

Moray Council Draft Gaelic Plan 2025-2030

Front cover:

Add Moray Council Logo and Bòrd na Gàidhlig logo once approved.

Moray Council
Gaelic Language Plan
2025-2030

Following consultation:

This plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005 and was approved by Bòrd na Gàidhlig on **approved date**.

1. Foreword: Interim Chief Executive John W. Mundell OBE

As Interim Chief Executive of Moray Council I am privileged to support Moray Council's Gaelic Language Plan 2025-2030. It describes the ambitions of the Council and how we will meet the statutory requirement for Gaelic enshrined in the Gaelic Language (Scotland) Act 2005 and National Gaelic Plan, as well as the statutory duties around Gaelic Medium Education arising from the Education (Scotland) Act 2016.

We recognise the benefits of multilingualism to our residents and the value of raising cultural and historical identity and awareness. Whilst the number of fluent speakers in Moray is low, it has grown significantly from 2011-2022. Over Covid we saw staff and residents' access on-line platforms to learn Gaelic and the new resource "Speak Gaelic" will add impetus to this. We have also seen a growing response to events held during Seachdainn na Gàidhlig. As a small authority we are grateful to funding streams accessed via Bòrd na Gàidhlig and Scottish Government to enable this successful provision. The success of this plan will be driven by the Gaelic speakers who come forward to play their part with the plan and senior management and elected members driving forward opportunities to make connections with Gaelic.

I look forward to seeing the progress made.

Signed:

Photo of CEO

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3. Background

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.

<https://www.gov.scot/publications/gaelic-language-plan/pages/3/>

One of the key features of the 2005 Act is the provision enabling Bòrd na Gàidhlig to require public bodies to prepare Gaelic Language Plans. The requirement for a public body to prepare a Gaelic Language Plan is initiated by Bòrd Na Gàidhlig issuing a formal notice to that effect under section 3 of the 2005 Act. It is intended that all public bodies prepare their Gaelic Language Plan with a view to developing Gaelic in “a reasonable and proportionate manner “taking account of the existing number of speakers within their area of operation, and their potential to develop the use of the language. In addition to the above statutory requirement, the Education (Scotland) Act 2016 places several statutory duties on local authorities in relation to the promotion of the Gaelic language, and in the initial and full assessment of need for Gaelic Medium Primary Education in response to parents who make a request for Gaelic Medium Education.

Moray Council's first edition Gaelic Language Plan was produced in response to a statutory notice issued to Moray Council by the Bòrd and went to Policy and Resources Committee for approval on 21 March 2017. At the time of this initial statutory notice, the Bòrd identified 4 core areas of service delivery that it expected local authorities to address when preparing Gaelic Language Plans: Identity, Communications, Publications and Staffing. Officers produced a plan on this basis.

The fourth National Gaelic Language plan 2024-2029 identifies overarching priorities linked to the vision of “A measurable increase in the numbers of people speaking, learning using and Supporting Gaelic.”

https://www.gaidhlig.scot/wp-content/uploads/2023/12/FINAL_BnG_National_Gaelic_Language_Plan_ENGLISH.pdf

This will be achieved through the following priorities:

- a) Increasing the use and learning of Gaelic
- b) Community Priority Areas (to include on-line Gaelic Community networks; resource Gaelic Development Officers and increasing the use and learning of Gaelic in Homes)
- c) Increasing the use and learning of Gaelic in the Creative Industries
- d) Increasing the use and learning of Gaelic in Business and the Economy
- e) Increasing the use and learning of Gaelic in Public Authorities (this includes Gaelic visibility and signage)

- f) Increase the use and learning of Gaelic in Education, 0-18 years
- g) Increase the use and learning of Gaelic Post-school and Adult Learning.

Our Moray plan focuses on the high-level aims agreed by Bòrd na Gàidhlig and continuing the commitment of the Corporate Service aims to grow all aspects of provision. We welcome the ambition of the National Gaelic Plan and Moray will continue with the development of the previous editions’ priorities.

4. Moray’s Corporate Plan 2024

Our Vision:

- “A Moray where people prosper, free from poverty and inequality.”
- Our young people grow up safe, well-educated and reach their full potential
 - People lead healthy lives and have access to quality care when they need it
 - Our businesses and communities prosper
 - Our natural environment thrives for the betterment of all

Intrinsic to this is a set of values:

FAIR	Ambitious	Improving	Responsive
<ul style="list-style-type: none"> • Tackle inequalities • Treat people fairly • Promote equalities and awareness • Consider our impact on others 	<ul style="list-style-type: none"> • Be outward looking • Promote and celebrate Moray • Be a great place to work • Ensure sustainable and efficient council services 	<ul style="list-style-type: none"> • Drive improvement • Encourage innovation • Take commercial opportunities • Invest in transforming to meet future needs 	<ul style="list-style-type: none"> • Be open and transparent • Promote community participation and involvement • Listen to and involve our communities

