

## **Introduction**

The public consultation on Police Scotland's draft Gaelic Language Plan was launched on the 23<sup>rd</sup> of July and closed on the 5<sup>th</sup> September 2021. It was hosted on Police Scotland's Citizen Space website and the launch was promoted via Police Scotland's social media sites. English, Gaelic and BSL versions of the consultation were made available. Owing to safety concerns regarding the ongoing COVID 19 pandemic, no public meeting was held in respect of advertising the consultation.

The consultation consisted of 20 questions, half of which related directly to the plan itself the other half related to the diversity statistics of the respondents. The questions relating directly to the plan included a mix of quantitative and qualitative set around aspects of the plan, along with the opportunity to contribute suggestions to the refreshed plan.

## **Methodology**

The survey was available to the public, stakeholders and other organisations. Hosted via Police Scotland's Citizen Space Online [Engagement Hub](#) to ensure accessibility and user-friendly design as standard. British Sign Language (BSL), Gaelic and Easy Read formats of the consultation were all available. The design of the consultation was led by Police Scotland's Research and Insight team, with the guidance provided by Partnership, Prevention and Community Wellbeing colleagues. This ensures industry standard in research and public engagement methods, as well as ethical considerations, were maintained throughout the consultation process. For these reasons, all questions were optional.

Responses were analysed and qualitative responses were coded and separated into themes. The identification of the themes was subjective, involving analysts reviewing the responses and establishing appropriate topics which responses could be grouped into. The coding of each response involved the analyst reading and interpreting the response and aligning it to a theme (in some cases the response covered multiple themes).

Due to the volume of responses, the analysis was completed on a question-by-question basis as opposed to an entire response at a time. Keywords were utilised to ensure the process was as efficient as possibly, whilst maintaining quality throughout the process.

## **High level results**

### Overall Responses

A **total of 6,753 responses** were received. This includes 5268 responses to the English language version of the consultation, 1485 responses to the British Sign Language (BSL) version and 13 responses were received in Gaelic. Not every respondent answered every question.

