

Gaelic language plan

2023-2028



Foreword

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 2018-2023 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 first edition 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

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

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 for Scotland as set out in the National Strategy for Economic Transformation.

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, including Highlands and Islands Enterprise, South of Scotland Enterprise, Skills Development Scotland and the Scottish Funding Council.

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.

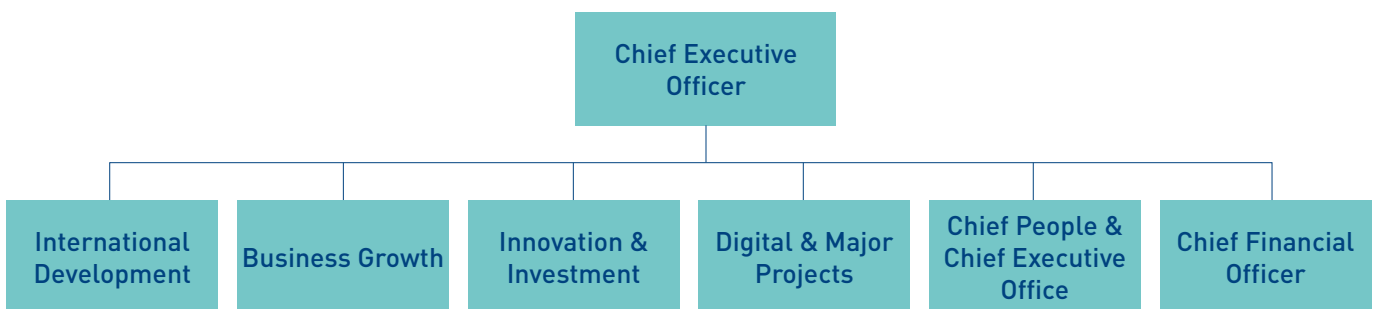
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A significant proportion of Scottish Enterprise activities operate across all of Scotland, including the Highlands and Islands and South of Scotland Enterprise areas, these being:

- 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

Scottish Enterprise is led by a Chief Executive Officer who is a member of and advises a Board of Directors. Six 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:

Our finances

2021/22 Financial Summary

Planned income	2021/22 (£m)	Planned income	2021/22 (£m)
Scottish Government Funding		Other Business Income	
Grant in Aid - Resource allocation (baseline)	135.1	EU Funds	8.9
Anticipated in-year transfers (net)	9.5	Property Disposals	14.5
Total anticipated Grant in Aid - Resource Allocation	144.6	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
Total anticipated Grant in Aid - Capital and FT Allocation	167.8	Energy Investment Fund (EIF) Income	0.8
Total anticipated Scottish Government Funding	312.4	Total Other Business Income	92.2
		Total income:	404.6

Total staff as at October 2021: 1161

- 699 female
- 462 male
- Scottish Enterprise: 877 (75.5%)
- SDI: 284 (24.4%)
- Domestic: 1052
- Overseas: 109
- 5 Hubs: (Paris, Berlin, Brussels, Dublin, London)
- 49 offices: (incl. overseas, London and FCO based workers)



Gaelic within Scottish Enterprise

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 is an asset for adding economic value, especially in sectors such as tourism, food and drink, heritage and creative industries. ¹

This economic impact has been illustrated more recently by two separate Gaelic economic impact assessments undertaken by Glasgow City Council ² and MG Alba. ³ The former compiled data which showed an estimated economic impact in Glasgow of more than 700 FTE jobs being attributable to Gaelic, these jobs in turn providing an estimated £21.6 million GVA to the city's economy. Although the larger percentage of jobs were in Education and Learning, the greater GVA contribution came from the Creative Industries (especially media-related jobs) which accounted for 56% of the GVA. The economic impact study of MG Alba undertaken by Ekos noted amongst other things the creation of high value and high skilled employment opportunities across Scotland - both directly and through the production companies they engage with, resulting in 340 FTE jobs and £17.2 million GVA.

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. ⁴

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.

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

1. [Gaelic as an Economic Asset; Convention of the Highlands and Islands, Oct 2022](#)

2. Gaelic Economy in Glasgow, Feb 2022, [A174 Gaelic Economy in Glasgow - Executive Summary](#)

3. Economic and Social Value of MG Alba, Oct 2021, [EIA.pdf \(mgalba.com\)](#)

4. [Edinburgh Whisky Academy](#)

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.

Reflecting the growing interest (both in Scotland and internationally) in learning Gaelic more than a million people have taken on a Scottish Gaelic course on the language-learning app Duolingo. A total of 1.12m people have started learning the language.