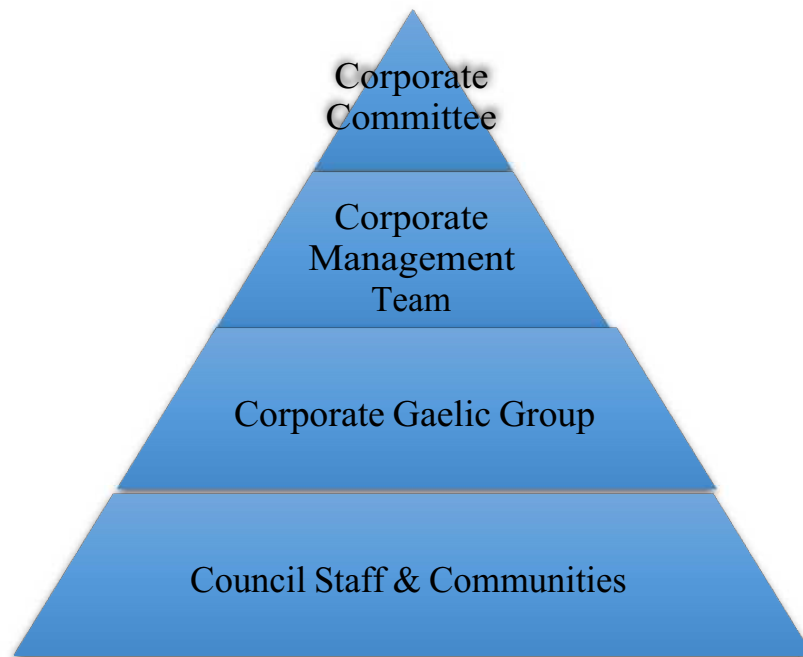
Moray is a largely rural area covering a land mass of 2,238km². It has a long coastline on the Moray Firth with harbours, fishing villages and some world-class beaches. The area’s population is 94,280 (mid-year estimates 2022), rising from 93,470 (Mid-year estimates 2011) in 2011. The main centre of population is Elgin, which is home to more than one quarter of the people living here. Other main towns are Forres, Buckie, Lossiemouth and Keith, which each have populations of between 5,000 and 10,000. The Council workforce is around 4,700 - - equivalent to 3,500 full time staff. (Source: Public Performance Report)

This information is the backdrop to the second edition of the Moray Gaelic Language Plan.

5. Review of the first edition of the Moray Gaelic Language Plan

In November 2021 a Corporate Gaelic Group was created and terms of reference agreed. In 2024 it was chaired by the Head of Education, Resources and Communities, with representation from HR, Internal audit, Finance, Housing, Environmental Services, Education, Libraries and our Communities CLD team. The group meets 4 times annually and produced a draft second edition of the Plan which was approved by Moray Council and submitted to the Bòrd in November 2022 and subsequently in March and September 2024. Following feedback discussions, the focus of this Plan was agreed.

Governance: The internal communication process:



The Corporate Gaelic Group engages with all Moray Council Gaelic related issues, responding to national developments and local needs whilst monitoring, reviewing, and reporting annually on the second edition of the Gaelic Language Plan. Council staff and communities will be informed through bi-lingual updates on social media and the Councils staff interchange. The Corporate Gaelic group will monitor the plan which will be reported on internally annually and then submitted to Bòrd na Gàidhlig. The Interim Chief Executive has overall responsibility to ensure that the Moray Council delivers on the Gaelic Language Plan.

Achievements:

- Creation of the Corporate Gaelic Group
- Completion of the staff skills audit with 259 respondents
- Successful funding bid to Gaelic Covid monies for “Gaelic First Steps,” however this funding had to be returned when a tutor could not be secured. This indicates one of the continuing challenges for delivery The translation of the new CLD plan easy read...a first in Scotland
- Successful funding bid to the Gaelic Specific Grant for “Carson Gaidhlig?” through partnership work with Moray College UHI and Moray Gaelic Group. The bid was to bolster conversation activity and support to develop the new plan. Through this seed corn funding a public meeting was held to assess the needs and interest in Gaelic and to relaunch Moray Gaelic Group classes
- Moray held week-long activities via Seachdain na Gàidhlig, World Gaelic Week, with a subsequent report and interview on Keith Community Radio involving participants. This was funded via the Gaelic Specific Grant. A Gaelic stall was set up at Moray College to promote opportunities
- Developed contact with the Gaelic Books Council and through external Scottish Government funding a range of Gaelic books were purchased to be rotated round the public libraries
- The North Alliance CLD network held a Gaelic themed focus meeting led by Education Scotland Gaelic Officers
- A newsletter was produced on the work of the Communities CLD Team which included Gaelic provision
- There is a strong partnership with Moray Gaelic Group and Moray College UHI to develop initiatives and new relationships are being created with new Gaelic Plan partners.

6. Our second edition Gaelic Language Plan will build on the progress made with Gaelic initiatives recognising the challenging environment of local government. Our targets, timelines and responsibilities are summarised in an action plan at the end of the document.

Corporate Strategic Group:

Target 1: As a strategic group, we will continue to monitor outcomes and grasp opportunities to promote Gaelic.
Target 2: We will develop and maintain a Gaelic information and opportunities page on the Councils website.
Target 3: We will share social media posts from Moray Gaelic Partners via the Council's official accounts and ensure social media messaging regarding Gaelic initiatives are issued bilingually.
Target 4: We will audit the Councils core processes and identify where Gaelic can be introduced into public documents.
Target 5: We will focus on this edition 2 of the Plan to develop the corporate service aims provided by the Bòrd thus growing all aspect of provision. (see appendix D)

7. Gaelic in Moray

- Moray Map, Bòrd na Gàidhlig <https://www.ainmean-aite.scot/wp-content/uploads/2021/11/Moireibh-300-dpi-scaled.jpeg> (to be used as a slide/picture)
- Moray is an area where Scots and Doric are spoken. Gaelic skills are developing as highlighted in the comparison of the 2011 and 2022 census data:

Moray Gaelic Language Skills 2011 and 2022

All people aged 3 and over	90,178	90,787
Understands but does not speak, read or write Gaelic	354	828
Speaks, reads and writes Gaelic	311	454
Speaks but does not read or write Gaelic	246	273
Speaks and reads but does not write Gaelic	66	96
Reads but does not speak or write Gaelic	84	153
Other combination of skills in Gaelic	20	52
No skills in Gaelic	89,097	88,936

<https://www.scotlandscensus.gov.uk/>

8. New Research:

Over the past 2 years we have also seen a significant increase in participation and the volume of activities offered through World Gaelic Week. This is consistent with the ScotCen Social research dated 29/06/2022 reports:

“There has been a shift towards more positive attitudes regarding the language in a range of areas, including views on Gaelic education, the importance of Gaelic to one’s own cultural heritage, public spending on Gaelic, and the future of Gaelic.”

www.gaidhlig.scot/en/our-work/research/reports-and-papers/

(The 2021 research sample was based on 1,365 randomly selected people interviewed aged 18+. The data was weighted to be representative of Scotland in terms of age, sex, region, and other socio-economic characteristics.)

