Gaelic Language Plan
2024–2029
In developing our plan, we have been guided by our own purpose of making art work for everyone by bringing the nation’s collection to life with passion. This has been the focus of our thinking about how we can use and promote Gaelic through the collection and in the delivery of our statutory functions for this version of our plan.

Our strategic priorities for the next 5 years are:

1. Creating opportunities for Gaelic speakers to undertake apprenticeships, placements and voluntary roles within the National Galleries of Scotland
2. Providing and promoting interpretation through the medium of Gaelic, including on-site and digitally
3. Developing education resources for pupils and teachers engaged in Gaelic-medium and Gaelic learners’ education
4. Creating and promoting Gaelic education outreach opportunities
5. Cooperating with organisations such as National Museums Scotland and National Library of Scotland to increase the profile of Gaelic
6. Participating in such opportunities as the Gaelic tourism strategy implementation group

We remain committed to giving Gaelic equal respect to English and we will actively offer our Gaelic events and activities to our visitors, colleagues and anyone else with an interest in the National Galleries of Scotland.

National Galleries of Scotland is entering an exciting new chapter as we reopen the Scottish galleries at the National after an extensive redevelopment project. However, the years ahead seem set to present many challenges as pressure on public funding intensifies and our audiences face a cost-of-living crisis. Over the next five years, we will look for every opportunity to build on our achievements under the first and second plans to increase the use and learning of Gaelic and to promote a positive image of Gaelic in our work in a way which is sustainable and makes the most impact for our audiences.

Anne Lyden
Director-General
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This plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005 and was approved by Bòrd na Gàidhlig on 6 February 2024
Introduction

Description of National Galleries of Scotland

National Galleries of Scotland comprises three galleries in Edinburgh and two partner galleries in the north and south of Scotland. Our collection of fine art is amongst the best in the world.

The three Edinburgh galleries are: the National, the Portrait and the Modern.

National Galleries of Scotland 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, Europe and International Development. National Galleries of Scotland 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 the National Galleries of Scotland is delegated by the Board of Trustees to the Director-General and her leadership team, comprising the Directors of Audience, Collection and Research, Conservation and Collections Management, Finance and the Chief Operating Officer. 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.

Our main offices are located at 73 Belford Road, Edinburgh, EH4 3DS. In 2022-23 our headcount was 388 (332 FTE). Our Grant-in-Aid award from Scottish Government in 2022-23 was £22.34m comprising £16.75m for running costs, £0.6m for artwork purchases and £4.99m towards capital projects. This was supplemented by self-generated income from exhibitions, trading and donations amounting to around £5m.

Gaelic within National Galleries of Scotland

Over the last 10 years of our Gaelic Language Plans, our work in this area has become increasingly more strategic rather than the previous ad hoc approach where Gaelic resources and activities were developed as part of or in response to one-off projects, for example.

With minimal internal Gaelic language capabilities, our focus has been on building capacity and engaging colleagues with the commitments made in our Gaelic Language Plans. This has included awareness sessions and content, language classes, creation of a Gaelic interest community on Viva Engage and promotion of Gaelic activity and opportunities whenever possible.

There is a growing resource of Gaelic content available on our website, which will all be linked through a landing page in the near future. This digital content includes blogs, features, music and virtual tours. Examples include:

- a series relating to works by Patricia MacDonald: Patricia NicDhômhnaill | Beachdachadh air deigh ri leaghadh | National Galleries of Scotland
- Queer Lives & Art: leabhrachean agus buinteanas le Lavender Menace | National Galleries of Scotland and
- Uilleam Mac an t-Sagairt | National Galleries of Scotland

We continue to work with Gaelic medium schools. As part of our Your Art World challenge for children and young people, we asked school pupils at Bun-Sgoil Taobh na Pairce for a word to inspire artists – they chose ‘saidheans’ https://youtu.be/AABlkJZkTdw
National Galleries of Scotland is part of the Capital Gaelic network in Edinburgh which looks at projects to increase use of Gaelic across the city and beyond. A few members of staff take part in the community of interest across the participating organisations and more will benefit from a series of ‘lunch and learn’ language classes in Autumn 2023. We are also contributing to development of the new National Gaelic Tourism Strategy led by VisitScotland.

