

**Scottish Enterprise**

**Gaelic Language Plan**

**2022-2027**

This plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005 and was approved by Bòrd na Gàidhlig on [\[approval date\]](#)

The Bòrd na Gàidhlig logo should be added to the front cover of the approved plan only and not to any drafts.

## Foreword

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The Gaelic language is an important asset for Scotland and provides a distinctiveness both at home and overseas.

As Scotland's national economic development agency our role is to ensure that we make the most of all Scotland's assets, so that together with partners, we can sustain and develop growth opportunities for communities the length and breadth of the country.

I am therefore pleased to introduce Scottish Enterprise's first Gaelic Language Plan. It has been developed to contribute to the current National Gaelic Plan 2018 - 23 published by Bòrd na Gàidhlig and sets out how we will ensure equal respect for Gaelic, as for English, by making an active offer to customers and presenting our long-term vision and strategic commitment to the Gaelic language.

At the heart of our Gaelic Language Plan is an ambition to ensure all customers, stakeholders and staff have equal opportunities to maximise Scotland's economic potential. Not only will this help ensure we are making the most of this unique asset but it will help support our ambition to ensure everyone in Scotland can contribute to and benefit from economic growth.

The plan fully aligns with the wide spectrum of our economic development activities which aim to support an innovation-led green economic recovery building on the diversity and strengths of Scotland's people, places and businesses.

As we publish our plan, we will actively build on the work of our partners across Scotland to increase the use of the language by more people, more often and in more situations and look forward to seeing the positive changes it will bring to the Scottish economy as more Gaelic speakers are enabled to bring their unique skills, experience and enthusiasm to contribute towards a more prosperous, sustainable and inclusive country.

Adrian Gillespie

CEO Scottish Enterprise

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# 1. INTRODUCTION

## DESCRIPTION OF SCOTTISH ENTERPRISE

### STATUTORY DUTIES

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Scottish Enterprise is an executive Non-Departmental Public Body of the Scottish Government and was established under the Enterprise and New Towns (Scotland) Act 1990. This Act defines Scottish Enterprise's key functions as:

- furthering the development of Scotland's economy - including providing, maintaining and safeguarding employment
- promoting Scotland's industrial efficiency and international competitiveness
- furthering improvement of the environment of Scotland, including supporting Scotland's transition to a low-carbon economy

Scottish Enterprise's duties are as determined by Scottish Ministers under Section 24 of the Act. A range of general and specific powers are set out in full in Section 8 of the Act.

### FUNCTIONS AND PRIORITIES

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As Scotland's national economic development agency, Scottish Enterprise's overall objective is to make a significant contribution to achieving the Scottish Government's vision of creating a more successful country with opportunities for all of Scotland to flourish through increased wellbeing and sustainable and inclusive economic growth.

Working with partners, Scottish Enterprise helps identify and exploit opportunities for Scotland to create a more resilient and thriving economy, building a world-class business environment where people want to come to live, work, study and invest - creating and taking up good, quality job opportunities.

Scottish Enterprise's objectives and key targets are agreed within our strategic planning process. We operate with our own independent Board reporting to the Cabinet Secretary for Finance and the Economy within the Scottish Government.

Scottish Enterprise works closely with public sector partners in delivering for Scotland's economy. Through the Enterprise and Skills Strategic Board's Strategic Plan, the enterprise and skills agencies (Scottish Enterprise, Highlands and Islands Enterprise, South of Scotland Enterprise, Skills Development Scotland and the Scottish Funding Council) are asked to deliver a joint agency approach to achieve a shared ambition for Scotland - helping Scotland move towards the top quartile of Organisation for Economic Co-operation and Development (OECD) countries for productivity, equality, wellbeing and sustainability.

Scottish Enterprise also works with a wider range of partners at national, regional and local levels, for example, VisitScotland, Scottish National Investment Bank, Local Authorities, Business Gateway, City and Regional Partners and Community Planning Partnerships, to secure the alignment of strategies and resources behind the right opportunities.

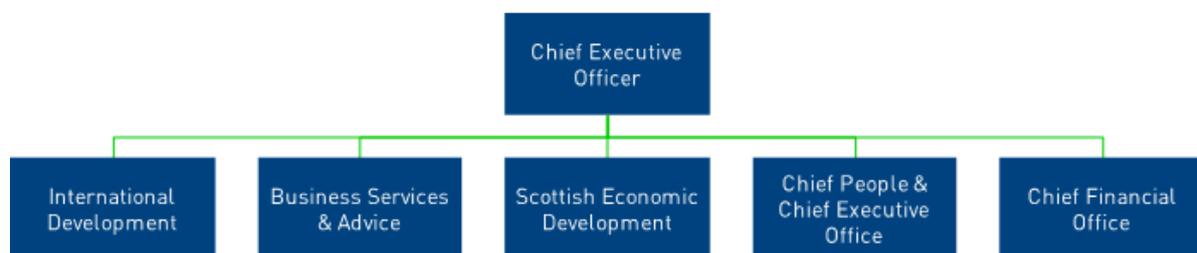
Some Scottish Enterprise activities operate across all of Scotland, including the Highlands and Islands and South of Scotland Enterprise areas, these being:

- inward investment and overseas market development via Scottish Development International (operating in collaboration with Scottish Government and Highlands and Islands Enterprise) and including management of the network of overseas offices and field staff
- growth investment funding for the early stage investment market
- manufacturing advisory services
- Scotland Europa
- employee ownership and co-operative business model support
- providing a customer contact facility on behalf of enterprise partners in Scotland, including Business Gateway.

## ORGANISATIONAL STRUCTURE

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Scottish Enterprise is led by a Chief Executive Officer who is a member of and advises a Board of Directors. Five divisions, each led by a Managing Director, report into the CEO, who is also the Accountable Officer for the organisation. The divisional structure is set out in the diagram below:



Scottish Enterprise’s staff and office numbers, along with its budget are as shown in the following diagram:

## Scottish Enterprise Operations

- **Total Staff: 1161**
  - 699 female
  - 462 male
  - SE: 877 (75.5%)
  - SDI: 284 (24.4%)
  - Domestic: 1052
  - Overseas: 109
- (Paris, Berlin, Brussels, Dublin, London)
- 49 offices
- (incl. overseas, London and FCO based workers)

### Our finances 2021/22 Financial Summary

Planned income	2021/22 (£m)	Planned income	2021/22 (£m)
<b>Scottish Government Funding</b>		<b>Other Business Income</b>	
Grant in Aid - Resource allocation (baseline)	135.1	EU Funds	8.9
Anticipated in-year transfers (net)	9.5	Property Disposals	14.5
<b>Total anticipated Grant in Aid - Resource Allocation</b>	<b>144.6</b>	Property Income	5.1
Grant in Aid - Capital allocation (baseline)	58.3	Other Business Income (excluding Growth Investments)	6.9
Grant in Aid - Capital allocation (Green Jobs Fund)	8.4	Growth Investments Income	56.8
Grant in Aid - Capital allocation (Glasgow Science Centre)	5.5	<i>of which:</i>	
Anticipated in-year transfers - Capital (net)	41.8	Scottish Loan Fund	3.0
Grant in Aid - Financial Transactions (Core)	48.8	Epidarex	4.0
Anticipated in-year transfers - Financial Transactions - Energy Investment Fund (EIF)	5.0	Other Funds, including Scottish Co-investment and Venture Fund (Exits and Other Income)	49.0
<b>Total anticipated Grant in Aid - Capital and FT Allocation</b>	<b>167.8</b>	Energy Investment Fund (EIF) Income	0.8
<b>Total anticipated Scottish Government Funding</b>	<b>312.4</b>	<b>Total Other Business Income</b>	<b>92.2</b>
		<b>Total income:</b>	<b>404.6</b>

Scottish Enterprise does not currently undertake Gaelic specific activity. However, we recognise that Gaelic is an important part of Scotland’s heritage and that it has potential as an asset for adding economic value, especially in sectors such as tourism, food and drink, heritage and creative industries<sup>1</sup>

The brand value for those companies that have Gaelic names is extremely valuable in defining the provenance and authenticity of their product. For example, there is a clear link between the Gaelic language and one of Scotland’s industries - whisky. There are at least 80 distilleries in Scotland with Gaelic names and the name plays a central role in the history and marketing of the whisky<sup>2</sup>

As well as these Gaelic communities and markets in the rest of Scotland, we recognise that there are international markets for Gaelic goods and services, particularly in the Scottish diaspora and more widely spread than only those with Gaelic Skills. Accordingly Scottish Enterprise’s plan recognises the support needs of Gaelic speakers to be able to fully engage in Scottish Enterprise’s international work.

<sup>1</sup> Gaelic as an Economic Asset; Convention of the Highlands and Islands

<sup>2</sup> Edinburgh Whisky Academy

## GAELIC IN SCOTLAND

At the time of the 2011 census (currently the most up-to-date), 87,100 people aged three and over in Scotland (1.7% of the population) had some Gaelic language skills. Of these 87,100 people:

- 32,400 (37%) had full skills in Gaelic, that is could understand, speak, read and write Gaelic
- 57,600 (66%) could speak Gaelic
- 6,100 (7%) were able to read and/or write but not speak Gaelic
- 23,400 (27%) were able to understand Gaelic but could not speak, read or write it.

