

National Galleries of Scotland

Gaelic Language Plan 2018-23 Consultation

Background

Under the Gaelic Language (Scotland) Act 2005, the National Galleries of Scotland (NGS) is required to publish a Gaelic Language Plan setting out how we will increase the visibility and status of Gaelic in our galleries and contribute to implementation of the current National Gaelic Language Plan.

Our first plan, approved in 2013, ends in March 2018. We are required to submit a second iteration of our plan to Bòrd na Gàidhlig, the national Gaelic development body, by 5 March 2018.

A draft plan for the period 2018-23 has been developed based on progress against our first plan and the high-level expectations Bòrd na Gàidhlig has indicated to NGS for the next five years. This draft plan is now available for public consultation for six weeks, from Monday 8 January 2018 to Sunday 18 February 2018.

Responding to the Consultation

Any comments on the plan can be submitted in writing by email to gaelic@nationalgalleries.org or to:

Gaelic Language Plan Consultation
Director-General's Office
National Galleries of Scotland
73 Belford Road
Edinburgh
EH4 3DS

We would be grateful if you could clearly state whether your response is submitted on behalf of an organisation or from you as an individual.

Please note that you do not have to provide your name or contact details if you choose not to. Any personal data that you do provide will be used only for purposes associated with this consultation exercise and will not be shared.

We are required to publish a report on the results of this consultation to show how they inform the final plan. Any quotes used by us from your responses will be anonymous.

Further Information

Should you have any questions on this consultation or require any further information, please contact us using the details provided above.



Draft Gaelic Language Plan 2018-23

This draft plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005.

To request a copy of this document in an alternative format, such as large print or hard copy, please call 0131 624 6473 or email equalities@nationalgalleries.org

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1. Introduction

This draft of the National Galleries of Scotland's second Gaelic Language Plan has been prepared for public consultation in accordance with the Gaelic Language (Scotland) Act 2005.

Following on from our 2013-18 plan, this second iteration seeks to build on the progress we have made, by learning lessons from our experience to date and taking a reasonable and proportionate approach to increase the visibility and status of Gaelic in our galleries.

2. Background

About National Galleries of Scotland

The National Galleries of Scotland (NGS) looks after one of the world's finest collections of Western art ranging from the Middle Ages to the present day. These holdings include the National Collection of Scottish art which we are proud to display in an international context. NGS enjoys a high reputation for the quality of its collection, exhibitions and activities. However, we have ambitious plans to raise our profile and to become relevant to new and more diverse audiences in Scotland and across the world. This includes the effort to attract more people to our galleries in Edinburgh but it also means working in partnership nationally and internationally and exploiting the full potential of digital media to allow as many people as possible to use, enjoy and be inspired by our collection. We regard the collection as a national resource which should be available for everyone to use for their own purposes and in their own way - artists, curators, students, schoolchildren, citizens or visitors, other museums and galleries – anyone.

NGS is a non-departmental public body primarily funded by the Scottish Government and managed on its behalf by a Board of Trustees, appointed by the Minister for Culture and External Affairs. NGS operates within a strict legislative and regulatory framework underpinned by the National Heritage (Scotland) Act 1985 and the Charities & Trustee Investment (Scotland) Act 2005. The operational management of NGS is delegated by the Board of Trustees to the Director-General and his senior management team. The Director-General reports directly to the Board.

As provided by the National Heritage (Scotland) Act 1985 the principal functions of the Board are:

- to care for, preserve and add to the objects in their collections;
- to ensure that the objects are exhibited to the public;
- to ensure that the objects are available to persons seeking to inspect them in connection with study or research; and generally to promote the public's enjoyment and understanding of the Fine Arts both by means of the Board's collections and by such other means as they consider appropriate;
- for those purposes to provide education, instruction and advice and to carry out research.

NGS comprises three gallery sites in Edinburgh: the Scottish National Gallery, the Scottish National Gallery of Modern Art and the Scottish National Portrait Gallery. In 2016/17, we welcomed more than 2.4 million visitors to our sites.

Our principal place of business is 73 Belford Road, Edinburgh, EH4 3DS. NGS currently employs around 360 members of staff.

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.

The first Gaelic Language Plan for NGS was approved by Bòrd na Gàidhlig in 2013 for a period of five years. This second iteration of the NGS Gaelic Language Plan is due to be submitted to Bòrd na Gàidhlig for approval on 5 March 2018.