Gaelic in Scotland
As described above, National Galleries of Scotland has a national remit but is primarily based in Edinburgh. It is through digital content, touring exhibitions, loans and outreach work that we reach audiences across Scotland, the UK and further afield as well as welcoming them to the galleries when in Edinburgh.

According to the 2011 census, a total of 87,100 people aged 3 and over in Scotland (1.7% of the population) had some Gaelic language skills and 57,600 were able to speak Gaelic. The highest proportions of people with some Gaelic language skills were in Eilean Siar (61%), Highland (7%) and Argyll & Bute (6%). In Edinburgh, our main area of operation, 0.7% of the population speak Gaelic.

We await the outcome of Scotland’s Census 2022 to see how these figures have changed in the intervening 11 years, particularly in light of the significant uptake of online Gaelic learning resources during pandemic lockdowns in 2020-2021. While certainly not limited to Scotland, Duolingo’s Scottish Gaelic course has had over 1.2 million learners since it launched in 2019.

The Scottish Social Attitudes Survey 2021 showed increases in the number of people within Scotland able to speak some Gaelic and understand some Gaelic. In addition, 65% of adults demonstrated at least some interest in speaking better Gaelic than they did then and 79% of people thought Gaelic is important to Scotland’s cultural heritage.

In partnership with colleagues at Ainmean Àite na h-Alba, Bòrd na Gàidhlig has produced a map of Gaelic place-names from across Scotland, highlighting the widespread influence of the language. This can be accessed at: https://www.ainmean-aite.scot/download/ and a version is included at Appendix 1.

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 the National Galleries of Scotland was approved by Bòrd na Gàidhlig in 2013 for a period of five years. This second iteration of the National Galleries of Scotland’s Gaelic Language Plan was approved by Bòrd na Gàidhlig on 24 September 2018 for the next five years.

This document is the third iteration of the National Galleries of Scotland’s Gaelic Language Plan prepared within the framework of the Gaelic Language (Scotland) Act 2005. It sets out how we will use Gaelic in the operation of our functions, how we will enable the use of Gaelic when communicating with the public and key partners, and how we will promote and develop Gaelic.

National Galleries of Scotland’s Gaelic Language Plan has been prepared in accordance with statutory criteria set out in the Act and having regard to the National Gaelic Language Plan and the Guidance on the Development of Gaelic Language Plans.
The National Gaelic Language Plan

National Galleries of Scotland supports the aim of the current National Gaelic Language Plan 2018-23.

We are committed to achieving this aim by focussing our work on the overall aims of the National Gaelic Language Plan:

- Increasing the use of Gaelic within our organisation and encouraging more people to use Gaelic, more often when they interact with us
- Increasing the opportunity for people to learn Gaelic as part of our day-to-day operations
- Promoting a positive image of Gaelic whenever we can as part of our day-to-day operations as an organisation

Internal Gaelic capacity audit

Colleagues were invited to complete a Gaelic language skills survey in June-July 2023 so that we could understand the Gaelic skills which already exist within the National Galleries of Scotland. A total of 51 responses were received.

At the time of the survey, there were no fluent Gaelic speakers within the organisation, but several were learning Gaelic. There was a good level of awareness of the commitments in the 2018-23 Gaelic Language Plan among the colleagues who responded. Of the 35 respondents whose roles didn’t already contribute to the development or promotion of Gaelic directly or indirectly, 15 were keen to do so. 29 colleagues expressed an interest in attending beginners Gaelic classes planned for later in 2023.

The survey results also showed that Gaelic is still only seen, heard or used on a regular basis at work by a small number of colleagues. However, there were many great ideas put forward for Gaelic-language activities to promote or use the language or encourage learning which have been taken into account in drafting this Gaelic Language Plan. The lack of Gaelic language skills within the organisation has also influenced the plan, including the focus on providing language classes and looking for opportunities for Gaelic speakers to undertake apprenticeships, placements and voluntary roles within the National Galleries of Scotland.

