policy* for dealing with Gaelic as it relates to our PR and media activity.
• Gaelic speakers are available to give interviews for Gaelic medium radio and TV.
• Our notes to editors on press releases make it clear that a Gaelic speaker will be available for radio and TV interviews.
• We have developed guidance for staff on the circumstances in which it is appropriate to produce a Gaelic or bilingual press release.
• We have established an area on our media centre microsite; www.mediacentre.visitscotland.org, for storing Gaelic news releases.

Printed material

• We now have in place an agreed policy* for the use of Gaelic in our printed material, this includes guidelines for the production of publications in Gaelic and English, both at corporate and consumer level.
• We have translated titles, headings and subheadings into Gaelic in our corporate and consumer publications demonstrating equal respect for Gaelic and English.
• Specifically dedicated panels with four Gaelic phrases included in the Explore guides in print and online:
  — Outer Hebrides
  — North Highlands
  — Inverness, Nairn and Loch Ness
  — Skye & Lochalsh
  — Cairngorms National Park

The above guides, plus the following guides, all have titles translated into Gaelic in print and online:
  — Glasgow & Clyde Valley
  — Argyll & The Isles
  — Moray Speyside

• We have produced a free printed (bilingual) publication for visitors promoting the history, heritage and cultural associations of Gaelic. This has been distributed via our network of VisitScotland iCentres.
Làraichean-ìlin

• Tha sin air cur ri sàbant aìs fanaingeachd na Gàidhlig air an làraich-ìlin againn do choinniumainnean, www.visitscotland.com air an làraich-ìlin chorporna againn, www.visitscotland.org agus air eada-fion an luchd-obrach againn, the Hub
• Tha sin air cur ris an earrainn sa Gàidhlig air www.visitscotland.com mar a leanas:
  — Duileag mun Ghàidhlig agus a h-eachtraidh air www.visitscotland.com
  — a’ comhead air cò a’ thàinig i, càite a bheil e gràbhann, air a duaich a’ dhiol fhaoi. Tha an duileag cuidadach a’ bronnsachadh Mòd Nàiseanta Rìoghail na bliadhna ann an Dùn Omhair, agus tha an ceangal ann ri Leàrta Gàidhlic air ginnsean innteachadh
  — dh’eileadhadh air an stiùireadh againn air go amannan Gàidhlasach le struchtur misasail ùr agus mapaichean de na tachtarrasnaise ulin
  — Dùilgse ùr air a bh-fhùinise ciúil agus cuimean ciúil tradhsaiseanta a’ comhead air tachtarrasan a’ ghabhail a-steach TraidFest ann an Dùn Èilean, Ceòlas a’n neasa h-Eilean Siar agus Fòs na Mara ann am Malaig
  — Misasaidh air an tachtarrasan ùra a tha a’ ghabhail a-steach tachtarrasan mar gheamannan Gàidhlasach agus air Mòd Nàiseanta Rìoghail
  — Duileag mun phobh mhòir, colbchaidheanta agus còiliidheanta, a’ ghabhail a-steach am Mòd Nàiseanta Rìoghail
  — Fois mu dheathann sloinnidhean a tha a’ tighinn leon Gàidhlig air an duileag “Learn about your Scottish surname ancestry”
  — Iomadadh air cultur Gàidhlig air an duileag mu Leòdhas, Na Hearadh agus Steòrnabhagh
  — Fiosrachadh Gàidhlig air duileag nam fìon cheannsaimhean agus brosannachd
• Tha sin air earrainn shinnaicheadh a’ chroithadh mun phiéana Gàidhlig againn air an làraich-ìlin chorporna againn, an dà chuid sa Gàidhlig agus sa Bhheurla, www.visitscotland.org
• Thàidh comhairle a chaidh a thoir seachad le bhudhna treus pàrtaidh a tha ri fhaighinn air an làraich-ìlin chorporna againn www.visitscotland.org-eadar-threangachadh ma thàidh seo iarradh
• Tha earrann mhionaidheach air leith mun Ghàidhlig air eada-fion an luchd-obrach againn, an Hub