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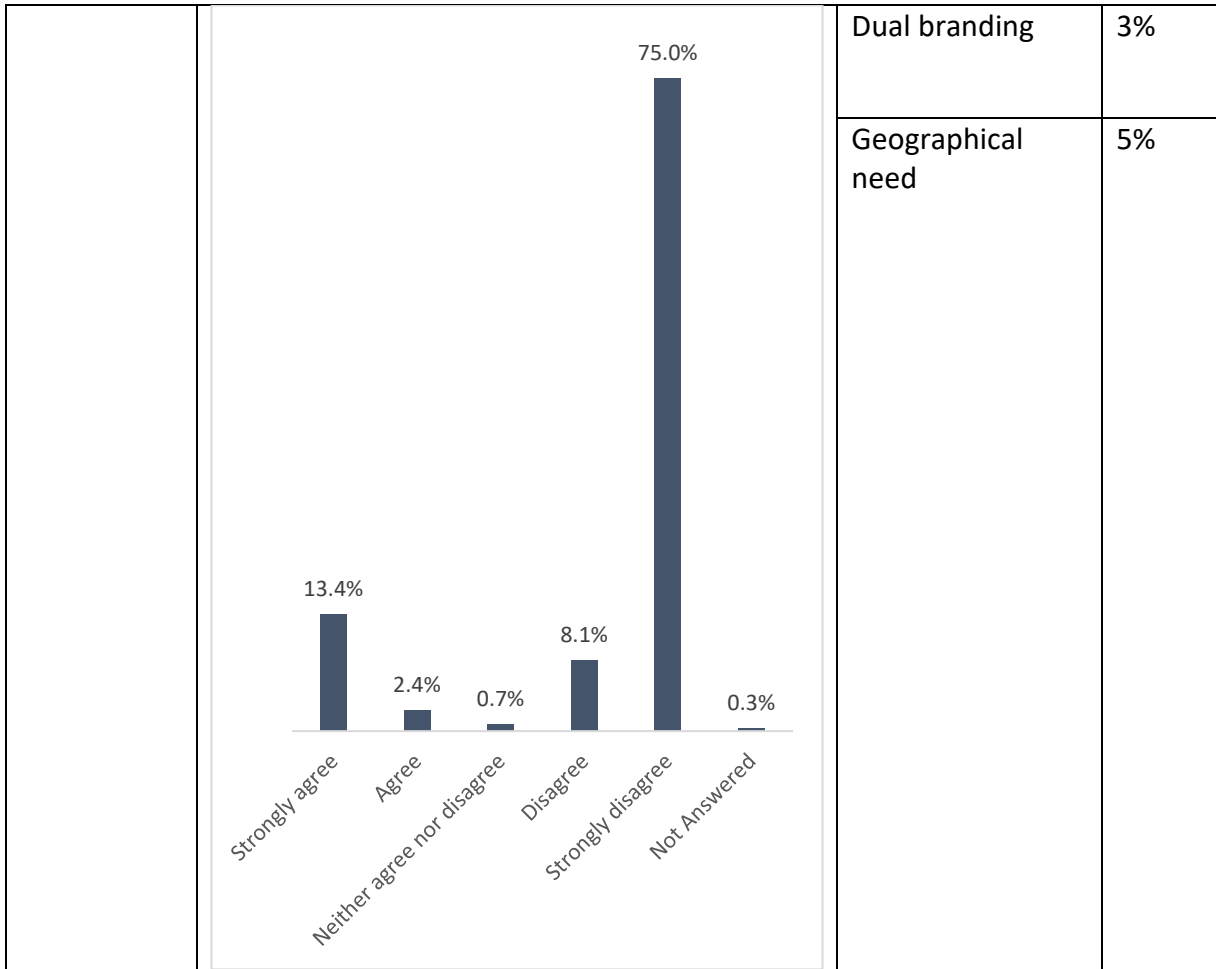
A variety of diversity monitoring information relating to the age, race, gender, disability and long-term conditions of individuals was gathered (as is standard procedure in such public consultations to ensure we are reaching all of Scotland’s diverse communities). These can be provided upon request. These data were used throughout the process to enhance our reach and communications towards stakeholders and population sub-groups.

Responses to each question

The consultation’s question set grouped questions into four pairs on particular topics within the draft Gaelic Language Plan. The first question in each pair was a multiple choice quantitative question (with an additional free text space for comments), followed by a qualitative question to seek the views of the respondent on that specific element of the plan. Finally, the last two questions (Q9 and Q10) invited more general feedback on the draft Gaelic Language Plan.

The analysis of responses received is presented as follows:

<b>Question</b>	Q1 - To what extent do you agree or disagree that Police Scotland should establish a Gaelic language plan development and implementation group with representation from across the organisation?	Q2 - What would you suggest this group could do to improve our use of Gaelic language in the future?
<b>Responses</b>	6753 responses (4321 left comments)	5481 responses
<b>Results</b>		<b>Themes identified and percentage responses aligned to each theme</b>  annoyed / 76% ambivalent  blank / otherwise 3% not in code  Recruitment / use 4% of Gaelic speakers  Teaching & 6% education  Gaelic media 2% output



**Analysis**

Around 76% of respondents displayed an annoyance or general ambivalence towards Police Scotland developing a Gaelic Language Plan. These responses have not been grouped into sub-themes.