Highland, Eilean Siar and Glasgow City are the local authority areas with the largest numbers of people with some Gaelic language ability; with almost half (49%) of those with some Gaelic language skills nationally, and 70.3% of people who used Gaelic at home, living within these three local authorities. The proportion of people aged three and over with some Gaelic language skills was highest in Eilean Siar (61%), Highland (7%) and Argyll & Bute (6%). In Glasgow City it was 1.7%, while this is the same as the national average, it represents a high density of Gaelic speakers within one geographic location.

## THE GAELIC LANGUAGE (SCOTLAND) ACT 2005

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 a public authority to prepare a Gaelic language plan. This provision was designed to ensure that the public sector in Scotland plays its part in creating a sustainable future for Gaelic by raising the status and profile of the language and creating practical opportunities for its use.

This document is Scottish Enterprise's 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 key partners, and how we will promote and develop Gaelic.

This Plan has been prepared in accordance with statutory criteria set out in the 2005 Act and having regard to the National Gaelic Language Plan and the Guidance on the Development of Gaelic Language Plans.

## THE NATIONAL GAELIC LANGUAGE PLAN

Scottish Enterprise supports the aim of the National Gaelic Language Plan 2018-23 that "Gaelic is used more often, by more people and in a wider range of situations."

We are committed to the achieving this aim by focusing our work, on these three headings:-

- Increasing the use of Gaelic within our organisation and encouraging more people to use Gaelic, more often when they interact with us
- Increasing the opportunity for people to learn Gaelic as part of our day-to-day operations
- Promoting a positive image of Gaelic whenever we can as part of our day-to-day operations as an organisation

## INTERNAL GAELIC CAPACITY AUDIT

Prior to writing Scottish Enterprise's Gaelic Language plan, we undertook an all-colleague survey in June 2021 to better understand the levels of Gaelic in the organisation. The aim of this survey was to understand how many colleagues have Gaelic language skills and whether colleagues would like to receive Gaelic language skills training. The survey was open for just over one week and was communicated to colleagues via our usual internal communication channels.

411 colleagues undertook the survey, about 35% of colleagues at SE.

The majority of colleagues who completed the survey said that they were not Gaelic speakers (95%). 9 colleagues said could speak Gaelic (2%) and 13 colleagues (3%) said they were currently learning Gaelic.

Colleagues were asked as part of the survey, if they had ever been in a work situation which has involved the use of Gaelic. 95% said no, with 5% reporting yes.

Respondents were asked if they had ever conversed with external clients or partner agencies in Gaelic. 98% said no, with only 2% stating that they had had conversations in Gaelic with partners or customers.

Colleagues were asked if they were interested in developing their Gaelic language skills. 45% of respondents were very interested or fairly interested in doing so. 55% said they were not interested.

We will continue to monitor Gaelic language skills within the organisation to ensure that we are addressing the evolving training needs of our staff and particularly how these can be developed to help match any demand for services in Gaelic.

## CONSULTATION ON THE DRAFT GAELIC LANGUAGE PLAN

[The 2005 Act requires that public authorities consult on their draft Gaelic language plan before submitting it to Bòrd na Gàidhlig.](#)

This section of the plan should give a summary of the key findings of the public consultation, with full details included as Appendix 2 to the plan [ TO BE COMPLETED FOLLOWING CONSULTATION]

## 2. KEY PRINCIPLES

Scottish Enterprise is committed to the key principles of the National Gaelic Language Plan which will be applied across our plan and throughout the organisation.

### EQUAL RESPECT

Under the terms of the 2005 Act, Bòrd na Gàidhlig works with a view to securing the status of the Gaelic language as an official language of Scotland commanding equal respect to the English language and the Bòrd in turn expects that public authorities will demonstrate in their plans how the principle will be achieved and maintained in practice.

Scottish Enterprise will ensure that where Gaelic is included as part of our operations and services, it will be of an equal standard and quality to those services provided in English.

### ACTIVE OFFER

Scottish Enterprise will make an active offer of our Gaelic services to our employees and the public. This will ensure that when specific Gaelic services are made available by us, Gaelic users are made aware of their existence, and are actively encouraged to use them.

This will take the responsibility away from the individual to ask for that specific service and will give Gaelic users the confidence to know that their needs will be met if that is their choice.

We will ensure that our Gaelic language services are as accessible as our English language services.

### MAINSTREAMING

The key aim of the National Gaelic Language Plan 2018-23 is that Gaelic is used more often, by more people and in a wider range of situations. To achieve this aim, the normalisation or mainstreaming of Gaelic as part of the day-to-day fabric of modern Scottish life is a key action and public authorities are central to this.

Scottish Enterprise will ensure it identifies more opportunities for the public and staff to use Gaelic in support of the National Gaelic Language Plan's aim that Gaelic is used more often, by more people and in a wider range of situations.