9. Moray Council Staff Skills Audit 31/1/2022

In preparation of our second edition Moray Gaelic Language Plan an audit was carried out with 259 returns:

- 27 staff had some Gaelic or were learning and 231 had none
- 76 were interested in Gaelic language classes
- 55 were interested in informal conversation sessions
- 18 were interested in Gaelic social activities
- 52 were interested in further Gaelic discussions

Since this piece of work employees are notified of any initiatives to progress their interest and involvement through the staff interchange, direct emails and social media.

From anecdotal Moray feedback, there was an increased take up of on-line learning opportunities during Covid using e.g. Duolingo. We wish to encourage the learning and use of Gaelic within the Councils staff.

For Council Staff:

Target 6: We will pilot online Gaelic introduction sessions with a partner local authority and evaluate and share findings

Target 7: We will pilot monthly Strupag conversation sessions for staff and the wider community

Target 8: We will encourage Council staff who are Gaelic learners or speakers to use the following on their email signature:



Toilichte conaltradh a dhèanamh ann an Gàidhlig no Beurla
Happy to communicate in Gaelic or English

The number of staff using the logo will be reported annually by departments and this will be used as a benchmark for future monitoring.

Target 9: We will bring together Gaelic speakers with different levels of fluency annually to encourage opportunities to stimulate Gaelic use and ascertain interest in a Gaelic forum.

Target 10: We will monitor any Gaelic requests via the updated equalities form, reporting annually to Bòrd na Gàidhlig.

For our Councillors:

Target 11: We will deliver an annual Gaelic conversation for all councillors and senior management to inform them of the statutory duty and any updates to edition 2 of the Moray Gaelic Plan.

Target 12: We will report internally annually on the progress of edition 2 of the Moray Gaelic Plan and submit reports to Bòrd na Gàidhlig.

Target 13: We will create a Gaelic elected member lead for the duration of edition 2 of the Gaelic Plan who will liaise with the public, Council Officers and CLD Officer.

10. Planning Context:

There are some 57 approved Gaelic Language plans in Scotland within existing public authorities. The content is honed to the functions and context of the organisation. The content does impact on Moray and the future should see a building of increased partnership work and opportunities to enhance provision as new plans are generated. Please see appendix B.

Target 14: We will bring together plan owners annually for a Moray focussed sharing session to seek opportunities, learn from each other and jointly plan.

11. Education

Since 2022 there has been one request for Gaelic Medium Education in Primary and one request for Gaelic Medium input in Speyside. Curricular support has been arranged via e Sgoil access.

Gaelic themed learning sessions has been introduced in some Primary Schools via an externally funded film project. The Bòrd have recognised that there has been progress made in relation to engaging with Primary Schools and are supportive of the approach being developed.

There is a curriculum offer to pupils through e Sgoil which has been sent to our eight secondary schools as well as a video clip of an ex-pupil from Forres Academy who learned and sat National 5 and Higher Gaelic. There is a teacher Continuing Professional Learning offer through the Northern Alliance, our regional collaborative, and other Gaelic agencies which are made available to schools. This is enhanced by advertising attendance at the Moray Gaelic Group for interested teachers and members of the public. One supply teacher who is retired has come forward from the eight identified by the GTCS as Moray teachers who wished to learn Gaelic. A headteacher has been on a Gaelic language professional learning course in July 2023 and has used her learning to run a project in her primary school in February 2023 and February 2024.

Contact has been made with Skills Development Scotland regarding employment opportunities in Gaelic and sessions have been arranged for pupil support staff in secondary schools with SDS and Education Scotland. Contact was also made with the Quality Improvement Officer overseeing Gaelic Education in Aberdeenshire, and it is hoped to develop this link with this officer and the Highland Gaelic Education Officer. The best way forward in Moray is to have Scottish language, history and culture themed projects advertised to, and delivered in, interested primary and secondary schools so that Gaelic can be offered with Scots.

Target 15: We will offer certificate courses in Gaelic Education in the Senior Phase S4-S6 and develop this by offering Scottish languages, history and culture projects across Secondary Schools in S1 to S3 as capacity allows to create an interest in offering Gaelic as an L3 option.

Target 16: We will issue a Moray survey to parents/carers, teachers, pupil support assistants, library assistants and sports staff to ascertain interest in Gaelic early years provision and Gaelic education (learner and Gaelic-medium) delivery and act on the findings.

Target 17: We will promote Moray and Northern Alliance Modern Languages Progressions which include Gaelic progressions and add case-studies to this webpage.

Target 18: We will offer professional learning in Gaelic language teaching to build capacity within Moray Education and encourage staff to apply for grants to fund these opportunities

Target 19: We will update our Moray Council education website to make information on Gaelic Education more accessible to Moray parents/carers.

Target 20: We will liaise with other Local Authorities and organisations to see where we can be supported in offering and delivering Gaelic Education to increase provision.

12. Education Infrastructure:

The Learning Estate Team is responsible for enhancing and developing our learning estate (early year's settings and schools) in line with available budgets.

Within the current Learning Estate plan, we have new build/major refurbishments anticipated for Forres Academy and Buckie High School towards the end of the decade. In addition, we are completing survey works across the whole of the current Learning Estate (a further 49 schools), which will identify and prioritise a refurbishment programme into the next decade.

The team will address how Gaelic can be incorporated into signage when developing new schools, or refurbishing existing schools, in consultation with the school and wider community. The historical and cultural significance of names will be shared so informed choices can be made.

Target 21: We will address how Gaelic signage can be incorporated into new and refurbished schools to meet the needs of local communities as they progress.

13. Library & Heritage Service

The Library Service (currently 11 libraries and 1 mobile library) has a permanent stock of Gaelic literature, reference and learning materials. We work with the Scottish Book Trust to ensure that age appropriate resources are available to those who need them and we can provide free Gaelic language support to groups, health visitors, early years settings etc. as appropriate.

Target 22: We will rotate our Gaelic resources around our larger libraries every 6 months. We will publicise the collection as and when in each new location and refresh and renew based on demand as appropriate.