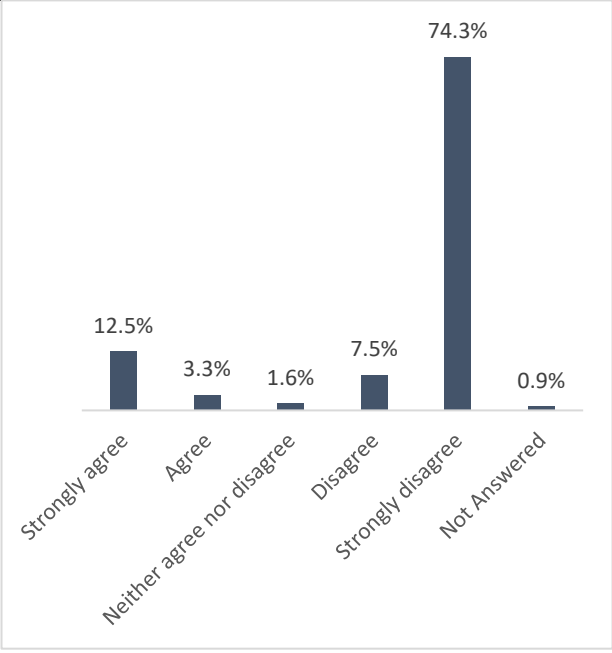
Of the remaining responses the most common themes included: working with schools and Gaelic community groups to increase education provision/community engagement, recruiting more Gaelic speaking officers and staff, focussing efforts solely in geographical areas of Scotland where Gaelic is already commonly spoken.

Several responses praised the work already done in terms of branding and social media output. There was a desire to see more of this in the future, perhaps having a fully accessible website for language translation or hard copy forms available in Gaelic as standard practice.

References were made to the progress made by Welsh Police forces and it was suggested learning could be taken from there. Several respondents highlighted the availability of online translation services such as ‘Duolingo’ and several suggested advertising existing Gaelic speaking officers with some form of visible representation on their uniform, allowing Gaelic speaking members of the public to engage them in conversation in Gaelic rather than English.