### 3. PLAN COMMITMENTS

#### HIGH-LEVEL AIMS

The high-level aims are a small number of strategic level actions framed around the three National Gaelic Language Plan headings of:-

- Increasing the use of Gaelic
- Increasing the learning of Gaelic
- Promoting a positive image of Gaelic

#### INCREASING THE USE OF GAELIC

Actions required	Target Date	Responsible Officer / Department
<p><b>High Level Aim 1</b> : Scottish Enterprise will welcome contact from businesses using Gaelic as part of its approach to creating more better jobs that support wellbeing across Scotland</p> <p><b>Summary of current practice</b> We currently have limited ad hoc provision</p>		
<ul style="list-style-type: none"> <li>• develop and introduce a standard email response strapline to help communicate that Scottish Enterprise welcomes contact from businesses using Gaelic</li> </ul>	2022-2023	Corporate Affairs and Marketing
<ul style="list-style-type: none"> <li>• engage with colleagues to determine ability to service Gaelic enquiries, providing relevant training and implementing required processes if appropriate</li> </ul>	2024-2027	HR
<ul style="list-style-type: none"> <li>• make exporting companies aware of the potential benefits of using Gaelic language and culture as part of their USP and the provenance story they communicate in marketing their products and services</li> </ul>	2023-2024	International Economic Development
<ul style="list-style-type: none"> <li>• investigate the level of demand for Gaelic language support in Scottish Enterprise’s calls management approach, following finalisation of the process.</li> </ul>	2024-2027	Business Services & Advice

<ul style="list-style-type: none"> <li>work with partners to investigate the demand for and the technical routes available to include a translation to Gaelic facility within the Find Business Support website</li> </ul>	2024-2027	Business Services & Advice
<p><b>High Level Aim 2 :</b> Scottish Enterprise will work with partners to understand and identify opportunities for the application of Gaelic to cross partner projects</p> <p><b>Summary of current practice</b> Ad hoc practice</p>		
<ul style="list-style-type: none"> <li>Working with partners to consider opportunities for collaboration, including seeking economies of scale where appropriate and optimising use of resources across partners involved</li> </ul>	2023-2027	All Departments
<ul style="list-style-type: none"> <li>review the Gaelic connections of members of the GlobalScot Programme with a view to developing opportunities / attracting investment that have a connection to Gaelic speaking areas and communities</li> </ul>	2023-2027	International Economic Development
<ul style="list-style-type: none"> <li>collaborate with economic development partners and industry bodies on projects to promote the use of Gaelic within the tourism industry</li> </ul>	2023-2027	Scottish Economic Development
<p><b>High Level Aim 3 :</b> Scottish Enterprise's focus on supporting the creation of more, better jobs will include recognition that the ability to use Gaelic supports wellbeing, fairness and respect for Gaelic</p> <p><b>Summary of current practice</b> We currently do not reference Gaelic specifically within our plans</p>		
<ul style="list-style-type: none"> <li>review how we use our available channels (including website, Twitter, Linked-in) to highlight our commitments towards Gaelic</li> </ul>	2022-2023	Corporate Affairs and Marketing

### INCREASING THE LEARNING OF GAELIC

Actions required	Target Date	Responsible Officer / Department
<p><b>High Level Aim 1 :</b> Scottish Enterprise will communicate to colleagues to support engagement with the language and its associated culture, understand the wider benefits of the language, and recognise it as a valuable skill.</p> <p><b>Summary of current practice</b> Scottish Enterprise has initiated communication across the organisation in advance of the Gaelic Language Plan being introduced</p>		

<ul style="list-style-type: none"> <li>develop internal communications plan to engage colleagues with Gaelic, its wider benefits and its place in Scotland.</li> </ul>	2022-2023	Employee Communications
<p><b>High Level Aim 2 :</b> Scottish Enterprise will include Gaelic awareness in staff induction</p> <p><b>Summary of current practice</b> Areas of alignment with the Gaelic Language Plan have been identified within the organisation’s Induction Programme to further promote commitment to Gaelic and raise awareness amongst new colleagues</p>		
<ul style="list-style-type: none"> <li>implement the new Induction Programme, including educating new employees regarding Scottish Enterprise’s commitments under its Gaelic Language Plan</li> </ul>	2022-2023	People & Organisation Development Team, HR
<p><b>High Level Aim 3 :</b> Scottish Enterprise will identify Gaelic language needs via personal development plans and deliver solutions through the Scottish Enterprise Academy learning suite</p> <p><b>Summary of current practice</b> A recent staff survey indicated that a small number of colleagues in the organisation speak or are currently learning Gaelic. The survey also confirmed a number of staff (184) were fairly or very interested in developing Gaelic language skills.</p>		
<ul style="list-style-type: none"> <li>encourage colleagues to reflect any desired language training in regular performance discussions with People Managers</li> </ul>	2022-2027	People and Organisation Development team
<ul style="list-style-type: none"> <li>explore merits and opportunities for staff to learn Gaelic virtually as a team building activity</li> </ul>	2024-2025	People and Organisation Development team

