

Gaelic Language Plan 2021-2026 Year Two 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 airports across Scotland and over 1 million UK and international passengers in 2021, HIAL is determined to play its part in supporting the development of Gaelic, and in raising its profile across Scotland.

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 cover 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 Gaelic Language Plan.

The action plan is owned across the organisation with different departments involved in delivering on our objectives. Lynne Clow, non-executive Director on the HIAL Board, has the role of Board Champion to support the oversight of our Gaelic commitments.

During 2022 the financial aftermath of the Covid-19 pandemic became keenly felt and the combination of global energy and supply challenges presented unprecedented financial pressures.

As with every other organisation in the country, HIAL reappraised its priorities and spending options based on the extraordinary financial challenges we will continue to face for the foreseeable future.

Following an extensive engagement programme with colleagues and stakeholders, HIAL published its revised five-year Strategic Plan. HIAL's revised goals and strategic priorities focus on delivering its core activities and ensuring resources are prioritised on providing safe and regulatory compliant airports.

However, HIAL remains committed to delivering on its commitments in the Gaelic Language Plan wherever possible within available budgets and spending priorities and is pleased to report that almost 60% of the objectives outlines for Year Two 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. Some of these factors are not applicable to HIAL.

Of the 26 factors we were required to report on, via a RAG summary, two of the factors do not apply to HIAL. Of the remaining factors, 15 (63%) are currently being delivered (green status) and 9 (37%)

are in progress or captured in our action plan in line with the timescales detailed in the Gaelic Language Action Plan (amber status).

What we have achieved

Following the outcome of our Gaelic Skills survey undertaken in May 2022, we included the additional actions identified in our Action Plan.

We are pleased to report that we have completed 10 of the 17 objectives at the end of the second year of our Gaelic Language Plan. We have also completed one objective which was originally scheduled in Year Three.

The objective to increase Gaelic content on the HIAL website was reassigned to Year Three.

The seven objectives behind target are underway and will be completed during Year Three.

Status	Number / %	
On target	10	59%
Behind target	7	41%
Not yet started	0	0%
Stopped or deferred	0	0%
Totals	17	100%



Visibility

- We have:**
- Developed our brand policy and guidelines to ensure the use of Gaelic language is considered for all appropriate corporate branding, documents, and templates.
 - Provided new templates incorporating the refreshed bi-lingual logo, including posters and presentation slides.
 - Continued our programme of bi-lingual signage for new and replacement signage as required.
 - Continued to provide bi-lingual instructions and information where possible, for example on-screen instructions for our new e-gates at Inverness Airport and new bi-lingual promotional collateral provided for airports, head office and HR campaigns.
- We will:**
- Pro-actively identify where external agencies and partners are using the wrong logos and provide the refreshed ones.
 - Continue our programme of bi-lingual signage for new and replacement signage as required.

What we have achieved



Staffing

- We have:**
- Developed a dedicated Gaelic Language area on our internal e-learning portal. This will hold a Gaelic toolkit for staff, including Gaelic awareness training, airport-specific vocabulary (including audio files) and signposting to language skills training and additional online resources for Gaelic learning.
 - Begun the corporate recruitment review.
- We will:**
- Run a promotional campaign early in Year Three to showcase the Gaelic toolkit available on our learning portal.
 - Complete/continue the corporate recruitment review and implement resulting policy.



Day-to-day Operations

- We have:**
- Provided bi-lingual signage to show the location of the Information Desk / Customer Service desk at airports as appropriate.
 - Finalised bi-lingual introductory scripts for the phone systems at Campbeltown, Dundee, Inverness, Islay, Tiree and Wick John O'Groats airports, and finalised fully bi-lingual message scripts for Barra, Benbecula and Stornoway airports.
 - Re-examined the results from our staff survey to consider the level and type of Gaelic communications currently received at our airports, and to consider the capacity that HIAL has to respond in Gaelic.
- We will:**
- Highlight the Gaelic toolkit available to all staff, and we will incorporate specific messaging to highlight key sections and audio files to our public facing staff, to provide them with the knowledge and the corporate support to offer a Gaelic greeting to customers.
 - Record and introduce the bi-lingual phone messages during Year Three.
 - Repeat the offer of #Cleachdi campaign items to all staff in Year Three.
 - Continue to respond to any Gaelic communications from passengers or stakeholders on an individual basis.
 - Run an annual campaign from Year Three to encourage uptake of the Gaelic Ambassador role.

What we have achieved



Corporate Communications

- We have:**
- Continued to produce all corporate, public-facing documents in both English and Gaelic and publish these on our website.
 - Provided in-depth media training for all of our Senior Management Team and Airport Managers (originally planned for Year Three).
 - Established that it is not possible to provide a Gaelic version of the HIAL website due to our accessibility accreditation.
 - Worked with our HIAL Board Gaelic Champion to continue to raise the profile of the Gaelic language at Board level and across the organisation.
 - Reviewed HIAL's social media procedure regarding Gaelic content, and appropriate bi-lingual content will be shared from the corporate HIAL accounts.

- We will:**
- Continue to publish all corporate, public-facing documents in both English and Gaelic.
 - Continue to incrementally introduce and increase Gaelic content on both our website and social media, prioritising high-profile content and demonstrating equal respect. This will include creating a section about the Gaelic language and culture on the website.
 - Meet with Bòrd na Gàidhlig to identify any collaborative working opportunities in order to enhance Gaelic arts and culture within the HIAL area.



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.