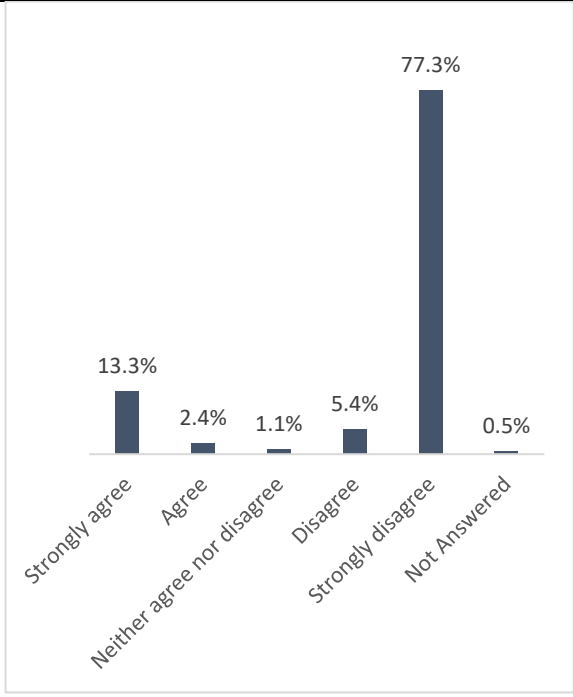
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<b>Question</b>	Q3 - To what extent do you agree or disagree that Police Scotland should increase community messaging and liaison through the medium of Gaelic?	Q4 - What are your suggestions about the methods of communication we can use to increase the use of Gaelic in our interactions with the public?																														
<b>Responses</b>	6753 responses (3513 left comments)	4996 responses																														
<b>Results</b>	 <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>Q3 Survey Results</caption> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly agree</td> <td>12.5%</td> </tr> <tr> <td>Agree</td> <td>3.3%</td> </tr> <tr> <td>Neither agree nor disagree</td> <td>1.6%</td> </tr> <tr> <td>Disagree</td> <td>7.5%</td> </tr> <tr> <td>Strongly disagree</td> <td>74.3%</td> </tr> <tr> <td>Not Answered</td> <td>0.9%</td> </tr> </tbody> </table>	Response	Percentage	Strongly agree	12.5%	Agree	3.3%	Neither agree nor disagree	1.6%	Disagree	7.5%	Strongly disagree	74.3%	Not Answered	0.9%	<p><b>Themes identified and percentage responses aligned to each theme</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>annoyed / ambivalent</td> <td style="text-align: right;">74%</td> </tr> <tr> <td>blank / otherwise not in code</td> <td style="text-align: right;">4%</td> </tr> <tr> <td>Recruitment / use of Gaelic speakers</td> <td style="text-align: right;">3%</td> </tr> <tr> <td>Written communications</td> <td style="text-align: right;">5%</td> </tr> <tr> <td>Electronic media</td> <td style="text-align: right;">6%</td> </tr> <tr> <td>Teaching &amp; education</td> <td style="text-align: right;">2%</td> </tr> <tr> <td>Dual branding</td> <td style="text-align: right;">2%</td> </tr> <tr> <td>Geographical need</td> <td style="text-align: right;">4%</td> </tr> </table>	annoyed / ambivalent	74%	blank / otherwise not in code	4%	Recruitment / use of Gaelic speakers	3%	Written communications	5%	Electronic media	6%	Teaching & education	2%	Dual branding	2%	Geographical need	4%
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	<p>Of the remaining responses, written communication emerged as a theme with a split between respondents wishing all communications to be bi-lingual versus targeted bi-lingual content. Effective use of Gaelic speaking officers was also highlighted alongside suggestions such as a translation app and Gaelic speaking officers identifying themselves with a pin badge.</p> <p>Social Media proved a popular theme with requests for Police Scotland to have either separate English / Gaelic social media accounts or at least have bi-lingual posts within the main social media channels. There were suggestions for more Police Scotland focus on media channels which Gaelic speakers normally use (i.e. BBC Alba and BBC Radio nan Gaidheal).</p> <p>There were mixed views as to whether community messaging in Gaelic should be a national or more targeted to areas with high concentrations of Gaelic speakers. In such areas, there was more support for school visits or similar.</p>
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<b>Question</b>	Q5 - To what extent do you agree or disagree that Police Scotland should seek opportunities to increase the visibility of Gaelic nationally through procurement and branding?	Q6 - What are your suggestions about other ways we could use our policies to support the use of Gaelic language in Scotland?																								
<b>Responses</b>	6753 responses (3591 left comments)	6295 responses																								
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		Dual branding	2%
		Geographical need	4%
<b>Analysis</b>	<p>Around 76% of respondents displayed an annoyance or general ambivalence towards Police Scotland developing a Gaelic Language Plan. These responses have not been grouped into sub-themes.</p> <p>There several responses relating to developing a policy around recruiting Gaelic speakers and deploying same in mostly Gaelic speaking areas.</p> <p>Some respondents expressed a view for more officers to learn Gaelic - supported by Police Scotland. There were also suggestions around developing a greater Police Scotland presence on mainstream Gaelic media and social media.</p> <p>There were some suggestions relating to partnership working and committing to community events and engagement with the Gaelic speaking community. There was more support for this to be aligned to geographical areas of concentrated Gaelic speakers.</p>		

<b>Question</b>	Q7 - To what extent do you agree or disagree that Police Scotland should integrate Gaelic into a range of campaigns?	Q8 - What are your suggestions about any future campaigns, with a focus on safety and wellbeing, which may benefit from using Gaelic language?																				
<b>Responses</b>	6753 responses (3074 left comments)	4133 responses																				
<b>Results</b>	<table border="1"> <caption>Q7 Survey Results</caption> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly agree</td> <td>13%</td> </tr> <tr> <td>Agree</td> <td>3%</td> </tr> <tr> <td>Neither agree nor disagree</td> <td>2%</td> </tr> <tr> <td>Disagree</td> <td>6%</td> </tr> <tr> <td>Strongly disagree</td> <td>75%</td> </tr> <tr> <td>Not Answered</td> <td>1%</td> </tr> </tbody> </table>	Response	Percentage	Strongly agree	13%	Agree	3%	Neither agree nor disagree	2%	Disagree	6%	Strongly disagree	75%	Not Answered	1%	<p><b>Themes identified and percentage responses aligned to each theme</b></p> <table border="1"> <tr> <td>annoyed / ambivalent</td> <td>76%</td> </tr> <tr> <td>blank / otherwise not in code</td> <td>14%</td> </tr> <tr> <td>Gaelic media output</td> <td>2%</td> </tr> </table>	annoyed / ambivalent	76%	blank / otherwise not in code	14%	Gaelic media output	2%
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		Dual branding	2%
		Geographical need	5%
<b>Analysis</b>	<p>Around 75% of respondents did not favour Gaelic being integrated into any campaigns with Some responders stated they already speak Gaelic and don't believe this is something police should be promoting.</p> <p>Popular campaign topics included: Water Safety, Road Safety Campaigns, Child Safety, Domestic Abuse, Rural Crimes, Drink Driving, Safety Outdoors/Countryside Code, Drug Use, Bike safety.</p> <p>Further, several responses related to campaigns to improve engagement with schools (Gaelic schools in particular) with the belief it will form better relationships and encourage use of the language.</p> <p>There were several comments emphasising that increased Gaelic content in Police Scotland campaigns / social media will result in many Gaelic words and phrases becoming more familiar to members of the public. Some respondents suggested including Gaelic in posters and social media content rather than full campaigns.</p> <p>There was a divide between respondents who believe campaigns translated into Gaelic should be national or directed where the language is more frequently used.</p>		

