

# **Gaelic Language Plan 2021-2026 Year One 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 Plan.

The action plan is owned across the organisation with different departments involved in delivering on our objectives. More recently, Lynne Clow who joined the HIAL Board as a non-executive director in March 2022, has taken on the role of Board Champion to support the oversight of our Gaelic commitments.

# What we have achieved

## We are pleased to report that we have completed 9 of the 11 objectives within our action plan at the end of the first year of our Gaelic Language Plan.

The objective to provide all public facing staff with the ability and confidence to use a Gaelic greeting and have Gaelic welcome signage at our customer service desks is behind target at the end of the reporting period.

We have determined some level of demand for Gaelic communication from passengers and stakeholders via our staff survey, however, we have not been able to complete any further monitoring of demand.

These two outstanding objectives have been carried forward in our action plan for completion in year two.

A summary of our progress and what we have delivered during the first year is included below.

Status	Number / %	
On target	9	82%
Behind target	2	18%
Not yet started	0	0%
Stopped or deferred	0	0%
<b>Totals</b>	<b>11</b>	<b>100%</b>

# What we have achieved



## Visibility

- We have:**
- Undertaken a review and refreshed our corporate and airport logos, which are now fully bi-lingual and give equal status to the English and Gaelic languages.
  - Ensured the new bi-lingual logos are available for colleagues, with clear instructions on use for both internal and external purposes.
  - Incorporated the new bi-lingual logos into new electronic letterheads and templates, which are now in use.
- We will:**
- Continue to develop our brand guidelines to ensure the use of Gaelic is considered for all appropriate corporate branding, documents, and templates.
  - Continue our programme of bi-lingual signage for new and replacements signs as required, ensuring that they incorporate our bi-lingual logos.



## Staffing

- We have:**
- Carried out a Gaelic Skills Staff Survey. This has allowed us to identify the current level of Gaelic language communication within the organisation, as well as potential training opportunities for those colleagues who would like to learn or improve their Gaelic. We ran a Gaelic Awareness and Language session for colleagues, which was part-funded by Bòrd na Gàidhlig and facilitated by Fèisean nan Gàidheal.
- We will:**
- Use the key findings from our Gaelic Skills Staff Survey to prioritise areas for development and to support those in the organisation who would like to learn Gaelic or would like to feel more confident speaking Gaelic at work.
  - Develop a Gaelic toolkit for staff, which will include Gaelic awareness and signposting to language skills training and additional online resources for Gaelic learning.



## Day-to-day Operations

- We have:**
- Made the promotional items from the #Cleachdi national campaign available for colleagues.
  - Determined, as part of our staff survey, that customers who wish to do so communicate in Gaelic on a face-to-face basis or on the telephone, and not in writing via email or letter.
- We will:**
- Provide all public-facing staff with the knowledge and encouragement to offer a Gaelic greeting to customers.
  - Create “Welcome” signs in Gaelic for each of our airport Information Desks.
  - Continue to monitor the demand for Gaelic communications from passengers and stakeholders and focus on verbal communication.



## Corporate Communications

- We have:**
- Continued to produce all corporate, public-facing documents in both English and Gaelic and publish these on our website.
  - Appointed Board member Lynne Clow to the role of HIAL's Gaelic Champion.
- We will:**
- Work with our Gaelic Champion to raise the profile of Gaelic across the organisation.
  - Continue to publish all corporate, public-facing documents in both English and Gaelic.



## Corpus

- We have:**
- Received written confirmation from the Gaelic translator regularly employed to translate our work on conformance to the required Gaelic protocols and standards. 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.