Target 23: We will develop and promote Gaelic activity as part of the annual library services programme for Book Week Scotland (November). We will feature at least one Gaelic event as part of the programme each year. We will produce publicity and promotional material bi-lingually.

The Heritage Centre has statistical accounts but no other Gaelic reference books. A carved lintel stone has been found with "Biodh fiala ri choicrich," roughly translated, "Be generous to strangers" above a doorway in Burghhead. There is also a second French and Gaelic inscription that is being researched. It is over 200 years old and not listed on the Canmore site, (which is an online catalogue of Scotland's archaeology, buildings, industrial and maritime heritage.) <https://canmore.org.uk/>

Target 24: We will develop awareness to actively collect images of Morays Gaelic Heritage to build a data-base and share with Canmore.

14. Community Learning & Development

Our Partnership CLD Plan 2024-2027 was published in August 2024 with the priorities of:

- Learning for Life
- Active Citizens and Community Voice
- Developing and Connecting the CLD Workforce Development

Within this there are cross cutting themes of:

- Addressing the impacts of rurality and poverty
- Improving mental health and wellbeing by reducing isolation
- Promoting climate justice.

The Scottish Government Review of CLD findings will also influence future delivery and direction of service provision. (Learning for All. For Life July 2024)

Target 25: We will continue to service the Corporate Gaelic Group, apply for external funds, report on activity and manage funding.
Target 26: We will build on the “Exploring Gaelic” sessions to staff and community groups and support an annual speaker’s programme with Libraries to highlight Gaelic interest and culture.
Target 27: We will service and support a monthly Strupag group to enhance opportunities to use the language and encourage new learners and staff to the Gaelic community.
Target 28: We will seek opportunities to use the “Gaelic Placenames of Moray” publication to maximise its reach
Target 29: We will develop a programme to promote World Gaelic Week building on the voices of Gaelic speakers and learners.
Target 30: We will promote Gaelic learning and cultural opportunities to the CLD workforce
Target 31: We will seek corporate and external funding to secure a Gaelic speaking CLD worker based on identified need.

15. HR & Organisational Development

Where Gaelic Language is an essential criteria for a post the Person Specification will specify this, and the post will be advertised in Gaelic.

Where it is deemed desirable for a post to have Gaelic language then the post should be advertised in Gaelic and English.

To show our commitment it is proposed that the Vacancy Management form is amended to include the following:

1. Is Gaelic Language an essential criteria for this post?
2. Is Gaelic language a desirable criteria for this post?

Employee Development: Learning Gaelic

Moray Council staff will be encouraged to learn Gaelic where it would add value to their role using flexi time, lunchtimes, and late starts (where practicable) to do so.

Target 32: We will amend the Vacancy monitoring form to ensure recruiting officers consider Gaelic language criteria

Target 33: We will support and enable opportunities to learn Gaelic including staff and elected member induction processes

16. Environmental & Commercial Services

Where new or replacement signage is required, the service will work with the relevant communities to establish the best options for the signage, including the potential for bi-lingual signage.

Target 34: We will introduce internal multi-lingual Welcome signage in our public buildings from August 2025
Target 35: We will Introduce external Gaelic signage as opportunities arise in buildings, streets and roads
Target 36: Moray Growth Deal Cultural Quarter project will follow Moray Council corporate policy regarding the adoption of signage relating to the construction of new facilities
Target 37: Partnership working will be strengthened between the project and key agencies such as Visit Scotland, Creative Scotland and Historic Environment Scotland (Project Board members) to drive learning and identify opportunities for synergy in how parties managing facilities in the Cooper Park area promote Gaelic
Target 38: With the cultural offering associated with the Grant Lodge facility due to be developed, the project team will evaluate and evidence options for the integration of Gaelic.

17. Appendices

a) Key Gaelic national partners:

Bòrd na Gàidhlig	Works to promote Gaelic throughout Scotland. Find information on the benefits of Gaelic education, being bilingual and your nearest Gaelic provider.
Fèisean nan Gàidheal	The organisation which supports the development of community-based Gaelic arts tuition festivals
Comunn na Gàidhlig	An organisation which seeks to promote Scottish Gaelic language and culture
Comann nam Pàrant	A Gaelic parents organisation which supports a network of local groups
Comhairle nan Leabhraichean	The Gaelic Books Council is the lead organisation with responsibility for supporting Scottish Gaelic authors and publishers
An Comunn Gàidhealach	An Comunn Gàidhealach has supported the teaching, learning and use of the Gaelic language and the study and cultivation of Gaelic literature, history, music, and art for over 100 years. Through the organisation and running of the Royal National Mòd and a network of provincial Mòds across Scotland, An Comunn Gaidhealach furthers the aims of supporting and developing all aspects of the Gaelic language, culture, history, and heritage at local, national, and international levels.
Ainmean-Àite na h-Alba	A free database that provides a single source of authoritative information on Gaelic forms of place-names.

b) Gaelic Language Plans that impact on Moray:

Creative Scotland	Historic Environment Scotland	Crofting Commission	Scottish Land & Forestry	Scottish Funding Council	Skills Development Scotland
Education Scotland	National Galleries of Scotland	Highland and Islands Enterprise	Nature Scot	University of the Highlands and Islands	Police Scotland
Sport Scotland	Cairngorm National Park Authority	Scottish Qualifications Authority	Scottish Parliament	Visit Scotland	Historic Environment Scotland