## PROMOTING A POSITIVE IMAGE OF GAELIC

<p><b>High Level Aim 1 :</b> Scottish Enterprise will ensure that all staff are engaged with the Gaelic Language Plan and understand the statutory duty to deliver on its commitments</p> <p><b>Summary of current practice</b> Colleagues have a limited understanding the statutory requirement for Scottish Enterprise to develop a plan. They have had the opportunity to indicate current Gaelic understanding and interest in developing skills</p>		
<ul style="list-style-type: none"> <li>introduce the use of Gaelic across Scottish Enterprise channels, including potentially Gaelic digital marketing materials – social tiles, video etc</li> </ul>	2023-2027	Corporate Affairs and Marketing

<ul style="list-style-type: none"> <li>• pilot the use of the Gaelic language at Scotland Europa events and webinars, for example opening/welcome in Gaelic to mainstream use of the language into our day to day work.</li> </ul>	2023-2024	Scotland Europa
<ul style="list-style-type: none"> <li>• Develop a standard bilingual email signature for use by all employees</li> </ul>	2022-2023	People and Organisation Development team
<ul style="list-style-type: none"> <li>• continue to promote Gaelic language within our Scotland House Brussels cultural events programme.</li> </ul>	2022-2023	Scotland Europa
<ul style="list-style-type: none"> <li>• consider deepening Scottish Enterprise’s ties and collaboration with the <a href="#">European Language Equality Network</a> to gain a better understanding of the policies they have in place around their respective minority languages and how these might help Scottish Enterprise develop and implement its own plan.</li> </ul>	2023-2025	Scotland Europa
<ul style="list-style-type: none"> <li>• review possible resources within European funding programmes that could support Gaelic initiatives.</li> </ul>	2022-2027	Scotland Europa

## CORPORATE SERVICE AIMS

### STATUS

Actions required	Target Date	Responsible Officer / Department
<b>Desired outcome : Logo and brand :</b> Render the corporate logo and branding in both Gaelic and English at the first opportunity and as part of any renewal process. The logo should demonstrate equal prominence for both languages.		
<b>Summary of current practice</b> Considered as part of continuous development of our brand guidelines		
<ul style="list-style-type: none"> <li>• ensure that the corporate logo and branding will be rendered in both Gaelic and English at the first opportunity and as part of any renewal process</li> </ul>	Renewal timeline	Marketing – Graphic Design

<b>Desired outcome : Signage :</b> Prominent signage will include Gaelic and English as part of any renewal process.		
<b>Summary of current practice</b> Considered as part of any future round of updates to office signage		
<ul style="list-style-type: none"> <li>ensure that appropriate high-impact signage is rendered bilingual as part of Scottish Enterprise renewal process</li> </ul>	Renewal timeline	Office Services

## COMMUNICATING WITH THE PUBLIC

<b>Desired outcome : Promotion :</b> Positive message that communication from the public in Gaelic is always welcome.		
<b>Summary of current practice</b> This has not been Scottish Enterprise standard practice to date		
<ul style="list-style-type: none"> <li>place an appropriate statement on Scottish Enterprise’s website and examine how our communications activity might further communicate the message that Gaelic is always welcome. Where appropriate we will use the #cleachdi brand to show Gaelic speakers are welcome <a href="https://www.gaidhlig.scot/en/the-cleachdi-initiative/">https://www.gaidhlig.scot/en/the-cleachdi-initiative/</a></li> </ul>	2022-2023	Corporate Affairs and Marketing
<b>Desired outcome : Written Communication :</b> Written communication in Gaelic is always accepted (post, email and social media) and replies will be provided in Gaelic in accordance with the general policy.		
<b>Summary of current practice</b> Gaelic versions produced on request which is consistent with other languages		
<ul style="list-style-type: none"> <li>review the ‘Contact Us’ facility across all written communications channels and enhance as appropriate to enable Gaelic language communications</li> </ul>	2023-2024	Corporate Affairs and Marketing
<b>Desired outcome : Reception and phone :</b> Where Gaelic speaking staff can provide this service, they are supported to do so, and the service is promoted to the public.		
<b>Summary of current practice</b> Reception services are, in the main, provided via an outsourced contractor		
<ul style="list-style-type: none"> <li>In future procurement exercises, we will take Gaelic language skills into account as part of the tender process</li> </ul>	Per procurement timetable	Office Services