Taisbeanaidhean

• Tha sin air sàlachadh a dhìth nam airson Gàidhlig tro bhith a’ cùir Gàidhlig air tìotain anns a’ stiùireadh tachartasan chorporna dhà-chànanach againn ann air stiùireadh tachartasan againn taisbeanaidhean. Gò slòmairtach, tha suachailtais agus stiùireadh mar gheamannan Gàidhlig blàidhna na h-Ògaidh air noidheach ann air cruth dhà-chànanach

LUCHD-OBRAICH

Trànadh

• Tha sin air prògram mu tèinnadh aird a’ chruithadh Gàidhlig a chruithadh agus a chruithadh dhà-chànanach againn
• Tha sin air dà mhiùidh eadar-dhèalachd a chuir air dhòigh leis an luchd-obrach aig VisitScotland gus fhaighinn an dà chuid air a’ chur ri fhàth eadar-dhèalachd a th’ ann air a Ghàidhlig
• Chuir sin trànadh mothaichadh Gàidhlig air dhòigh airson ghròin a chur ri fhaighinn a-mach dhe air a’ de mhiùidh a tha a’ Ghàidhlig
• Thug an earrainn eadar-dhèalachd a bh’eadar-dhèalachd a bhreagair airson geamannan Gàidhlig agus a chruithadh dhà-chànanach againn
• Mar phàirt den ghaothran innteachadh air ùr a thàinig againn air eada-fion an luchd-obrach againn, a tha sin a’ chur ri fhàth a bh’bhàith againn a bh’bhàith againn air a chruithadh dhà-chànanach againn
• Tha sin air ro-thràchadh stùbrìdh a dhìth na Ghàidhlig ait a’ Phìoladhrumaigh againn agus tha sin air geamannaidhean dhiughlaobh-obraich ùr a chruithadh agus mhòd airson ri bhreagair airson mòr d’gearb a bh’bhàith againn air a chruithadh chànanach
• Tha an earrann “all things Gaelic” air eada-fion an luchd-obrach againn - the Hub, anns a bhèil snaidhe de dh’artagail mun oibair againn co-chuargaithe ris a’ Ghàidhlig

STAFFING

• We have introduced and implemented a programme of training on Gaelic issues for staff
• We have conducted two separate audits of all staff employed by VisitScotland to identify existing levels of Gaelic awareness
• We have provided a series of Gaelic awareness training for staff
• The audit provided an initial benchmark for the development of a training programme
• As part of our on-line learning resource, on our staff intranet, we have made available Gaelic awareness material for all staff
• We have developed and promoted via emails and staff updates, guidance notes on our Gaelic language Plan and new policies and procedures
• The “all things Gaelic” section of our staff intranet - The Hub, includes a series of articles on our activity relating to the Gaelic language

PUBLICATIONS

Web sites

• We have increased the content and coverage of the Gaelic language on our consumer facing web site, www.visitscotland.com our corporate web site, www.visitscotland.org and our internal staff intranet site, the Hub
• We have enhanced the Gaelic section on www.visitscotland.com as follows:
  — Gaelic language and history page on www.visitscotland.com covering origins, where it’s spoken, heritage and legacy. The page also promotes this year’s Royal National Mòd in Dunoon, and links out to LearnGaelic for resources to learn
  — Redesign of our Highland games guide with new monthly structure and maps of the location of all events
  — New traditional music festival and gigs page covering a variety of events including TradFest in Edinburgh, Ceòlas in Outer Hebrides and Fòs na Mara in Malaig
  — New events calendar page which includes Highland games events and Royal National Mòd
  — Bagpipes, traditional music and ceilidhs page which includes Royal National Mòd
  — Discussion about sumanais that derive from Gaelic on the Learn about your Scottish surname ancestry page
  — Reference to Gaelic culture on Lewis, Harris and Stornoway page
• Gaelic facts included on the kilts and tartan page
• We have created a dedicated Gaelic plan section, in both English and Gaelic, demonstrating equal respect for both languages, on our corporate website, www.visitscotland.org
• Advice provided by third party organisation’s which is published on our corporate web site, www.visitscotland.org will be translated into Gaelic on demand
• There is a separate and detailed section on Gaelic in our staff intranet, the Hub