According to Duolingo figures, there are currently 431,000 active learners on the course.

Of these 37% are in the USA, 25% in the UK and 6% in Canada, with the remainder, spread across the globe.⁵

Additionally, there is a large range of on-line learning resources available, including via 'Learn Gaelic'⁶ and 'Speak Gaelic'⁷, which allow the individual user to set their personal learning ambition level and pace of learning.

There are also increasing numbers of Gaelic learners throughout all stages of the school education system. This includes (in the year 2020 – 2021) Gaelic Medium Education (GME) forming part of their regular school education for 3801 primary school pupils (P1 – P7) and 1474 secondary school pupils (S1-S6). Ten local authorities have Gaelic education provision at all educational levels from nursery through to secondary pupils.⁸

Gaelic additionally continues to play a strong role throughout the arts and cultural landscape of Scotland. For instance, without Gaelic's contribution, Celtic Connections would not have the same level of impact. But Gaelic's impact spreads further afield, from Highland Associations, piping and traditional cultural activities such as Gaelic choirs and the Mòd, through to modern facing bands such as the Alasdair Whyte band and Niteworks, in venues such as the Barrowlands, Glasgow Royal Concert Hall, and the CCA which hosts the Gaelic music initiative Ceòl 's Craic. In Glasgow, young Glaswegians are brought to Gaelic arts and culture through activities such as the Fèisean which go beyond music alone, also encompassing Shinty (Camanachd) and drama.

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.

5. Duolingo (24.03.22, [Herald Newspaper](#))

6. [LearnGaelic](#)

7. [SpeakGaelic](#)

8. [Gaelic Education Data, 2021](#)

This document is Scottish Enterprise's first edition 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 2018-2023 that "Gaelic is used more often, by more people and in a wider range of situations."

We are committed to 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 first edition 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 Scottish Enterprise.

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

Acknowledging Scottish Enterprise's limited involvement with Gaelic at the time, 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.

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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

On the consultation launch date (19 November 2021) a large number of personal emails from senior staff were sent inviting feedback on our plan and asking, where relevant, for details of the plan and consultation to be shared with colleagues, member organisations and key contacts from extended networks.

The consultation was also posted on our website: www.scottish-enterprise.com

Additionally, all Scottish Enterprise's social media channels were used to advertise the consultation, including the Find Business Support newsletter on 26 November and via Twitter, LinkedIn and Facebook on 27 November and 7 and 16 December 2021.

There were a low number of responses and therefore it was not possible to draw any thematic conclusions. Within the responses, however, there were some supportive and helpful comments around how the plan might be delivered, which we will take into account.

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 2018-2023 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 <u>use</u> of Gaelic		
Actions required	Target Date	Responsible officer/department
<p>High Level Aim 1: Scottish Enterprise will welcome contact from businesses using Gaelic as part of its approach to helping them innovate and scale, consequently contributing to increased wellbeing across Scotland.</p> <p>Summary of current practice. We currently have limited ad hoc provision.</p>		
Develop and introduce a standard email response strapline to help communicate that Scottish Enterprise welcomes contact from businesses using Gaelic [See also below - Corporate Service Aim: Communicating with the Public (Desired outcome(s): Promotion and Written Communication)]	2023-2024	Corporate Affairs and Marketing
Engage with colleagues to determine ability to service Gaelic enquiries, providing relevant training and implementing required processes proportionate to demand levels experienced	2024-2028	HR
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	Implementation begins 2023-2024	International Development
Allocate proportionate resources to support the use of Gaelic in Calls for specific programmes, where Scottish Enterprise has taken a calls-based approach [See also below - Corporate Service Aim: Communicating with the Public]	2024-2028	Innovation & Investment/Major Projects
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	2024	Business Growth
<p>High Level Aim 2: Scottish Enterprise will work with partners to understand and identify opportunities for the application of Gaelic to cross partner projects</p> <p>Summary of current practice. Ad hoc practice</p>		
Working with partners to identify opportunities for collaboration, including seeking economies of scale where appropriate and optimising use of resources across partners involved. This will be assisted by participation in the Economy and Labour Supply workstream discussions under the 'Faster Rate of Progress' initiative	2023-2028	All Departments
Review the Gaelic connections of members of the GlobalScot Programme and develop opportunities to attract investments that have a connection to Gaelic speaking areas and communities and which align with Scottish Enterprise's overall priorities	2023-2028	International Development