<b>Desired outcome : Public meetings :</b> Opportunities to hold public meetings bilingually or in Gaelic are regularly explored and promoted.		
<b>Summary of current practice</b> Scottish Enterprise does not routinely hold public meetings		
<ul style="list-style-type: none"> <li>consideration will be given to provision of a bilingual facility for any relevant public meetings undertaken</li> </ul>	As required	Corporate Affairs and Marketing

## INFORMATION

<b>Desired outcome : News releases :</b> High profile news releases and all news releases related to Gaelic are available in both Gaelic and English		
<b>Summary of current practice</b> News releases are not circulated in Gaelic		
<ul style="list-style-type: none"> <li>actively offer high profile news announcements in Gaelic</li> </ul>	2023-2027	Corporate Affairs and Marketing
<b>Desired outcome : Social Media :</b> Gaelic content distributed regularly through social media, guided by the level of actual and potential users		
<b>Summary of current practice</b> Gaelic not provided generally via social media channels but translations available via request as are other languages		
<ul style="list-style-type: none"> <li>Gaelic content will be distributed through social media, guided by the level of actual and potential users.</li> </ul>	2023-2027	Content – social media
<b>Desired outcome : Website :</b> Gaelic content should be available on the public authority’s website, with emphasis given to the pages with the highest potential reach.		
<b>Summary of current practice</b> This is not current practice		
<ul style="list-style-type: none"> <li>begin to develop static content in Gaelic and thereafter incrementally expand giving priority to high-impact content</li> <li>consider developing provision within the ‘Accessing Information’ section of Scottish Enterprise’s website</li> </ul>	2022-2027	Content - web
<b>Desired outcome : Corporate Publications :</b> Produced in Gaelic and English, with priority given to those with the highest potential reach		
<b>Summary of current practice</b> This is not current practice		
<ul style="list-style-type: none"> <li>transcripts will be made available on request in line with our approach to other languages</li> </ul>	2023-2027	Marketing - Content

<b>Desired outcome : Language utility :</b> A process is in place to ensure that the quality and accessibility of Gaelic language in all corporate information is high		
<b>Summary of current practice</b> Not currently applicable		
<ul style="list-style-type: none"> <li>develop a process to ensure the quality and accessibility of Gaelic language in all corporate information is high</li> </ul>	2024-2025	Corporate Affairs and Marketing
<b>Desired outcome : Exhibitions :</b> Opportunities to deliver public exhibitions bilingually or in Gaelic should be explored on a regular basis, with priority given to those with the highest potential impact.		
<b>Summary of current practice</b> Transcripts are made available on request		
<ul style="list-style-type: none"> <li>review how the current virtual digital environment could provide potential opportunity to deliver public exhibitions bilingually or in Gaelic, including e.g. webinars</li> </ul>	2023-2027	Marketing - Content

## STAFF

<b>Desired outcome : Internal audit :</b> Conduct an internal audit of Gaelic skills and training needs through the life of each plan		
<b>Summary of current practice</b> Completed – Survey completed in June 2021		
<ul style="list-style-type: none"> <li>agree timescale to resurvey</li> <li>regular reviews of the forthcoming e-learning platform will be undertaken to monitor the number of people developing their Gaelic Language Skills. We also anticipate regular promotions of the e-learning offering to ensure colleagues are reminded of the ongoing opportunities to develop Gaelic language skills.</li> </ul>	At appropriate points throughout duration of plan	Employee Communications; People & Organisation Development Team
<b>Desired outcome : Induction :</b> Knowledge of the public authority’s Gaelic language plan included in new staff inductions		
<b>Summary of current practice</b> The current Induction Programme is being reviewed and redesigned. Plans are underway to promote the Gaelic Language Plan to new employees, along with anticipated procurement of a e-learning offering to provide access to Gaelic language skills		

<ul style="list-style-type: none"> <li>• Include the Gaelic Language Plan as part of Induction Programme to ensure that all colleagues joining are signposted and encouraged to familiarise themselves with the plan.</li> <li>•</li> </ul>	2022-2027	HR, People & Organisation Development Team
<b>Desired outcome : Language training :</b> Gaelic language skills training and development offered to staff, particularly in relation to implementing the public authority's Gaelic language plan		
<b>Summary of current practice</b> Currently, colleagues are able to request Gaelic language skills training via our existing Personal Learning Request, as and when required		
<ul style="list-style-type: none"> <li>• procure a new e-learning offering to provide a suite of languages to colleagues online, including Gaelic</li> </ul>	2023-2024	People & Organisation Development Team, HR
<b>Desired outcome : Awareness training :</b> Gaelic awareness training offered to staff, with priority given to directors, board members and staff dealing directly with the public.		
<b>Summary of current practice</b> At the moment, the Gaelic Language Plan Working Group provide relevant information on the background of our plan and required commitment		
<ul style="list-style-type: none"> <li>• Gaelic Awareness training will be offered to staff, including senior management and leadership teams</li> </ul>	2023-2027	People & Organisation Development Team, HR
<b>Desired outcome : Recruitment :</b> Recognising and respecting Gaelic skills within the recruitment process throughout the public authority		
<b>Summary of current practice</b> This can be discussed with a member of the HR Team regarding any specific genuine occupational requirements		
<ul style="list-style-type: none"> <li>• Level of Gaelic skills considered when recruiting to certain posts as necessary</li> </ul>	2023-2027	HR
<b>Desired outcome : Recruitment :</b> Gaelic named as an essential and / or desirable skill in job descriptions in order to deliver the Gaelic language plan and in accordance with the Bòrd na Gàidhlig recruitment advice		
<b>Summary of current practice</b> This can be discussed with a member of the HR Team regarding any specific genuine occupational requirements		
<ul style="list-style-type: none"> <li>• Consideration will be given to posts and whether Gaelic is essential or desirable</li> </ul>	2023-2027	HR