c) High-level aims

d) Amasan Àrd-Ìre	High-level Aims
Airson an cur a-steach do dh'eagran 02 de Phlana Gàidhlig Comhairle Mhoireibh	For inclusion in edition 02 of Moray Council's Gaelic Language Plan
A' cleachdadh na Gàidhlig	Using Gaelic
Stèidhich CM Buidheann Plana Gàidhlig maireannach le riochdachadh bhon a h-uile roinn agus aig a bheil dleastanas airson leasachadh, libhrigeadh agus sgrùdadh plana Gàidhlig na Comhairle.	MC will establish a permanent Gaelic Plan Group with representation from all departments and responsibility for development, delivery and monitoring of the Council's Gaelic language plan.
Lorgaidh CM cothroman gus ar tuigse a leasachadh air luach cultarail agus dùthchasach na Gàidhlig thar nan seirbheisean eadar-dhealaichte againn.	MC will seek opportunities to develop our understanding of the cultural and heritage value of Gaelic across our different services.
Far an tig cothroman am bàrr, beachdaichidh CM air mar a dh'fhaodadh a' Ghàidhlig cur ri leasachadh agus brosnachadh pròiseact a' Chairteil Chultarail taobh astaigh Cùmhnant Fàs Mhoireibh, ri linn fòcas a' Chùmhnant air Ùr-ghnàthachas à Traidisean.	Where opportunities arise MC will consider how Gaelic can contribute to the development and promotion of the Cultural Quarter project within the Moray Growth Deal, in line with the Deal's focus on Innovation from Tradition.

Ag ionnsachadh na Gàidhlig	Learning Gaelic
<p>Thèid an dleastanas a th' ann an Achd an Fhoghlaim (Alba) 2016 a chur an sàs le CM gus foghlam tro mheadhan na Gàidhlig agus foghlam Gàidhlig do luchd-ionnsachaidh a bhrosnachadh do luchdcòmhnaidh sgìre CM mar a thathar a' meas iomchaidh, a' gabhail a-steach a' chothruim a th' ann do phàrantan iarraidh gun tèid foghlam tro mheadhan na Gàidhlig (FtG) a stèidheachadh anns an sgìre.</p> <p>Bidh Comhairle Mhoireibh a' tabhann cùrsaichean teisteanais ann am Foghlam Gàidhlig aig an Ìre as Àirde ÀS4-ÀS6 agus cuiridh iad seo an gnìomh mean air mhean anns a h-uile Àrd-sgoil.</p> <p>Cruthaichidh Comhairle Mhoireibh plana gnìomh le amasan aontaichte gus dèanamh cinnteach gu bheil a' Ghàidhlig mar nuachànan (L3) ri faighinn thar bunsgoiltean an ùghdarrais.</p> <p>Bidh co-chomhairle ghnìomharrach aig CM còmhla ri pàrantan agus inbhich cunntasach eile ann an sgìre na Comhairle gus faighinn amach ma tha iarrras ann airson solarachadh tràth-bhliadhnaichean na Gàidhlig agus foghlam Gàidhlig (luchd-ionnsachaidh agus tro meadhan na Gàidhlig). Thèid na toraidhean àrd-ìre bhon cho-chomhairle a cho-roinn le prìomh luchdùidh, a' gabhail a-steach Bòrd na Gàidhlig.</p> <p>Bheir CM taic do dh'inbhich a tha nan luchd-labhairt no nan luchd-ionnsachaidh thar sgìre na Comhairle.</p>	<p>MC will undertake the duty under the Education (Scotland) Act 2016 to promote and support, as appropriate, the potential for Gaelic medium and Gaelic learner education to MC residents, including the opportunity that exists under this Act for parents to request the establishment of Gaelic Medium Education (GME).</p> <p>The Moray Council will offer certificate courses in Gaelic Education in the Senior Phase S4-S6 and progressively implement this across all Secondary Schools.</p> <p>The Moray Council will develop an action plan with agreed targets to ensure that Gaelic as a modern language (L3) is available across primary schools in the authority.</p> <p>MC will actively consult with parents and other responsible adults in the Council area to establish whether there is demand for Gaelic early years provision and Gaelic education (learner and Gaelicmedium). The top-level findings from the consultation will be shared with key stakeholders, including Bòrd na Gàidhlig.</p> <p>MC will support adult Gaelic speakers and learners across the Council area.</p>
A' cur na Gàidhlig air adhart	Promoting Gaelic
Bheir CM taic do thachartasan a bhios a' cur cudrom air àite na Gàidhlig san latha an-diugh agus gu traidiseanta ann an coimhearsnachd, ealain agus beatha cultarach na sgìre.	MC will support events which highlight the presentday and traditional role of Gaelic in the area's community, arts and cultural life.

Corporate Aims – stipulated by Bòrd na Gàidhlig for all public bodies in Scotland:

Àrd Phrionnsapalan	Overarching Principles
<p>Spèis Cho-ionann</p> <p>A h-uile gealladh anns a' Phlana Ghàidhlig air a libhrigeadh dhan aon ìre anns a' Ghàidhlig agus anns a' Bheurla.</p>	<p>Equal Respect</p> <p>Gaelic language plan commitments delivered to an equal standard in both Gaelic and English.</p>

<p>Cothroman Follaiseach</p> <p>Gnìomhan practaigeach gus dèanamh cinnteach gu bheil fios aig luchd-obrach na buidhne agus am poball daonna air na cothroman a th' ann gus Gàidhlig a chleachdadh leis an ùghdarras phoblach.</p>	<p>Active Offer</p> <p>Practical measures to ensure that staff and public are kept regularly informed of all opportunities that exist to use Gaelic in relation to the work of the public authority.</p>
<p>Treas Partaidhean</p> <p>A' dearbhadh gum bi ALEOs agus cunnradairan eile ag obair gus plana Gàidhlig an ùghdarras phoblaich a chur an gnìomh.</p>	<p>Third Parties</p> <p>Ensure that Arm's Length Executive Organisations and other contractors help with the delivery of the public authority Gaelic language plan.</p>
<p>Gàidhlig na nì àbhaisteach</p> <p>Geallaidhean bhon phlana Ghàidhlig air an gabhail a - steach ann an structaran an ùghdarras phoblaich tro thìde, le sgrùdadh cunbhalach airson cothroman a chomharrachadh taobh a-staigh bhuidseatan stèidhichte gus Gàidhlig a thoirt air adhart.</p>	<p>Normalisation</p> <p>Gaelic plan commitments are normalised within the structures of the public authority over time, with opportunities to grow Gaelic within existing budgets constantly assessed.</p>
<p>Pàrantan Corporra</p> <p>Gu bheilear mothachail air na dleasan a th' ann mar Pàrant Corporra gum bi a h-uile pàiste is neach òg fo chùram no a b' àbhaist a bhith fo chùram le Gàidhlig a' faighinn na h-aon cothroman 's a tha clann le cànan eile.</p>	<p>Corporate Parenting</p> <p>That the authority is aware of the duties of a Corporate Parent to ensure that looked after children and young people and care leavers with Gaelic receive the same opportunities as those with other languages.</p>
Inbhe	Status
<p>Suaicheantas</p> <p>Ag amas air suaicheantas corporra anns a' Ghàidhlig agus anns a' Bheurla a chruthachadh nuair a thig a' chiad chothrom agus mar phàirt den phròiseas ùrachaidh.</p>	<p>Logo</p> <p>Aim to render the corporate logo in both Gaelic and English at the first opportunity and as part of any renewal process.</p>