Increasing the <u>use</u> of Gaelic (continued)		
Actions required	Target date	Responsible officer/department
<p>High Level Aim 3: Scottish Enterprise's focus on helping businesses to innovate and scale will include recognition that the ability to use Gaelic supports wellbeing, fairness and respect for Gaelic.</p> <p>Summary of current practice. We currently do not reference Gaelic specifically within our plans.</p>		
Review how we use our available channels (including website, Twitter, LinkedIn) to highlight our commitments towards Gaelic [See also below Corporate Service Aim: Information (Desired outcome. Social Media)]	Implementation begins 2023-2024	Corporate Affairs and Marketing
Increasing the <u>learning</u> of Gaelic		
<p>High Level Aim 1: Scottish Enterprise will undertake a Gaelic awareness campaign to help staff engage with the language and its associated culture, understand the wider benefits of the language, and recognise it as a valuable skill.</p> <p>Summary of current practice. Scottish Enterprise has initiated communication across the organisation in advance of the Gaelic Language Plan being introduced.</p>		
Develop and implement internal communications to engage colleagues with Gaelic, its wider benefits and its place in Scotland	Implementation begins 2023-2024	Employee Communications
<p>High Level Aim 2: Scottish Enterprise will include Gaelic awareness in staff induction.</p> <p>Summary of current practice. 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>		
Implement the new Induction Programme, including educating new employees regarding Scottish Enterprise's commitments under its Gaelic Language Plan [See also below Corporate Service Aim: Staff (Desired outcome. Induction)]	Implementation begins 2023-2024	People & Organisation Development Team, HR
<p>High Level Aim 3: Scottish Enterprise will identify Gaelic language needs via personal development plans and deliver solutions through the Scottish Enterprise Academy learning suite.</p> <p>Summary of current practice. 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>		
Encourage colleagues to reflect any desired Gaelic language training in regular performance discussions with People Managers [See also below Corporate Service Aim: Staff (Desired outcome. Language training)]	2023-2028	People and Organisation Development team
Encourage staff to learn Gaelic virtually as a team building activity	Implementation begins 2024-2025	People and Organisation Development team
Cont.		

Promoting a positive image of Gaelic		
Actions required	Target date	Responsible officer/department
<p>High Level Aim 1: 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>Summary of current practice. 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>		
Introduce the use of Gaelic across Scottish Enterprise channels, including Gaelic digital marketing materials – social tiles, video etc [See also below : Corporate Service Aim: Information (Desired outcome. Social Media)]	2023-2028	Corporate Affairs and Marketing
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.	Implementation begins 2023-2024	Scotland Europa
Develop a standard bilingual email signature for use by all employees	2023-2024	People and Organisation Development team
Continue to promote Gaelic language within our Scotland House Brussels cultural events programme.	2023-2028	Scotland Europa
Deepen Scottish Enterprise's ties and collaboration with the European Language Equality Network 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.	Implementation begins 2023-2024	Scotland Europa
Identify and access relevant resources within European funding programmes that could support Gaelic initiatives	2023-2028	Scotland Europa

Corporate service aims

Status		
<p>Desired outcome. Logo and brand: 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.</p> <p>Summary of current practice. Part of continuous development of our brand guidelines.</p>		
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. The new logo will demonstrate equal prominence for both languages	Renewal timeline	Marketing – Graphic Design
<p>Desired outcome. Signage: Prominent signage will include Gaelic and English as part of any renewal process.</p> <p>Summary of current practice. Part of any future round of updates to office signage.</p>		
Ensure that appropriate high-impact signage is rendered bilingual as part of Scottish Enterprise renewal process	Renewal timeline	Office Services