Full details of the colleague staff survey are included at *appendix 2* to this plan. It is our intention to run this survey again in 2025/26 to assess progress and then again before the end of this plan.

Consultation on the draft Gaelic Language Plan

The Act\(^1\) requires that public authorities consult on their draft Gaelic language plan before submitting it to Bòrd na Gàidhlig.

We ran a public consultation for 6 weeks on the proposed commitments and draft actions from 19 July to 31 August 2023. This was primarily publicised on social media, which garnered a good level of interaction and engagement. The draft plan was published in Gaelic and English and respondents were asked to either complete an online form or submit comments. Social media comments were also monitored.

In total, 25 responses were received, including three written in Gaelic. There were responses from some individuals not in support of National Galleries of Scotland’s requirement to have a plan as well as those who felt the plan was not ambitious enough. However, the majority of the constructive comments related to the prioritisation and pacing of the commitments to ensure they could be delivered and make the biggest difference. This has been reflected in the final set of priorities and actions. There were also really supportive and positive comments within the consultation and on social media.

Further details on the consultation responses are included at *appendix 3*.

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\(^1\) Gaelic Language (Scotland) Act 2005, section 3(6)
2 Key Principles

The following key principles underpin the commitments set out in this Gaelic Language Plan.

1 **Equal respect**

Under the terms of the 2005 Act, Bòrd na Gàidhlig works with a view to securing the status of the Gaelic language as an official language of Scotland commanding equal respect to the English language and the Bòrd in turn expects that public authorities will demonstrate in their plans how the principle will be achieved and maintained in practice.

National Galleries of Scotland will ensure that our operations and services which include Gaelic are of an equal standard and quality as those that we provide in English.

2 **Active offer**

National Galleries of Scotland will make an active offer of our Gaelic services to our employees and the public. This will ensure that where Gaelic services are made available by us, Gaelic users are made aware of their existence, and are actively encouraged to use them.

This will take the responsibility away from the individual to ask for the service and will give Gaelic users the confidence to know that their needs will be met if that is their choice.

We will ensure that our Gaelic language services are as accessible as our English language services.

3 **Normalising**

The key aim of the Act is to sustain and grow the Gaelic language and associated culture. In order to achieve this aim, the normalisation, or mainstreaming, of Gaelic as part of the day-to-day fabric of modern Scottish life is a key action and public authorities are central to this.

National Galleries of Scotland will ensure that opportunities for the public and our staff to use Gaelic are normalised, in support of the National Gaelic Language Plan’s aims.
### 3 Plan Commitments