Notes:

For further information contact: Gaelic@moray.gov.uk

d) **Workplan targets:**

Action	CORPORATE GAELIC GROUP: We will	Success Measure	Target	Timescale	Lead
1	Monitor and show leadership over the plan grasping opportunities to promote Gaelic.	Consistent Gaelic progress and content within Council operations. 6 monthly reviews in place and recommendations made.	4 meetings per year held with 80% attendance levels across all services. A quarterly reporting system will be set up for respective Heads of Service to report back on their actions. Information will be reviewed on a 6 monthly basis by the Extended Corporate Management Team. Each year we will work with two different services to focus on increasing Gaelic visibility within their department.	2025-2030 Throughout the second edition of the plan	Depute CEO
2	Develop and maintain a Gaelic information and opportunities page on the Councils website.	Increased awareness and use of the Gaelic page	Page refreshed Baseline data collected 10% year on year increase in traffic to the Gaelic web page.	March 2025 Jan 2026 2027-2030 Annually	PR Corporate Gaelic Group
3	Promote and share social media posts from Moray Gaelic Partners via the Council's official accounts and ensure social media messaging regarding Gaelic initiatives are issued bilingually.	All Gaelic related social media posts are issued bilingually.	8 posts per year minimum Increase the average reach of posts to quantify audience engagement.	2025 and throughout the second edition of the plan	PR

4	Audit Service core processes and identify where Gaelic can be introduced into public documents.	<p>All departments use the refreshed Equalities Statement and consider key documents for translation.</p> <p>Translations delivered within existing budgets and incorporated.</p>	<p>Invite Gaelic speaking staff and other stakeholders to act as a reference group to identify priority documents for translation.</p> <p>Reference group to sense check 25% of translations for accuracy.</p>	By December 2025	Depute CEO
5	Focus on in edition 2 to develop the corporate service aims provided by the Bòrd thus growing all aspects of provision (appendix D)	<ol style="list-style-type: none"> 1. Where Gaelic services are provided, they will demonstrate equal respect for Gaelic and English. 2. To actively offer any Gaelic services provided 3. To normalise Gaelic provision over time 4. To render the corporate logo bilingual when re-branding 5. To include Gaelic in reception and phone services 6. To offer Gaelic at public meetings and provide Gaelic services where there is a request 7. To undertake an internal audit to build on Gaelic capacity and training needs for Gaelic language and Gaelic awareness 	<ol style="list-style-type: none"> 1. Where Gaelic services are provided, they will demonstrate equal respect for Gaelic and English 2. Gaelic services will be actively offered and provided 3. Staff will automatically consider Gaelic needs in practice 4. The digital corporate logo will have bilingual re-branding 5. Gaelic will be available in reception and phone services 6. Gaelic will be made available at public meetings and Gaelic services provided where there is a request 7. An internal audit report to build on Gaelic capacity and training needs for Gaelic language and Gaelic awareness will be produced. 	<p>By January 2025</p> <p>By June 2025</p> <p>By June 2026</p> <p>By August 2025</p> <p>By January 2026</p> <p>By January 2027</p> <p>By July 2029</p>	<p>Corporate Gaelic Group</p> <p>Corporate Gaelic Group Managers</p> <p>PR</p> <p>Organisational Development</p> <p>Managers</p> <p>CLDO/Employee Development</p>

		within the life-span of edition two.”			
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	COUNCIL STAFF: We will	Success measure	Target	Timescale	Lead
6	Pilot an online Gaelic introduction sessions with a partner local authority and evaluate and share findings	20% of staff who take part in sessions move on to further learning opportunities.	10 staff access the training opportunity	March 2025	CLD Officer & Local Authority partner
7	Promote a monthly Strupag conversation session for staff and the wider community	Participants link in with other Moray classes. Native speakers attend.	12 sessions delivered per year	2025 and though-out the lifetime of the plan	CLD Officer
8	Encourage Council staff who are Gaelic speakers or learners to highlight their Gaelic skills on their email signature	Managers encourage staff to declare skills. Greater visibility of actual Gaelic skills across Council. Council and public have a better understanding of staff who are confident to communicate in Gaelic.	Baseline established on the number of departments with staff using the signature identified. Increase the number of departments with at least one member of staff using the signature	March 2026 June 2028	CMT/SMT

9	Bring together Gaelic speakers with different levels of fluency annually to encourage opportunities to stimulate Gaelic use and ascertain interest in a Gaelic forum.	Needs identified for future development. Staff interest in future meetings acted on to build a staff Gaelic community.	Annual staff on-line meeting delivered	Year 2, 2026 and annually thereafter	Organisational Development
10	Monitor any Gaelic requests via the updated equalities form, reporting annually to Bòrd na Gàidhlig.	To have a clear understanding of the needs requested.	100% of requests collated with information copied to the generic Gaelic inbox Gaelic@moray.gov.uk and reported to the Corporate Group	From January 2026	Equalities Officer CLDO