3. Developing the second iteration of NGS' Gaelic Language Plan

Statutory Criteria

In drafting the second iteration of our Gaelic Language Plan, we have taken into account the various statutory criteria as set out in section 3(5) of the Gaelic Language (Scotland) Act 2005:

- The National Gaelic Language Plan
- The extent to which Gaelic is used within our area of operation
- The potential for NGS to develop the use of Gaelic
- Representations made to NGS in relation to our use of Gaelic
- BnG's Guidance on the development of Gaelic language plans

National Gaelic Language Plan 2017-22 (Draft)

At the time of writing, the 2017-22 plan was still in draft following consultation. However, the aim was clearly set out: to increase the number of people speaking,

using and learning Gaelic in Scotland and the number of situations in which it is used. The strategy to achieve this is based on:

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

The commitments and actions which make up the second iteration of NGS' Gaelic Language Plan have been developed to contribute directly to the aim of the national plan.

The use of Gaelic and the potential for development within our area of operation

As described above, NGS has a national remit but is primarily based in Edinburgh. It is through touring exhibitions, loans and outreach work that we reach audiences across Scotland, the UK and further afield.

According to the 2011 census, a total of 87,506 people in Scotland (1.7% of the population) had Gaelic language ability (understanding, speaking, reading or writing) and 57,375 were able to speak Gaelic. This signified a decline in the number of speakers of just over 2% since 2001, and a 5.8% decline for any Gaelic language ability.

However, there is growth in the number of young people engaged with Gaelic, which is very encouraging. Bòrd na Gàidhlig's annual report for 2016/17 shows that there were 75 Gaelic early years (ages 0-5) groups running each week in Scotland that year, and that 15,000 children engaged with the language at various levels in schools throughout Scotland¹, which should be strengthened further through the provisions of the Education (Scotland) Act 2016.

In Edinburgh, our main area of operation, 0.7% of the population speak Gaelic.

Representations made to NGS in relation to our use of Gaelic

The results of this consultation will be used to inform the final submission to Bòrd na Gàidhlig in March 2018.

Bòrd na Gàidhlig's Guidance on the development of Gaelic language plans

We have paid close attention to the guidance document on the development of Gaelic language plans published by the Bòrd and have sought to ensure that all of the relevant key elements are covered here.

Our plan takes the lead from this guidance in order to articulate the 'reasonable and proportionate' contribution NGS believes it can make to delivery of the National Gaelic Language Plan. We have also taken on board that public authorities are expected to prepare their plans 'with a view to facilitating the use of Gaelic to the greatest extent that is appropriate to their individual circumstances'.

Other Considerations

Progress against the first iteration of NGS' Gaelic Language Plan

¹ <http://www.gaidhlig.scot/wp-content/uploads/2017/01/Annual-Report-2016-17.pdf>

Over the five years of our first plan, we made some good progress against our commitments, particularly around awareness-raising and language-learning opportunities for our staff. Capacity building was a key priority for NGS, as we had minimal levels of Gaelic language ability among our staff and the approach to providing services in Gaelic and information had been *ad hoc*. We have submitted annual monitoring reports to Bòrd na Gàidhlig detailing our progress, the last of which has formed the basis of the second iteration of our Gaelic Language Plan.

Lessons Learned

Reflecting on the progress made against our first Gaelic Language Plan, it is clear that some of the commitments made were overly ambitious, either in terms of the resource required to deliver them, or the practicalities of doing so. As a result, we have softened some of our commitments and clarified others.

Little progress was made towards rendering our corporate logo bilingual over the course of our first Gaelic Language Plan, due to ongoing branding work and the need to consider the many and varied ways in which our corporate identity is employed. However, we have now agreed that the most useful and meaningful way of adopting Gaelic in our corporate identity is to have a Gaelic-language version to be used in specific instances. Further detail on this is provided below.

With regard to providing signage in Gaelic, we have established that it is not possible to provide bilingual temporary signage in a meaningful and useful way due to the wide variety of temporary signage required, often at short notice. Similarly, permanent signage often has to convey lots of important information clearly and concisely to as many of our visitors as possible, while taking into account our legislative requirements regarding access under the Equality Act 2010. However, we have strengthened our commitments to providing wayfinding information in leaflet form and 'welcome' signage at each site.