Communicating with the Public		
Actions required	Target date	Responsible officer/department
<p>Desired outcome. Promotion: Positive message that communication from the public in Gaelic is always welcome.</p> <p>Summary of current practice. This has not been Scottish Enterprise standard practice to date.</p>		
Place a positive message on Scottish Enterprise's website that communication in Gaelic is always welcome and develop and implement a plan for further promoting this message. Where appropriate we will use the #cleachdi brand to show Gaelic speakers are welcome https://www.gaidhlig.scot/en/the-cleachdi-initiative/	Implementation begins 2023-2024	Corporate Affairs and Marketing
<p>Desired outcome. Written Communication: 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.</p> <p>Summary of current practice. Gaelic versions produced on request which is consistent with other languages.</p>		
Review the 'Contact Us' facility across all written communications channels and ensure it will support Gaelic language communications	Implementation begins 2023-2024	Corporate Affairs and Marketing
<p>Desired outcome. Reception and phone: Where Gaelic speaking staff can provide this service, they are supported to do so, and the service is promoted to the public.</p> <p>Summary of current practice. Reception services are, in the main, provided via an outsourced contractor.</p>		
In future procurement exercises, we will take Gaelic language skills into account as part of the tender process	Per procurement timetable from 2023 onwards	Office Services
<p>Desired outcome. Public meetings: Opportunities to hold public meetings bilingually or in Gaelic are regularly explored and promoted.</p> <p>Summary of current practice. Scottish Enterprise does not routinely hold public meetings.</p>		
A process will be established to ensure provision of a bilingual facility for any relevant public meetings undertaken	As required during 2023-28	Corporate Affairs and Marketing
Cont.		

Information		
Actions required	Target date	Responsible officer/department
<p>Desired outcome. News releases: High profile news releases and all news releases related to Gaelic are available in both Gaelic and English.</p> <p>Summary of current practice. News releases are not circulated in Gaelic.</p>		
Actively offer high profile news announcements in Gaelic	2023-2028	Corporate Affairs and Marketing
<p>Desired outcome. Social Media: Gaelic content distributed regularly through social media, guided by the level of actual and potential users.</p> <p>Summary of current practice. Gaelic not provided generally via social media channels but translations available via request as are other languages.</p>		
A minimum of 25 bilingual or Gaelic-only posts will be published annually across a range of social media platforms	Implementation begins in 2023	Content – social media
<p>Desired outcome. Website: Gaelic content should be available on the public authority's website, with emphasis given to the pages with the highest potential reach.</p> <p>Summary of current practice. This is not current practice.</p>		
Begin to develop static content in Gaelic and thereafter incrementally expand giving priority to high-impact content Develop information within the 'Accessing Information' section of Scottish Enterprise's website	Implementation begins 2023	Content - web
<p>Desired outcome. Corporate Publications: Produced in Gaelic and English, with priority given to those with the highest potential reach.</p> <p>Summary of current practice. This is not current practice.</p>		
In pursuit of parity of communications between Gaelic and English, key elements of major corporate publications will be made available in Gaelic, whilst additionally transcripts of other materials will be made available on request in line with our approach to other languages	2023-2028	Marketing - Content
<p>Desired outcome. Language utility: A process is in place to ensure that the quality and accessibility of Gaelic language in all corporate information is high.</p> <p>Summary of current practice. Not currently applicable.</p>		
Develop a process to ensure the quality and accessibility of Gaelic language in all corporate information is high	Implementation begins 2024-2025	Corporate Affairs and Marketing
<p>Desired outcome: 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.</p> <p>Summary of current practice. Transcripts are made available on request.</p>		
Working with partners review how the current virtual digital environment could provide potential opportunity to deliver public exhibitions bilingually or in Gaelic, including e.g. webinars	2023-2028	Marketing - Content

Staff		
Actions required	Target date	Responsible officer/department
<p>Desired outcome. Internal audit: Conduct an internal audit of Gaelic skills and training needs through the life of each plan.</p> <p>Summary of current practice. Completed – Survey completed in June 2021.</p>		
<p>Agree timescale to resurvey</p> <p>Regular reviews will be undertaken to monitor the number of people developing their Gaelic Language Skills. We also anticipate regular promotions of our Gaelic language training to ensure colleagues are reminded of the ongoing opportunities to develop Gaelic language skills</p>	Q2 2025	Employee Communications; People & Organisation Development Team
<p>Desired outcome. Induction: Knowledge of the public authority's Gaelic language plan included in new staff inductions.</p> <p>Summary of current practice. 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.</p>		
<p>Include the Gaelic Language Plan as part of Induction Programme to ensure that all colleagues joining are signposted and required to familiarise themselves with the plan</p>	2023-2028	HR, People & Organisation Development Team
<p>Desired outcome. Language training: Gaelic language skills training and development offered to staff, particularly in relation to implementing the public authority's Gaelic Language Plan.</p> <p>Summary of current practice. Currently, colleagues are able to request Gaelic language skills training via our existing Personal Learning Request, as and when required.</p>		
<p>SE will introduce Gaelic language skills training into its staff training programme and will actively support and encourage staff to gain and increase Gaelic language skills in recognition of its official status and the value it adds to Scottish Enterprise's work</p>	Implementation begins 2023-2024	People & Organisation Development Team, HR
<p>Desired outcome. Awareness training: Gaelic awareness training offered to staff, with priority given to directors, board members and staff dealing directly with the public.</p> <p>Summary of current practice. At the moment, the Gaelic Language Plan Working Group provide relevant information on the background of our plan and required commitment.</p>		
<p>Gaelic Awareness training will be offered to staff, including senior management and leadership teams</p>	2023-2028	People & Organisation Development Team, HR
<p>Desired outcome. Recruitment: Recognising and respecting Gaelic skills within the recruitment process throughout the public authority.</p> <p>Summary of current practice. This can be discussed with a member of the HR Team regarding any specific occupational requirements.</p>		
<p>Level of Gaelic skills considered when recruiting to certain posts and incorporated within job ads as necessary</p>	2023-2028	HR