	COUNCILLORS: We will	Success measure	Target	Timescale	Lead
11	Create a Gaelic elected member lead for the duration of edition 2 of the Gaelic Plan who will liaise with the public, Council Officers and CLD Officer.	Councillor attends updates with CLDO & responds/signposts any Gaelic correspondence. Councillor raises any Gaelic opportunities within role	Recruit elected member lead.	2025	CLDO
12	Deliver an annual Gaelic conversation to inform councillors of the statutory duty and any updates to the Moray Gaelic Plan.	Elected member lead hosts an annual informal session prior to formal reporting of progress.	1 dedicated meeting delivered.	Year 1 July 2025 and annually thereafter	Depute Chief Executive Officer/CLDO/Gaelic Specialist
13	Contribute to the Corporate Group in providing annual progress report on Plan.	Increased member understanding of the relevance of Gaelic in Moray.	Annual committee report with elected member lead input.	Years 1-5 annually in August	Depute Chief Executive Officer/CLDO

	Gaelic Plan Holders: will:	Success measure	Target	Timescale	Lead
14	Bring together plan owners for a Moray focussed sharing session to learn from each other and jointly plan.	Increase in collaboration of partners with council departments/initiatives	One annual Gaelic Plan Holders meeting held during Seachdain na Gàidhlig week	Annual event every year 2025-2030	CLDO

	MORAY EDUCATION: We will	Success measure	Target	Timescale	Lead
15	Offer certificate courses in Gaelic Education in the Senior Phase S4-S6 and progressively implement this across all Secondary Schools in S1-3 as capacity allows to create an interest in offering Gaelic as an L3 option	<p>Gaelic is offered at L3 across more of our primary schools with 20% having an offer by year 5.</p> <p>A foundation is established to build on developing Gaelic offering across secondary schools</p> <p>Information is provided to pupils and parents on Gaelic in secondary to promote the offer</p>	<p><u>Year 1</u>: 3 ELCs and primary schools offering Gaelic as an L3 (Dallas, Newmill and Botriphnie)</p> <p><u>Year 2</u> and subsequent years: 3 additional primary schools/ELC settings run Gaelic projects each year in Scottish languages, history and culture</p> <p>Year 2: One secondary school offers Gaelic as an L3 option (e-Sgoil).</p>	<p>By the end of school year 2024/25</p> <p>20% of primary schools have had a Gaelic offer by 2030</p> <p>By the end of school year 2025/26</p>	<p>Education Lead Officer and Primary Headteachers</p> <p>Education Lead Officer and Primary Headteachers</p> <p>Education Lead Officer and Principal Teacher(s) of Modern Languages</p>
16	Issue a Moray survey to parents/carers, teachers, pupil support assistants, library assistants and sports staff to ascertain interest in Gaelic early years provision and Gaelic education (learner and Gaelic-medium) and act on the findings	<p>We know the interest in Gaelic early years, Gaelic medium and Gaelic learner education</p> <p>Survey issued, returned and analysed</p>	We will issue the survey by the end of school year 2024/25 and share with stakeholders including BnG	By the end of school year 2024/25 and then bi-annually	Education Lead Officer
17	Promote Gaelic and Northern Alliance Modern Languages Progressions which include Gaelic progressions and add case-studies to this webpage	Head teachers and school staff are aware of as part of the Modern Languages progressions	<p>We will promote this via the Education Briefing each term.</p> <p>A case study is added to the Gaelic education webpage</p> <p>One secondary will offer Gaelic as L3</p>	<p>By end of school year 2024/25</p> <p>By the end of school year 2025/26</p>	Education Lead Officer

18	Offer professional learning in Gaelic language teaching to build capacity within Moray Education and encourage staff to apply for grants to fund these opportunities	<p>More Staff in ELC/primary and secondary will be aware of Gaelic PL opportunities and participation will increase each year.</p> <p>NQTs will know about the provision of Gaelic education in Moray n PLL Update through the induction process</p>	<p>Advertise at least one Gaelic professional learning (PL) opportunities to Moray colleagues per year</p> <p>1 member of staff from each ASG will have attended</p> <p>1 member of staff from each secondary will have attended</p> <p>1 member of staff from each primary will have attended</p> <p>1 member of staff from each Council ELC setting will have attended</p>	<p>2024/25 and each year thereafter</p> <p>2025/26 and each year thereafter</p> <p>2025/26</p> <p>2026/27</p> <p>2027/28</p>	Education Lead Officer and interested staff
19	Update our Moray Council Education web- page to make information on Gaelic Education more accessible to Moray parents/carers	To make information about Gaelic Education more accessible to parents/carers	Moray Council Education webpage will be updated and informed through stakeholder feedback.	By January 2025	Education Lead Officer
20	Liaise with other Local Authorities and organisations to see where we can be supported in offering Gaelic Education to meet needs	Increased capacity available by partnership work with other local authorities and organisations to offer provision	Explore options with neighbouring local authorities and organisations to meet Gaelic needs	By March 2025 and ongoing	Education Lead Officer

	INFRASTRUCTURE: We will	Success measure	Target	Timescale	Lead
21	Address how Gaelic signage can be incorporated into new and refurbished schools to meet the needs of local communities as they progress.	New or refurbished buildings will have Gaelic signage-built in.	As provision is developed or refurbished, communities will receive placename and cultural information to make informed choices.	Consultation on new build school (Elgin HS complete 2026 and Forres Academy early 2028) or major refurbishments (planned over the next 10 years with Cullen PS first planned for completion in 2025/26) signage needs will consider Gaelic language requirements.	Learning Estate Manager

	LIBRARY & HERITAGE SERVICE: We will:	Success measure	Target	Timescale	Lead
22	Rotate our Gaelic resources around our larger libraries. We will publicise the collection as and when in each new location and refresh and renew based on demand as appropriate.	Increase number of residents accessing the Gaelic collection. Increase requests for Gaelic materials.	Rotation every 6 months Refreshed publicity materials	6 monthly cycles from 2025	Principal Librarian

