



SCOTTISH LAND COMMISSION
COIMISEAN FEARAINN NA H-ALBA

Scottish Land Commission
Gaelic Language Plan 2022-2027 –
Report 2022-23

Coimisean Fearainn na h-Alba
Plana Gàidhlig 2022-2027 –
Aithisg 2022-23

Introduction

Land is at the heart of Scotland's identity, economy and communities. The Scottish Land Commission is driving a programme of land reform spanning both urban and rural land, to improve the productivity, diversity and accountability of the way Scotland's land is owned and used. There is a longstanding connection between land reform, the Gaelic language, and the people of Scotland, and this heritage continues today. The Scottish Land Commission is committed to supporting Gaelic through implementation of our Gaelic Language Plan.

The Scottish Land Commission is required as a public authority to submit a report outlining the progress we have made in implementing our Gaelic Language Plan 2022-2027.

In conjunction with the Foirm Dàta Bliadhnail/Annual Return Form 2022-2023, this report covers our Gaelic activities between 26 January 2022 and 26 January 2023.

Throughout this first year of our plan we have begun incorporating Gaelic more actively into our activities, with a focus on our internal communications channels, in order to raise awareness of Gaelic learning opportunities amongst our staff, and by increasing use of the language on our external communications channels including social media and in our publications.

Gaelic language signage

Our plan set out that to “increase the profile of Gaelic, the Commission will have its sign within Longman House translated into Gaelic and will continue to develop its relationship with a reputable translation service” and we also committed to “external signs on the office buildings and in parking areas” becoming “fully bilingual.” On 1 September 2022 the Commission relocated from Longman House to the An Lòchran building on the University of the Highlands and Islands (UHI) campus. We provided all staff with the new address in Gaelic at the end of August and our email signature blocks were updated accordingly.

Our new location has a Gaelic-only name, and there is bilingual signage in the building itself, Gaelic-only audio announcements in the lift, and a range of Gaelic language signage across the campus including building names, directional signs, and maps. The Commission shares a hotdesking area with several other organisations and is not currently able to display its own signage in the area; however should this change we have signage with our current bilingual logo available and ready to be put into place.

Encouraging staff use of Gaelic

Throughout the year, our Communications Team has used internal channels to increase awareness of Gaelic among staff. Posts on the Microsoft Teams platform, which functions as the staff newsletter and noticeboard, featured information about Gaelic learning opportunities, in line with our plan commitments, including information in support of Seachdain na Gàidhlig/World Gaelic Week and promoting opportunities to learn Gaelic through in-person classes and online options: as a result of these posts, two members of staff began learning Gaelic on the free DuoLingo app, in addition to the two existing staff members with Gaelic language skills.

Those members of staff with existing Gaelic language skills are encouraged to speak it and to utilise it as part of their daily working practices including emails, telephone and in-person conversations, in support of our commitment given to promote a supportive attitude to Gaelic throughout the organisation. Although the Commission did not receive any enquiries from

the public in Gaelic within the reporting period, our staff welcome the opportunity to engage with the public in Gaelic.

In March 2022 we provided all staff with the translation of their job title in Gaelic and encouraged them to add this to their email signature. In September, in response to staff feedback, we also provided the appropriate pronouns in Gaelic for staff to add to their signatures if they wished. We completed this in 2022-23, despite it being scheduled for 2023-24 in our plan. We are also developing a standard bilingual email template signature for all staff to use.

Recruitment

We welcome applications from those with Gaelic language skills and we include Gaelic as a desirable skill on our job adverts and descriptions. In line with our ongoing policy review process, our recruitment policy is being updated to ensure that Gaelic is formally included as a desirable job skill.

Events

We committed to delivering part of our public meetings in the Western Isles, Highland, and Argyll areas in Gaelic. In the 2022-23 reporting period, Land Commissioner Dr Sally Reynolds, a native Gaelic speaker, spoke Gaelic at our Western Isles Virtual Public Meeting, using Gaelic to welcome attendees in her role as meeting Chair and offering attendees the opportunity to continue the conversation in Gaelic if they wish.

We also committed to public meeting adverts to be bilingual for areas where at least 20% of the population (Western Isles, Argyll, and Highlands) uses Gaelic – again, this was achieved in the 2022-23 year with the advert for our Western Isles Virtual Public Meeting being created and available in both Gaelic and in English.

Communications

The Commission's Communications Team has been actively trying to increase the use of Gaelic in its everyday activities. A breakdown of our Gaelic communications activities can be found in the table below:

Publications in Gaelic – Aithisg Bhliadhnail agus Cunntasan/Annual Report and Accounts	1
Social media posts in Gaelic <ul style="list-style-type: none">▪ Tweets in Gaelic – 8▪ Facebook posts in Gaelic – 3▪ Instagram posts in Gaelic – 4▪ LinkedIn posts in Gaelic – 1	16
Internal information made available to staff on Gaelic – MS Teams/emails	10
Press releases in Gaelic	1

Examples of these social media activities are available on request. The Communications Team continues to suggest our Gaelic spokesperson as an interview subject when contacted for comment by relevant organisations and Dr Reynolds regularly undertakes media interviews in Gaelic as required.