Staff (continued)		
Actions required	Target date	Responsible officer/department
<p>Desired outcome. Recruitment: 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.</p> <p>Summary of current practice. This can be discussed with a member of the HR Team regarding any specific occupational requirements.</p>		
Consideration will be given to posts and whether Gaelic is essential or desirable	2023-2028	HR
<p>Desired outcome. Recruitment: Bilingual or Gaelic only job adverts for all posts where Gaelic is an essential skill.</p> <p>Summary of current practice. This can be discussed with a member of the HR Team regarding any specific occupational requirements.</p>		
This will be addressed on an ad hoc basis where Gaelic is stated as an essential skill for a particular role	2023-2028	HR
Scottish Enterprise will include a statement in its online recruitment materials that applications from Gaelic speakers are welcome	2023-2028	HR
Gaelic language corpus		
<p>Desired outcome. Gaelic Orthographic Conventions: The most recent Gaelic Orthographic Conventions will be followed in relation to all written materials produced by the public authority.</p> <p>Summary of current practice. To date Scottish Enterprise has had no specific requirement to use Gaelic Orthographic Conventions.</p>		
Examine how Scottish Enterprise can deploy best practice use of the current Gaelic Orthographic Conventions	2023-2028	Communications & Marketing
<p>Desired outcome. Place-names: Gaelic place name advice from Ainmean-Àite na h-Alba is sought and used.</p> <p>Summary of current practice. To date one office, Apex House in Edinburgh, has incorporated Gaelic place names.</p>		
Examine how Scottish Enterprise can best pursue Ainmean Àite na h-Alba place-naming conventions	2023-2028	Communications & Marketing

4. 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 edition 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/>

5. 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.

6. Publication

Publishing and publicising the Plan

Internal

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

This will detail how Scottish Enterprise 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

Scottish Enterprise's first edition 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

7. Resourcing the plan

The commitments within this first edition 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.

8. 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.



9. 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
CEO@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
T: 0300 013 3385
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 first edition Gaelic Language Plan. This group will meet at least twice per annum and be chaired by a member of Scottish Enterprise's Leadership Group, 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 first edition 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 Scottish Enterprise will also consider providing guidance notes to assist third parties.

Appendix 1 – internal Gaelic capacity audit

Gaelic Language Plan Survey Results. 16 June 2021

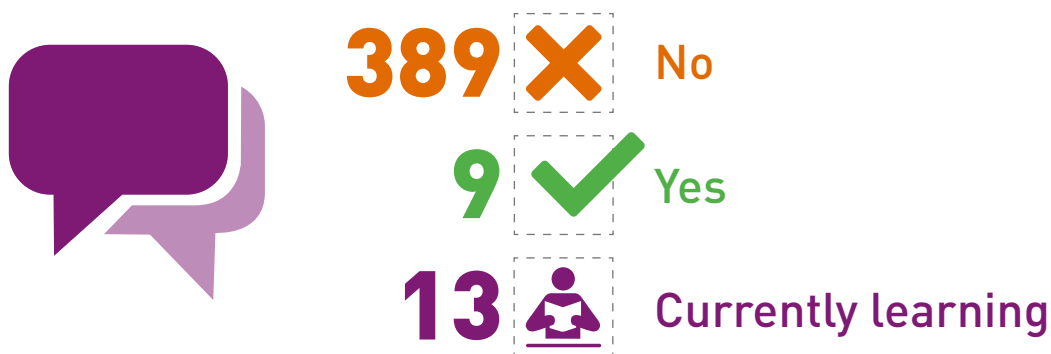
Gaelic is a fundamental part of Scottish heritage, national identity and cultural life. We recognise that if the Gaelic language is to be revitalised in Scotland there has to be a concerted effort on the part of the government, public and private sectors, community organisations and individual speakers to:

- Increase the use of Gaelic language
- Increase the learning of Gaelic
- Promote it further through our interaction with businesses, customers and our stakeholders across Scotland and throughout the world
- Understand that Gaelic is an economic asset that the Scottish economy can benefit from

As we begin to draft Scottish Enterprise’s Gaelic Language plan, it’s important that we understand from colleagues, how many of us have Gaelic language skills, and whether there is a desire from colleagues to learn Gaelic at Scottish Enterprise.