Finally, we previously committed to prioritising high-profile press releases for translation. This has often proven to be impractical, due to issues such as short timescales and the need for sign-off by various partners. We have now established criteria to prioritise bilingual press releases, described below, on which we will focus our efforts.

Internal Gaelic Capacity Audit

A survey of staff will be undertaken during the consultation phase to assess the current level of organisational language capacity.

High-Level Aims

Bòrd na Gàidhlig issued a set of high-level aims for NGS' second iteration of its Gaelic Language Plan, approved by Scottish Ministers. Close attention has been paid to these recommendations in drafting this plan, and the actions set out below all contribute broadly to those aims.

The first of these aims was to carry forward and deliver all commitments from the first iteration of the NGS Gaelic Language Plan which remain within its remit. The majority of the actions included in our plan below follow on from our first plan: they have either been directly transferred where the commitment will be continued,

adapted to make our commitment clearer or enhanced to show where we can go further.

The high-level aims also looked for NGS to commit to a series of principles, which we have incorporated in our policy statements below.

Finally, the high-level aims included some specific service delivery actions which we have taken into consideration in drafting our plan. We do not have the capacity and resources to deliver all of these to the extent expected, but we have considered what we believe we can achieve over the life of the second iteration of our GLP and have set this out in the action plan at section 5.

4. NGS Gaelic Language Commitments 2018-23

NGS' Policy Statements on the Use of Gaelic in our Functions

NGS has agreed a policy statement to underpin its approach to Gaelic language planning, for the second iteration of its Gaelic Language Plan:

NGS recognises the place of Gaelic in modern Scotland and is committed to supporting the promotion of Gaelic language and culture where relevant in the exercise of its functions

This includes:

- increasing the visibility and status of Gaelic in our galleries
- recognising the social and economic benefit that Gaelic can offer as a unique aspect of Scottish culture
- demonstrating equal respect for Gaelic and English in the provision of Gaelic services
- actively offering and promoting Gaelic services, and monitoring uptake
- compliance with the most recent Gaelic Orthographic Conventions and place-naming standards

Prioritising Activity

Central to our reasonable and proportionate approach to promoting and supporting Gaelic language development is our definition of 'Gaelic relevance' within the context of our collection, functions, capacity and resources. The use of Gaelic in interpretation and translation, events and education programmes will be prioritised in the following instances:

- *Where the featured artist, sitter or subject is or was a Gaelic speaker or advocate of the language, or where there are other clear links to the language, geography, history or culture of the Gàidhealtachd*
- *When touring exhibitions or outreach activities are taking place in areas with Iomairtean Gàidhlig status (with the exceptions of Glasgow and Edinburgh, unless it meets the previous criteria)*
- *To promote our national competitions (Inspired? Get Writing, Art Competition for Schools)*
- *For corporate plans and annual reviews*

Additional criteria may have to be applied, such as the financial viability of commercial publications, but we believe that by focussing our Gaelic activity on these priority areas, we can provide meaningful and appropriate support within our current context.

Corporate Identity

Once developed, the Gaelic-language version of the logo will be used on materials produced solely in Gaelic, bilingually or with both English and Gaelic content. This includes, but is not limited to, catalogues, guidebooks, leaflets, webpages, exhibition posters, signage and labels, maps, corporate publications, conference and lecture literature and in public meetings. The logo and its use will take into account the principle of equal respect for Gaelic and English.

5. NGS Gaelic Language Action Plan 2018-23

The following action plan is structured around key areas of work for NGS: Brand Experience, Collection, Audience, People, Sustainability and Partnership. Our commitments to increasing the visibility and status and Gaelic in the delivery of our functions are grouped under these headers, with a timetable for delivery and the department responsible. Contributions to delivery of the aims for the national plan are noted in the final column, summarised as Promoting, Using and Learning.

The use of an asterisk * beside the reference number denotes a brand new action.