<b>Question</b>	Q9 - Is there anything you think we have missed in this draft version of our Gaelic Language Plan that you think is important?	Q10 - Anything else that you would like to tell us?		
<b>Responses</b>	4003 responses	3908 responses		
<b>Results</b>	<b>Themes identified and percentage responses aligned to each theme</b>	<b>Themes identified and percentage responses aligned to each theme</b>		
	annoyed / ambivalent	75%	annoyed / ambivalent	75%
	blank / otherwise not in code	19%	blank / otherwise not in code	18%
	other	3%	other	2%

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<b>Analysis</b>	A large number of respondents appeared to be re-iterating views around general opposition to the plan.  Around 19% of responses could not be coded as they were either left blank or referred to earlier responses i.e. “see above”. This is a consequence of analysing the response on a question by question basis as opposed to each response in turn.  Some respondents stressed the need for a cost-benefit analysis to understand which parts of the plan derive the best value for money.	A large number of respondents prepared to be re-iterating views around general opposition to the plan for a variety of reasons.  Around 18% of responses could not be coded as they were either left blank or simply responded “no” (or similar).  Some respondents did emphasise that the focus of the plan should be aligned geographically with the concentration of Gaelic speakers.
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Summary of Key Themes

The most notable feature of the consultation was a significant number (approx. 75%) of respondents who displayed an annoyance or general ambivalence towards the concept as whole. The main reasons given for opposing the plan were:

- Government interference and politically driven
- Not a job for the police with resources better spent on core role
- Inappropriate due to the small number of Gaelic speakers in Scotland who almost all speak English
- Other languages (Polish, Urdu, Doric etc) were more worthy of this focus

Analysis of the remaining responses were categorised in the following key themes. A summary of each theme and the position of the present draft edition of Police Scotland’s revised plan is presented below.



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<b>Theme</b>	<b>Summary of Responses</b> (across all questions)	<b>Police Scotland's Draft GLP</b>
<b>Recruitment / use of Gaelic speakers</b>	<p>Consistent theme emerged of matching Gaelic language skills with geographic communities with a high proportion of Gaelic speakers. This included best use of existing staff with Gaelic skills, recruitment of Gaelic speakers to these areas and better community engagement using Gaelic in such areas.</p> <p>There were several requests to benchmark against Welsh Police forces</p>	<p>Police Scotland's proposed plan commits to recognising Gaelic as a desirable job skill and recognising and respecting Gaelic skills within the recruitment process. In particular tailored recruitment activity in current Gaelic speaking areas and communities to encourage applicants to become Officers, Special Constables, Police Staff or Police Scotland Youth Volunteers.</p>
<b>Teaching &amp; education</b>	<p>There was some support for offering staff the opportunity to learn Gaelic but there were also many responses that indicated this should be outwith working time on a voluntary basis.</p> <p>There was strong support for the deployment of Gaelic speaking officers to Gaelic schools for visits and inputs.</p>	<p>Police Scotland's plan offers no commitment to teaching officers Gaelic.</p> <p>There is a commitment to develop an informative module on Gaelic which can be accessed by via the 'moodle' on-line learning platform.</p>
<b>Gaelic media output and campaigns</b>	<p>This theme attracted a range of responses with a split between focusing media output and campaigns in areas with a high concentration of Gaelic speakers versus a national approach.</p> <p>There was support for increased dual language media output – particularly social media and websites. There were mixed views on whether Gaelic content should feature on Police Scotland's main social media channels alongside the English equivalent or if a separate Gaelic-only channel should be maintained.</p>	<p>Police Scotland's plan commits to developing an appropriate strategy regarding the release of bi-lingual content by Police Scotland including social media, new releases, websites, corporate publications. This is a flexible approach which can be developed taking cognisance of the results of the public consultation alongside national corporate communications output.</p> <p>This underpins two high-level aims around increasing</p>