Our publications continue to adhere to Gaelic Orthographic Conventions, observing correct place names, and we are content that our translation standards continue to adhere to a high level of translation standards: our auditors, Audit Scotland, carried out a check on the translation of our Aithisg Bhladhnaíl agus Cunntasan/Annual Report and Accounts 2021-22 which our translation provider, Global Language Services, confirmed was carried out by Dr Alasdair MacCaluim, a freelance translator and Gaelic Development Officer at The Scottish Parliament.

Looking ahead

As we move into the second year of our Gaelic Language Plan, we seek to build on the successes of year one, continuing to engage staff and Commissioners with opportunities to learn more about Gaelic language, embedding an interest in Gaelic culture into our organisational culture. We will continue to monitor our translation services to ensure that they are providing the highest quality language services as we seek to increase the range of corporate publications made available through Gaelic.

Conclusion

The Scottish Land Commission recognises the importance of the Gaelic language, both in the culture and heritage of Scotland and in its contribution to modern daily life. We are committed to promoting Gaelic through our internal and external channels and will continue to support our staff and Commissioners in their efforts to learn Gaelic.

As we complete the first year of reporting, we are pleased with the progress that we have made in achieving our Gaelic plan and will continue our efforts to integrate Gaelic into our publication and communications cycles.

BÒRD NA GÀIDHLIG

FOIRM DÀTA BLIADHNAIL 2022-2023 ANNUAL RETURN FORM 2022-2023

Ainm na buidhne Organisation's name	Coimisean Fearainn na h-Alba Scottish Land Commission
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Prìomh Dhàta Measaidh Primary Indicator Data

Fios bhon Phoball Communications from the Public	Cia mhead brath sgrìobhte a fhuair am buidheann bhon phoball ann an Gàidhlig am-bliadhna? How many written communications have the organisation received from the public in Gaelic this year?	Nil return
A' sgaoileadh fiosrachaidh Dissemination of information	Cia mhead pìos a sgaoil am buidheann air na meadhanan sòisealta ann an Gàidhlig am-bliadhna? How many posts did the organisation distribute on social media in Gaelic this year?	16
	Cia mhead fios-naidheachd a chaidh a sgaoileadh leis a' bhuidheann anns a' Ghàidhlig am-bliadhna? How many press releases did the organisation publish in Gaelic this year?	One
Luchd-obrach Staff	Cia meud neach-obrach a fhuair cothrom trèanaidh ann an sgilean Gàidhlig am-bliadhna? How many staff received Gaelic skills training this year?	Two
	Cia mhead dreuchd a th' agaibh an-dràsta far a bheil Gàidhlig ann mar sgil riatanach? How many posts do you currently have where Gaelic is an essential skill?	Nil return
	Cia mhead neach-obrach a th' agaibh an-dràsta aig a bheil sgilean Gàidhlig? How many staff currently within the organisation have Gaelic skills?	Two staff Two Commissioners

<p>Foillseachaidhean Publications</p>	<p>Cia mheud foillseachadh a dh'fhoillsich am buidheann gu dà-chananach am-bliadhna? How many organisational publications have been published bilingually (Gaelic and English) this year?</p>	<p>One</p>
<p>Inbhe Status</p>	<p>Cia mheud soidhne dà-chananach a chuir am buidheann an àirde am-bliadhna? How many new bilingual signs has the organisation erected this year?</p>	<p>N/A – See attached report</p>

Prìomhachasan a' Phlana Cànan Nàiseanta Gàidhlig National Gaelic Language Plan Priorities

Cleachdadh na Gàidhlig / Using Gaelic

Ciamar a tha a' bhuidhinn a' toirt fàs air cleachdadh na Gàidhlig?
How is the organisation increasing the use of Gaelic?

The Scottish Land Commission is increasing the use of Gaelic by making opportunities to learn Gaelic available to its staff, encouraging staff with existing Gaelic skills to use it for work purposes, promoting our Gaelic spokesperson as being available for media comment and interview, increasing the availability of our corporate publications in Gaelic year-on-year, and increasing the use of Gaelic on our social media platforms.

Ionnsachadh na Gàidhlig / Learning Gaelic

Ciamar a tha a' bhuidhinn a' toirt fàs air ionnsachadh na Gàidhlig?
How is the organisation increasing the learning of Gaelic?

The Scottish Land Commission is committed to making opportunities to learn Gaelic available to its staff. Gaelic language courses, both in person and online, are promoted to staff on internal platforms including MS Teams and by email.

A'cur air adhart na Gàidhlig / Promoting Gaelic

Ciamar a tha a' buidhinn a' cur deagh iomhaigh air adhart airson na Gàidhlig?
How is the organisation promoting a positive image of Gaelic?

The Scottish Land Commission is promoting a positive image of Gaelic by encouraging staff to learn and use it; including it in our social media activities; including supporting tweets from BnG; including it in our events targeted at Gaelic speaking areas, including our Virtual Public Meetings; and increasing its availability by increasing the number of corporate publications made available in Gaelic each year.