We prepared a short survey to give us a better understanding of the levels of Gaelic at Scottish Enterprise. **There were 411 responses to this survey.**

Q1. Are you a Gaelic speaker?



1a. How would you describe your understanding of Gaelic?	1b. How would you describe your spoken Gaelic?	1c. How would you describe your ability to read Gaelic?	1d. How would you describe your ability to write Gaelic?
119 Limited	107 Limited	108 Limited	110 Limited
5 Intermediate	4 Intermediate	3 Intermediate	2 Intermediate
0 Fluent	0 Fluent	0 Fluent	0 Fluent

Q2. Have you ever been in a work situation which has involved the use of Gaelic (even if you have no or limited Gaelic skills)



382  No

29  Yes

Q3. Have you ever conversed with external clients or partner agencies in Gaelic? (even if you have no or limited Gaelic skills)?



399  No

12  Yes

Q4. Are you interested in developing your Gaelic language skills at Scottish Enterprise?



227  Not interested

109  Fairly interested

75  Very interested

The responses to the survey came from a wide range of business areas.

At the time of the survey Scottish Enterprise had not identified posts where Gaelic was an essential or desirable job skill. Nor were there services or internal processes that were conducted through the medium of Gaelic.

Appendix 2 – public consultation

Stakeholder engagement

Prior to the launch of the consultation on our draft Gaelic language plan, we had conversations with colleagues in the Scottish Government Gaelic Language Unit, Bòrd na Gàidhlig, Highlands and Islands Enterprise and Skills Development Scotland to learn from their experiences and to ensure that we reach all of those who may have an interest in our plan.

These conversations helped us to pull together a list of contacts from the most relevant stakeholder groups which includes the Scottish Parliament's Cross-party group on the Gaelic language (CPG), business organisations and local authorities as well as our sister agencies. Since the launch of the consultation on the draft plan, we have provided an information session/update on the plan to the CPG.

On the morning of our consultation launch (19 November 2021) we sent out 55 personal emails from our senior staff inviting feedback on our plan and asking, where relevant, for details of the plan and consultation to be shared with colleagues, member organisations and key contacts from extended networks.

Social media

Additionally Scottish Enterprise's social media channels were used extensively to advertise the consultation, including the Find Business Support newsletter on 26 November and via Twitter, LinkedIn and Facebook, on 27 November and 7 and 16 December.

The consultation was also posted on our website: www.scottish-enterprise.com

Results of consultation

In addition to the direct emails sent to key stakeholders, statistics compiled across all social media channels show that around ten thousand (10k) people have viewed the posts. Additionally, the Find Business Support newsletter has a subscriber list of 11k. The draft plan will therefore have been seen by a significant number of people.

There have been four responses to the consultation.

Given that the number of responses was low, it was not possible to determine any particular thematic conclusion.

One respondent, however, made a number of helpful suggestions to consider when delivering the plan. In summary these were:

- The plan is extremely comprehensive and easy to follow. The sections emphasising the 'active offer' of Gaelic availability were very positive, and will encourage the public to use these services as well as making them aware that they can engage via Gaelic should they wish to.

- As well as pointing colleagues towards paid resources and courses, and facilitating their participation in these courses, it may be worth pulling together a list of free, accessible resources for colleagues who might like to try learning some Gaelic but without the commitment of an online course or in person Gaelic class (for example, Duolingo, or the new SpeakGaelic resources from MG Alba).
 - Regarding the new commitment to adhere to the Orthographic Conventions for Gaelic spelling, it may be worth noting that any Gaelic speakers who learned to read and write before the conventions were decided upon in 2008 will often be used to using spelling varieties outwith those in the Orthographic Convention document. These spelling are not wrong, they are simply varieties/older spellings. They would be acceptable for emails or social media posts, which are less formal, if the Gaelic speaker writing is more comfortable with alternative (and generally accepted) spellings of some words.
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Gaelic language plan

2023-2028