Ref	Action	Timetable for delivery					Lead Department	Link to National Plan
		18/19	19/20	20/21	21/22	22/23		
Brand Experience								
B1	Develop a Gaelic-language version of the corporate logo		X				Marketing	Promoting, Using
B2	Provide clear policy and brand guidelines on the use of the Gaelic-language version of the logo		X				Marketing	Promoting, Using
B3	Roll-out Gaelic-language version of the logo in-line with the policy stated above, and brand guidelines		X	X	X	X	Marketing	Promoting, Using
B4	Include Gaelic on welcome panels at each gallery	X					Marketing	Promoting, Using
B5	Work with freelancers to begin all gallery tours with a welcome in Gaelic	X	X	X	X	X	Education	Promoting, Using
B6	Use existing AV screens in reception areas to convey other visitor messages in Gaelic		X				Marketing	Promoting, Using
B7	Issue bilingual press releases where the subject matter is of Gaelic relevance	X	X	X	X	X	Press	Promoting, Using
B8*	Publish bilingual press releases on the website alongside English language versions	X	X	X	X	X	Press	Promoting, Using
B9	Offer Gaelic interpretation at relevant public meetings, e.g. consultations	X	X	X	X	X	All	Promoting, Using
Audience								
A1	Produce a Gaelic floorplan for each site during	X	X	X	X	X	Marketing	Promoting,

Ref	Action	Timetable for delivery					Lead Department	Link to National Plan
		18/19	19/20	20/21	21/22	22/23		
	summer season							Using
A2	Continue to provide visitor information in Gaelic on our website	X	X	X	X	X	Marketing	Promoting, Using
A3	Continue to host an annual week of workshops for Gaelic-medium schools	X	X	X	X	X	Education	Promoting, Using, Learning
A4	Continue to include Gaelic content in Thursday night music programmes	X	X	X	X	X	Education	Promoting, Using
A5	Translate any new trails into Gaelic	X	X	X	X	X	Education	Promoting, Using
A6	Translate relevant teaching resources into Gaelic, beginning with <i>Monarch of the Glen</i>	X	X	X	X	X	Education	Promoting, Using Learning
A7	Include Gaelic events in the programme for families with young children, such as Traditional Tunes concert	X	X	X	X	X	Education	Promoting, Using
A8	Include questions on Gaelic services and perceptions in visitor surveys	X	X	X	X	X	Audience Research	Promoting
A9*	Include Gaelic relevance criteria in conference planning guidance	X					Research	Promoting
A10	Explore potential for Gaelic-language radio features on NGS exhibitions	X					Press	Promoting, Using
Collection								
C1	Embed 'Gaelic relevance' screening in the acquisition process		X	X	X	X	Curatorial	Promoting
C2	Develop a methodology for identifying and categorising existing collection items which have 'Gaelic relevance'		X				Curatorial	Promoting
C3	Continue to develop Gaelic language interpretation or translations for works identified as 'Gaelic relevant'	X	X	X	X	X	Curatorial	Promoting, Using
C4*	Include Gaelic relevance criteria in exhibition planning guidance	X					Audience Research	Promoting

Ref	Action	Timetable for delivery					Lead Department	Link to National Plan
		18/19	19/20	20/21	21/22	22/23		
C5*	Build delivery of Gaelic-related activity into the exhibition evaluation process	X					Audience Research	Promoting
C6	Add a question on Gaelic relevance to the publications proposal process	X					Publishing	Promoting
C7	For touring exhibitions (including ARTIST ROOMS) with a Gaelic element or in an area with Iomairtean Gàidhlig status, work with partner galleries to provide Gaelic language interpretation or translation of labels, activities, lectures etc	X	X	X	X	X	Curatorial	Promoting, Using
C8	Include reference to NGS' Gaelic Language Plan and commitments in loan agreements			X			Collection Care	Promoting
C9	Develop a programme of online Gaelic features/content	X	X	X	X	X	Curatorial/ Digital	Promoting, Using, Learning
C10	Upload Gaelic interpretation relating to items in the collection to the new website	X	X	X	X	X	Digital	Promoting, Using
People								
P1	Deliver Gaelic awareness sessions for staff following the launch of the second GLP	X					Planning and Performance	Promoting, Learning
P2	Support colleagues who wish to learn, promote opportunities, L&D funding commitment and resources	X	X	X	X	X	HR	Promoting, Using Learning
P3	Add Gaelic language skills as a desirable criteria for all Security and Visitor Services, Retail, Press and Education roles	X	X	X	X	X	HR	Promoting
P4	Add a section to the recruitment business case form to assess if Gaelic is an essential element of a role	X					HR	Promoting
P5	Make clear statement of our commitment to Gaelic in recruitment documentation	X					HR	Promoting
P6	Undertake staff language survey to establish and monitor the level of Gaelic language skills	X		X		X	Planning and Performance	Promoting