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	<p>Whilst some advocated the wholesale output of bi-lingual content, many respondents appeared satisfied with smaller scale bilingual output including posters and social media.</p>	<p>community messaging through the medium of Gaelic and integrating Gaelic into a range of campaigns.</p>
<b>Dual branding</b>	<p>Existing dual branding (vehicles, signage, uniforms etc) was generally viewed as a success and should continue wherever possible.</p> <p>There were several suggestions for a pin on an officer's uniform to identify them as a Gaelic speaking officer.</p>	<p>Police Scotland's plan commits to seek opportunities to increase the visibility of Gaelic nationally through procurement and branding – the badge to identify a Gaelic speaking officer presents such an opportunity.</p> <p>There are already embedded processes in place regarding dual language signage and branding on vehicles and uniform</p>
<b>Focus on geographical need</b>	<p>Some respondents who were against the general concept of a plan were more supportive if the plan was focussed geographically in areas with a high concentration of Gaelic speakers. Whilst, those who were generally supportive of the plan preferred a national approach.</p>	<p>Ownership of the plan was moved from N division to PPCW to permit a national approach and mainstreaming. There is no specific focus on geographical need.</p> <p>Individual elements within the plan refer to local initiatives and the creation of an implementation group with representation from each division. This permits a degree of local variability allowing aspects of the plan to be delivered nationally with additional focus locally where desired.</p>

**Implications for Plan**

Expressions of dissatisfaction with Police Scotland's proposed Gaelic Language Plan referred mostly to the general concept of Gaelic Language Plans and their relevance to policing. Police Scotland recognises its legal obligations under the Gaelic Language Act 2005 and does not consider that it should apply for any form of exemption.

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With regard to the remaining responses, a number key themes were identified and the implications for the plan as follows:

- Recruitment / use of Gaelic speakers – Police Scotland’s plan offers the commitment to targeted recruitment and recognition of Gaelic as a language skill as identified by respondents to the public consultation.
- Teaching and Education – Whilst some respondents were keen to see Police Scotland afford staff the opportunity to become educated in Gaelic, Police Scotland are not a primary education provider and do not see this a core function of policing. Teaching staff Gaelic is not one of Police Scotland’s agreed high level aims.
- Gaelic Media output and campaigns – Respondents were quite varied on the type of media output and campaigns they would like to see with both national and local exposure considered. With no single view dominating this theme, Police Scotland’s commitment to develop an appropriate strategy for the release of bi-lingual content alongside existing corporate communications commitments appears appropriate and the feedback from this consultation will assist with that strategy.
- Dual branding - Police Scotland’s plan offers the commitment to increase visibility through procurement and branding as identified by a number of respondents.
- Focus on Geographical need – respondents were split between national and locally targeted need. Police Scotland’s plan offers national oversight combined with the opportunity for local focus.

In conclusion, Police Scotland do not consider that the public consultation has suggested any requirement for a fundamental change to the proposed plan. The existing plan is sufficiently flexible to consider many of the points raised by respondents.

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