Exhibitions

• We have made provision in form of translated titles and our corporate logo within our exhibition promotional material. Most notably the Year of Young People logo and promotional material has appeared in bilingual format

ATALASAC/SAITHEAN

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Training
Cànan is ionnsachadh

• Tha sinn air poileasaidh* a stèidheachadh gus trèanadh Gàidhlig a thairgse do luchd-obrach
• Thug na sgrùdaidhean againn air sgilean agus mothachadh Gàidhlig slat-tomhais againn airson obair leasachadh air a’ phrògram trèanaidh againn san àm ri teacht
• Ghaidh trànaidh Gàidhlig a thos a chloiche mar phàirt den ro-innleachd ionnsachaidh is leasachaidh againn
• Mar phàirt den prògram ionnsachaidh is leasachaidh againn tha sinn air codromaan a thoirt do luchd-obrach aig a bheil comasan anns a’ Ghàidhlig gus na sgilean aca a thoirt air adhart

Fastadh

• Far a bheil fuam an ire shònraichte de sgilean Gàidhlig airson dremeidh, tha seo air a chomharrisadh ann an stùth an fastadh

Sanasachd

• Far a bheil aire shònraichte de sgilean Gàidhlig mar phàirt de thuairisgeul obrach, thèid seo a shanasachd gu dà-chànanach

Gnìomhan a tha fhathast a’ dol air adhart

Aithne chorporra

• Brosnachadh nas fheàrr air an sgeama “Experiencing Gàidhlig” - a tha a-nis na phàirt de Phlana Gàidhlig Ro-innleachd Turasachd na Gàidhlig

Taisbeanidhean agus Tachartasan Gnìomhachais

•’A cur suasaidh Gàidhlig anns na stùth an dearbh a thos a chloiche airson tachartasan na ghnìomhachais
• ’A dhianmor obair leasachadh a bharrachd air a’ phoileasaidh* againn a thos a chloiche airson tachartasan na ghnìomhachais

Trèanadh

• Tha a bheil aig 3s pàrtaidhean daoine a stìùr a dhaoine airson trèanadh gus trànaidh Gàidhlig à chlàrachail a tha a’ chaolc airn againn tachartas an tig intrighachadh airson turasachd air an tiglach-lín chorporra, www.visitscotland.org tro mhìosan tachartas dhòrain dhèan ghnìomhachais

Language and Learning

• We have introduced a policy* to offer Gaelic language training to staff
• The audits of staff Gaelic skills and awareness provided us with a benchmark for the future training programme development
• Gaelic language training has been provided as part of our learning and development strategy
• As part of our learning and development programme we have provided opportunities to staff who already have a knowledge of Gaelic to further develop their skills

Recruitment

• Where a certain level of Gaelic skills is required for a post this has been specified in recruitment material

Advertising

• Where a certain level of Gaelic skills is part of a job description this is advertised bilingually

Actions which are still “work in progress”

Corporate identity

• Enhanced promotion of the “Experiencing Gaelic” scheme – now part of the Gaelic Tourism Strategy Action Plan

Exhibitions and Industry Events

• The incorporation of Gaelic language content in outreach events equipment
• Further development of our policy* in relation to Gaelic content in our consumer and industry facing exhibition and events materials

Training

• 3rd parties have the ability to signpost to Gaelic awareness/Gaelic language courses aimed at tourism businesses on our corporate web site, www.visitscotland.org through our industry Event calendar