<b>Desired outcome : Recruitment :</b> Bilingual or Gaelic only job adverts for all posts where Gaelic is an essential skill.		
<b>Summary of current practice</b> This can be discussed with a member of the HR Team regarding any specific genuine occupational requirements		
<ul style="list-style-type: none"> <li>this will be addressed on an ad hoc basis where Gaelic is stated as an essential skill for a particular role</li> </ul>	2023-2027	HR

### GAELIC LANGUAGE CORPUS

<b>Desired outcome : Gaelic Orthographic Conventions :</b> The most recent Gaelic Orthographic Conventions will be followed in relation to all written materials produced by the public authority		
<b>Summary of current practice</b> To date Scottish Enterprise has had no specific requirement to use Gaelic Orthographic Conventions		
<ul style="list-style-type: none"> <li>examine how Scottish Enterprise can deploy best practice use of the current Gaelic Orthographic Conventions</li> </ul>	2022-2027	Communications & Marketing
<b>Desired outcome : Place-names :</b> Gaelic place name advice from Ainmean-Àite na h-Alba is sought and used		
<b>Summary of current practice</b> To date one office, Apex House in Edinburgh, has incorporated Gaelic place names		
<ul style="list-style-type: none"> <li>examine how Scottish Enterprise can best pursue Ainmean Àite na h-Alba place-naming conventions</li> </ul>	2022-2027	Communications & Marketing

## 5. LINKS TO THE NATIONAL PERFORMANCE FRAMEWORK

The National Performance Framework is for the whole of Scotland. Its purpose is to:

- create a more successful country
- give opportunities to all people living in Scotland
- increase the wellbeing of people living in Scotland
- create sustainable and inclusive growth
- reduce inequalities and give equal importance to economic, environmental and social progress

The commitments in Scottish Enterprise's first Gaelic Language Plan lie at the heart of the priorities of the National Performance Framework. For example:

- Through our activities to build the numbers and capabilities of staff to use Gaelic in their work we will have more breadth and depth of resource to reach and support Gaelic speaking users of our services, ultimately helping to increase the wellbeing of people living in Scotland
- Through our recognition of the value of Gaelic as an economic asset that could make an increasing contribution to our international work, including how Scotland is perceived in a global setting, we would be contributing to the goal of creating a more successful country
- By welcoming contact from businesses who may wish to communicate with Scottish Enterprise in Gaelic we will be lowering barriers of access to our services and helping to reduce inequalities across Scotland

Full details of the National Performance Framework can be accessed at

<https://nationalperformance.gov.scot/>

## 6. LINKS TO LOCAL AND REGIONAL FRAMEWORKS

Scottish Enterprise recognises the ambition of the National Gaelic Language Plan in achieving a cumulative effect across Scotland via various public authorities' Gaelic language plans. Scottish Enterprise will accordingly be cognisant of seeking opportunities to align relevant activities within its plan with those of other public authorities, but also with opportunities that might present themselves through involvement with any Community Planning Partnerships or Regional planning activities.

## 7. PUBLICATION

### PUBLISHING AND PUBLICISING THE PLAN

#### **INTERNAL**

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An internal communications plan will be developed to raise awareness of our Gaelic Language Plan, how we will deliver it and how colleagues can get involved.

This should detail how the public authority will let staff and other internal stakeholders at all levels of the organisation know about the Gaelic language plan, what responsibility they have in terms of delivery and the opportunities that exist to use Gaelic and / or develop skills.