Ref	Action	Timetable for delivery					Lead Department	Link to National Plan
		18/19	19/20	20/21	21/22	22/23		
P7	Compile and maintain a list of staff willing to deal with enquiries in Gaelic	X	X	X	X	X	Planning and Performance/ HR	Promoting, Using
P8*	Identify opportunities for volunteers with Gaelic to assist in the delivery of the GLP	X	X	X	X	X	Development	Promoting, Using
P9	Include questions on Gaelic services and perceptions in staff surveys	X		X		X	HR	Promoting
Sustainability (Policy and Compliance)								
S1*	Publish Gaelic language versions of the corporate plan and annual review online	X	X	X	X	X	Planning and Performance	Promoting, Using
S2	Add Gaelic Relevance/ Implications/ Actions to policy template and checklist	X					Planning and Performance	Promoting
S3*	Add 'Gaelic impact' to project initiation documentation so that it is considered at an early planning stage	X					Operations	Promoting
S4	Make clear that complaints can be submitted in Gaelic and that every effort will be made to respond within the specified timescale to ensure parity with English	X					Audience Research/ Planning and Performance	Promoting, Using
S5	Establish standards for response times in Gaelic, aiming for parity with English language communication wherever possible (taking into account statutory timescales and translation requirements)	X					Planning and Performance	Promoting, Using
S6	Make clear on our website that we can accept correspondence in Gaelic and will respond in line with the above standards	X					Planning and Performance	Promoting, Using
S7	Continue to add Gaelic language footer at the bottom of all external emails	X	X	X	X	X	IT	Promoting, Using
S8	Continue to use Gaelic salutations as a minimum in email and mail when writing to Gaelic organisations	X	X	X	X	X	All	Promoting, Using
S9	Develop suite of standard acknowledgement letters	X					Planning and	Promoting,

Ref	Action	Timetable for delivery					Lead Department	Link to National Plan
		18/19	19/20	20/21	21/22	22/23		
	and emails in Gaelic						Performance	Using
S10	Add bilingual headers to most commonly used forms and advise that they can be completed in Gaelic		X				All	Promoting, Using
Partnership								
Pa1	Actively consult with Gaelic community when developing relevant policies and services	X	X	X	X	X	All	Promoting, Using
Pa2	Continue to engage and work with Gaelic officers in public bodies across Scotland	X	X	X	X	X	Planning and Performance	Promoting, Using
Pa3	Explore ways of working in collaboration with the Bòrd na Gàidhlig/ Creative Scotland's Gaelic Arts and Culture Officer to promote Gaelic arts policy	X	X	X	X	X	Planning and Performance	Promoting, Using

6. Implementation and Monitoring

This section sets out how the implementation of our Gaelic Language Plan will be taken forward, and how implementation and outputs will be monitored.

Timetable

Following the period of public consultation, NGS is required to submit the second iteration of its Gaelic Language Plan to Bòrd na Gàidhlig by 5 March 2018.

Publicising the Plan

Once approved by Bòrd na Gàidhlig, the second iteration of our Gaelic Language Plan will be published in Gaelic and English on our website, and will be made available on request.

We will issue a press release, in English and Gaelic, to relevant media contacts. We will also send copies to Gaelic organisations and other interested bodies and notify staff via our intranet.

Responsibility for Implementation

The Director-General as the accountable officer has overall responsibility for ensuring that this plan is delivered.

Queries about the day-to-day operation of the plan should be addressed to:

Kathryn Farrell
Policy and Performance Manager
National Galleries of Scotland
73 Belford Road
Edinburgh
EH4 3DS
Tel: 0131 624 6473
Email: kfarrell@nationalgalleries.org

Resourcing the Plan

It is envisaged that the commitments set out in this plan can be delivered within existing budgets, based on current financial forecasts. At present, translation services are likely to form the major element of costs related to this plan. NGS will ensure a best value approach in achieving competitive prices while maintaining high quality in our output. Staff time is likely to be the second highest cost, which NGS will endeavour to use effectively and target to ensure delivery of the commitments set out in this Plan.

Monitoring

NGS will submit annual monitoring reports to Bòrd na Gàidhlig demonstrating progress against the 2018-23 plan. To support this, we will gather data on the active offer and uptake of Gaelic facilities and services, as well as using information gathered from our visitor surveys.