23	Develop and promote Gaelic activity as part of the annual library services programme for Book Week Scotland (November). We will feature at least one Gaelic event and will produce publicity and promotional material bilingually.	Increase interest in the event (Baseline of 8) Suggestions from participants on future events.	Gaelic offer within the library programme. Bi-lingual promotional material produced. Social media coverage.	2025 Year 1 and consistently thereafter	Principal Librarian
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24	Develop awareness to actively collect images of Morays Gaelic Heritage to build a database and share with Canmore.	Moray Gaelic content introduced to the collection and promoted as there is currently no Gaelic materials within the Heritage Centre	Deliver a Gaelic images project Promote “Gaelic Placenames of Moray” by Iain Mac an Tailleir Deliver a Doric and Gaelic paper to show synergies between the languages,	2025 2025 Summer 2026	CLDO & specialists Heritage Officer CLDO Specialists & Partners
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	COMMUNITY LEARNING & DEVELOPMENT: We will	Success Measure	Target	Timescale	Lead
25	Continue to service the Corporate Gaelic Group, apply for external funds & report on activity and manage funding.	Attendance prioritised for Gaelic meetings (minutes); Successful funding applications to meet Gaelic needs.	Attend 4 corporate Gaelic group meetings; Apply to GLAIF and other external funding for activity support; Support Moray Gaelic Group to apply for external monies and build capacity.	4 meetings minimum per annum of the plan Applications made when funds open	CLDO
26	Build on the “Exploring Gaelic” sessions to staff and community groups and support an annual speaker’s programme to highlight Gaelic interest and culture.	Increased demographic range of participants attending	3 sessions delivered on different subjects	Spring, summer and Autumn per year.	CLDO and Moray Gaelic Group
27	Service and support a monthly Strupag group to enhance opportunities to use the language and encourage new learners and staff to the Gaelic community.	Meetings take place. Learners input ideas and develop provision.	12 sessions per year	Monthly meetings throughout the Plans lifespan	CLDO Fluent speaker

28	Seek opportunities to use the “Gaelic Placenames of Moray” publication to maximise its reach	<p>Training session delivered to teaching staff and interested departments.</p> <p>Potential development ideas explored.</p> <p>New collaboration developed with plan holders and schools</p>	<p>50% of Associated School Groups (ASG) will be represented at training.</p> <p>Development of projects arising from the session</p>	<p>2025</p> <p>2026</p>	CLDO
29	Develop a programme to promote World Gaelic Week building on the voices of Moray Gaelic speakers and learners.	<p>Draw down external funding to enhance the programme of events and increase the number of participants in events.</p>	<p>Develop a programme for the Spring event based on input from speakers and learners.</p> <p>Apply for external funding.</p> <p>Deliver and evaluate the sessions.</p>	<p>24 Feb-2 March 2025 and annually thereafter.</p>	CLDO
30	Promote Gaelic learning and cultural opportunities to the CLD workforce	<p>5 opportunities promoted annually</p> <p>Gaelic content offered in each year’s festival.</p>	<p>Share 5 opportunities through newsletters, locality networks and CLD Sways.</p> <p>Deliver Gaelic opportunities through Learn North and the Winter Festivals</p>	<p>Annual target 2025-2030</p> <p>October – March each year.</p>	CLDO and partners
31	Seek corporate and external funding to secure a Gaelic speaking CLD worker based on identified need	<p>Corporate and Councillor support need for post. Budget and external monies secured to pilot the post</p>	<p>Full Council Report with evidence from community activity and highlighting the need for a post.</p> <p>External funding applied for.</p>	<p>2030</p>	DCEO

	HR RECRUITMENT: We will	Success Measure	Target	Timescale	Lead
32	Amend the Vacancy monitoring form to ensure recruiting officers consider Gaelic language criteria	Departments will consider Gaelic in their functions and as an asset in the skill set of potential employees.	Paperwork amended to reflect Gaelic skills	From January 2025 and ongoing.	HR
33	Support and enable opportunities for staff to learn Gaelic and include it in staff and elected member induction.	Induction module developed to introduce the Plan and responsibilities to Gaelic.	Induction input developed.	By August 2025 with reviews annually.	Organisational Development and Gaelic partners

	ENVIRONMENTAL & COMMERCIAL SERVICES: We will:	Success Measure	Target	Timescale	Lead
34	Introduce internal, bilingual welcome signage in our public buildings	Signage in place	Communication Plan created by PR. Welcome signage introduced to all Council receptions.	August 2026	Head of Environmental & Commercial Services
35	Introduce external Gaelic signage as opportunities arise	New Gaelic signage introduced	Gaelic introduced where possible when signs are replaced or introduced in buildings, streets, roads, etc.	2025-2030 (As opportunities present)	Head of Environmental & Commercial Services
36	Moray Growth Deal Cultural Quarter project will follow Moray Council corporate policy regarding the adoption of signage relating to the construction of new facilities.	Signage in place	Signage on Elgin Town Hall and Grant Lodge will be designed and implemented in line with Moray Council policy.	Early, indicative opening dates for the facilities: Elgin Town Hall – 2027 Grant Lodge – 2028	Head of Economic Growth and Development (also the Cultural Quarter Project Senior Responsible Officer)

37	Partnership working will be strengthened between the project and key agencies such as Visit Scotland, Creative Scotland and Historic Environment Scotland (Project Board members)	Partners managing facilities in the Cooper Park area identify opportunities for promoting Gaelic. with these being discussed at the project board	Joint working to drive learning and identify opportunities for inclusion in the Cultural Quarter Action Log.	Throughout the design and construction phase for Elgin Town Hall and Grant Lodge (now to 2028)	Head of Economic Growth and Development (also the Cultural Quarter Project Senior Responsible Officer)
38	With the cultural offering associated with the Grant Lodge facility due to be developed, the project team will evaluate and evidence options for the integration of Gaelic in Grant Lodge	Outputs evidenced from planning activity, with Gaelic related events recorded and integrated.	Clarity on the cultural offering associated with Grant Lodge and how Gaelic related activity fits within this.	Prior to the opening of Grant Lodge 2028	Head of Economic Growth and Development (also the Cultural Quarter Project Senior Responsible Officer)