#### Strategic priorities

<table>
<thead>
<tr>
<th>Strategic priorities</th>
<th>Current practice</th>
<th>Required actions</th>
<th>Timescale</th>
<th>Responsible department</th>
</tr>
</thead>
<tbody>
<tr>
<td>**Increasing the use of Gaelic</td>
<td>A’ toirt fàs air cleachdadh na Gàidhlig**</td>
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<tr>
<td>Create opportunities for Gaelic speakers to undertake apprenticeships, placements and voluntary roles within National Galleries of Scotland</td>
<td>There are no apprenticeships, placements or voluntary roles for Gaelic speakers within National Galleries of Scotland</td>
<td>Investigate which functions might have opportunities for Gaelic speakers and prioritise these based on the need to develop Gaelic within or in relation to that function</td>
<td>Year 3</td>
<td>HR</td>
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<td>Work with the Volunteer Coordinator to assess those needs and resource requirements</td>
<td>Year 3</td>
<td>Development</td>
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<td>Create opportunities based on the results of the above actions</td>
<td>Year 5</td>
<td>HR/Development</td>
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<tr>
<td>Provide and promote interpretation through the medium of Gaelic, including on-site and digitally</td>
<td>There is a growing resource of Gaelic-medium content based on objects in the collection available on our website; there is limited on-site interpretation in Gaelic</td>
<td>Launch Gaelic music commission and associated interpretation</td>
<td>Year 1</td>
<td>Learning &amp; Engagement</td>
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<td>Continue regular music programme to include Gaelic performers</td>
<td>Annually</td>
<td>Learning &amp; Engagement</td>
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<td>Continue audit on the National gallery Gaelic-related artworks</td>
<td>Year 5</td>
<td>Curatorial</td>
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<td>Share audit results internally to inform curation and interpretation</td>
<td>Year 2-3</td>
<td>Curatorial</td>
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<td>Ensure audit results are made publicly accessible including online</td>
<td>Year 3</td>
<td>Curatorial and Digital</td>
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<td></td>
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<td>Extend audit of Gaelic-related artworks across the permanent collection</td>
<td>Year 5</td>
<td>Curatorial</td>
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<td>Include Gaelic stories across the National gallery audio guide/content</td>
<td>Year 1</td>
<td>Digital and Curatorial</td>
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<td>Create Gaelic-focused audio tour for the National (plan for 20 Gaelic ‘stops’ on the tour)</td>
<td>Year 2</td>
<td>Digital and Curatorial</td>
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<tr>
<td></td>
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<td>Investigate Gaelic-focused audio tours for other National Galleries of Scotland sites to be provided in Gaelic and English</td>
<td>Year 3</td>
<td>Digital and Curatorial</td>
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<td></td>
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<td>Revise Interpretation Framework supporting documents to incorporate National Galleries of Scotland’s approach to Gaelic language</td>
<td>Year 2</td>
<td>Editorial Panel</td>
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<td></td>
<td></td>
<td>Publish one long-form interpretation output in Gaelic each year as a minimum (including blogs, video features and other types of content)</td>
<td>Annually</td>
<td>Collection &amp; Research and Audience</td>
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<tr>
<td>**Increasing the learning of Gaelic</td>
<td>A’ toirt fàs air ionnsachadh na Gàidhlig**</td>
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<tr>
<td>Develop education resources for pupils and teachers engaged in Gaelic-medium and Gaelic learners’ education</td>
<td>There are some schools resources available on our website</td>
<td>Review and refresh existing Gaelic resources (including MacKinnon, Constable and Scottish identity content) based on the needs of Gaelic learners and actively promote them to relevant learner communities</td>
<td>From year 2</td>
<td>Learning &amp; Engagement</td>
</tr>
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<td></td>
<td></td>
<td>Work with and engage Gaelic-medium and mainstream schools to co-create and/or advise on the creation of new Gaelic learning resources relevant to their needs</td>
<td>From year 3</td>
<td>Learning &amp; Engagement</td>
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<td>Produce basic and intermediate-level glossaries in Gaelic of art and gallery terms for use by individuals and groups in gallery spaces</td>
<td>Year 2</td>
<td>Learning &amp; Engagement</td>
</tr>
<tr>
<td>Create and promote Gaelic education outreach opportunities</td>
<td>There have been education outreach activities with Gaelic-medium school pupils</td>
<td>Support Gaelic community events and groups (e promote the rooms that are already available for use to Gaelic organisations and groups)</td>
<td>Annually</td>
<td>Learning &amp; Engagement</td>
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<td>Promote existing provision of self-guided tours and workshops to Gaelic-medium schools and learner groups (create dedicated webpage for GME and other learner groups, publicise through Capital Gaelic and other networks)</td>
<td>Year 2</td>
<td>Learning &amp; Engagement</td>
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<td>Deliver label-writing project with James Gillespie’s High School</td>
<td>Year 1</td>
<td>Learning &amp; Engagement</td>
</tr>
</tbody>
</table>
Richard Wilson, Flora Macdonald
(Fionnghal níchean Raghnaill 'i Aonghais Òig),
1722 - 1790. Jacobite heroine, 1747
Purchased 1931 Photography Antonia Reeve
**Corporate service aims**

As well as the strategic priorities, Bòrd na Gàidhlig has developed a set of standardised Corporate Service Aims and desired outcomes which we will work towards.