#### **EXTERNAL**

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Scottish Enterprise's Gaelic Language Plan will be published in Gaelic and in English on our website. In addition, we will:-

- publicise the plan through a variety of social media platforms
- distribute copies to arms-length organisations and other third-party organisations, explaining their role in the delivery of the plan
- distribute copies of the plan to key stakeholders in the public, private and third sectors
- distribute copies of the plan to relevant Gaelic organisations and other interested bodies
- make hard copies available on request

## 8. RESOURCING THE PLAN

The commitments within this Gaelic Language Plan will be resourced by Scottish Enterprise, the costs will be mainstreamed within existing budgets and / or as part of on-going renewal processes.

## 9. MONITORING THE PLAN

Scottish Enterprise will compile an annual progress report that will be provided to Bòrd na Gàidhlig and made available to the public.

## 10. THE GAELIC LANGUAGE PLAN IN THE PUBLIC AUTHORITY

### OVERALL RESPONSIBILITY FOR THE PLAN

*The Scottish Enterprise Chief Executive Officer has overall responsibility for preparation, delivery and monitoring of Scottish Enterprise's Gaelic Language Plan. They can be contacted as follows: -*

*Adrian Gillespie  
Chief Executive Officer  
Chief Executive's Office  
Scottish Enterprise  
Atrium Court  
50 Waterloo Street  
Glasgow  
G2 6HQ*

*TELEPHONE NUMBER 0141 468 6024  
E-MAIL ADDRESS [Adrian.Gillespie@scotent.co.uk](mailto:Adrian.Gillespie@scotent.co.uk)*

### DAY-TO-DAY RESPONSIBILITY FOR THE PLAN

*The Head of Strategy Services has operational responsibility for the delivery and monitoring of Scottish Enterprise's Gaelic Language Plan. Queries regarding the operation of the plan should be addressed to:*

*Susan Moore  
Strategy, Networks & Insights Department  
Scottish Enterprise  
New Alderston House,  
New Lanarkshire House, 1 Dove Wynd, Strathclyde Business Park,  
Bellshill ML4 3AD*

*TELEPHONE NUMBER 0300 013 3385  
E-MAIL ADDRESS [susan.moore@scotent.co.uk](mailto:susan.moore@scotent.co.uk)*

## Gaelic Language Implementation and Monitoring Group

A core group of representatives from various departments across the organisation, including at least one representative from HR, will be charged with responsibility to track and report on progress of implementation of the Gaelic Language Plan. This group will meet at least twice per annum, helping to embed the plan across the organisation.

## Engaging with Staff

An initial all staff survey was undertaken at the outset of our work to create a Gaelic Plan in Scottish Enterprise, which highlighted the level of Gaelic speakers we have in the organisation and the number of colleagues interested in learning the language. This provided us with a baseline and colleagues also identified themselves to enable us to contact them if they'd indicated they wanted Gaelic Language training.

To accompany our Gaelic Language Plan we have written an internal communications plan to ensure that we are regularly engaging with colleagues with regards their duties in relation to plan implementation and monitoring.

## ARM'S LENGTH ORGANISATIONS AND THIRD PARTIES

When tendering work, we will request third party contractors to give due consideration to the use of Gaelic and how they can contribute to the future health of the language. To help with this SE will also consider providing guidance notes to assist third parties.

## APPENDIX 1 – INTERNAL GAELIC CAPACITY AUDIT

A key pre-requisite of all Gaelic language plans is to undertake a holistic audit of existing internal Gaelic capacity and relate this to commitments in the plan. Bòrd na Gàidhlig recommends that this is undertaken as part of the preparation of the plan. [TO BE COMPLETED PRIOR TO SUBMISSION TO BORD NA GAIDHLIG IN JAN 2022]

Whilst a summary of the findings should be provided in the Introduction section of the plan, a more detailed report should be included in Appendix 1.

The internal Gaelic capacity audit should consider the following items: -

- The number of employees who speak, read, write or understand Gaelic and the level of their language skills.
- The number of employees undertaking Gaelic language skills training (personally or in the workplace) and the number who express an interest in doing so.
- The departments and/or locations within your organisation in which those identified above work.
- The number of posts that are already designated as ones in which Gaelic is an essential or desirable job skill.
- The services or the internal processes that are already conducted through the medium of Gaelic.

## APPENDIX 2 – PUBLIC CONSULTATION

A statutory requirement of the Gaelic Language (Scotland) Act 2005 is that public authorities must consult persons appearing to it to have an interest. [TO BE COMPLETED PRIOR TO SUBMISSION TO BORD NA GAIDHLIG IN JAN 2022]

It is accepted that each public authority will have its own internal procedures on conducting public consultations, but Bòrd na Gàidhlig's Guidance on the Development of Gaelic Language Plans should be followed in order to satisfy the Bòrd that the requirements of the 2005 Act are being met.

Whilst a summary of the public consultation findings should be provided in the Introduction section of the plan, a more detailed report should be included as Appendix 2.

The Bòrd's language plans team will be happy to provide advice on conducting effective consultation in the preparation of a Gaelic language plan.