<table>
<thead>
<tr>
<th>Desired outcome</th>
<th>Current practice</th>
<th>Proposed actions</th>
<th>Timescale</th>
<th>Responsible department</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Logo and Brand</strong></td>
<td></td>
<td><strong>Render the corporate logo and branding in both Gaelic and English at the first opportunity and as part of any renewal process. The logo should demonstrate equal prominence for both languages.</strong></td>
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<tr>
<td></td>
<td><strong>We have a new Gaelic-language version of our corporate logo, launched Spring 2023</strong></td>
<td><strong>Agree policy for use of Gaelic version of logo</strong></td>
<td>Year 1</td>
<td>Audience</td>
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<td></td>
<td><strong>Roll-out policy</strong></td>
<td>From year 2</td>
<td>Audience</td>
</tr>
<tr>
<td><strong>Signage</strong></td>
<td><strong>Signage will include Gaelic and English as part of any renewal process.</strong></td>
<td><strong>No Gaelic on signage but there are plans to change this as part of a wider wayfinding project.</strong></td>
<td>Year 2</td>
<td>Audience</td>
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<td></td>
<td></td>
<td><strong>Include the new National Galleries of Scotland Gaelic logo in new wayfinding and ‘Fàilte’ on welcome signs</strong></td>
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<tr>
<td><strong>Communicating with the public</strong></td>
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<td><strong>Positive messages that communication from the public in Gaelic is always welcome are regularly repeated.</strong></td>
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<tr>
<td></td>
<td><strong>We do not yet publicise this</strong></td>
<td><strong>Add message to the Contact Us section of the website stating that people can submit correspondence in Gaelic</strong></td>
<td>Year 2</td>
<td>Audience</td>
</tr>
<tr>
<td><strong>Written communication</strong></td>
<td><strong>Written communication in Gaelic is always accepted (post, email and social media) and replies will be provided in Gaelic in accordance with the general policy.</strong></td>
<td><strong>Continue to accept written communication in Gaelic and respond accordingly</strong></td>
<td>Annually</td>
<td>Audience/ Operations/ Director-General’s Office</td>
</tr>
<tr>
<td><strong>Reception and phone</strong></td>
<td><strong>Where Gaelic speaking staff can provide this service, they are supported to do so, and the service is promoted to the public. If there are not staff available to deliver this, capacity will be built through training and recruitment.</strong></td>
<td><strong>We are not currently able to provide this service due to lack of Gaelic speakers</strong></td>
<td>Annually</td>
<td>Operations and HR</td>
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<td></td>
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<td><strong>Continue to include Gaelic language as a desirable skill in job descriptions for front of house staff</strong></td>
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<td>Operations/ HR/ Director-General’s Office</td>
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<tr>
<td></td>
<td></td>
<td><strong>Roll-out policy Actively offer Gaelic language training to front of house staff</strong></td>
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<tr>
<td><strong>Reception and phone</strong></td>
<td><strong>Opportunities to hold public meetings bilingually or in Gaelic are regularly explored and promoted. In those geographical locations in which the percentages or numbers of Gaelic speakers is greater, working towards this will be expected as standard.</strong></td>
<td><strong>We do not have a programme of public meetings. We would consider provision of public meetings in Gaelic or bilingually if such meetings were being planned</strong></td>
<td>-</td>
<td>All</td>
</tr>
<tr>
<td>Desired outcome</td>
<td>Current practice</td>
<td>Proposed actions</td>
<td>Timescale</td>
<td>Responsible department</td>
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<tr>
<td><strong>Information</strong></td>
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<td><strong>News releases</strong></td>
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<tr>
<td>High profile news releases and all news releases related to Gaelic are circulated in both Gaelic and English.</td>
<td>We do not circulate press releases in Gaelic.</td>
<td>Translate the National opening press release and 2024 Public Programme press release into Gaelic and issue to key Gaelic press including BBC Alba. Translate other press releases into Gaelic where activity is prioritised due to ‘Gaelic relevance’.</td>
<td>Year 1</td>
<td>Audience</td>
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<tr>
<td><strong>Social media</strong></td>
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<tr>
<td>Gaelic content distributed regularly through social media, working towards fully bilingual social media.</td>
<td>We do not regularly post in Gaelic on social media.</td>
<td>Develop and deliver a plan for creating and posting engaging Gaelic content as part of our wider social media plan with a target of one per month initially.</td>
<td>From year 2</td>
<td>Audience</td>
</tr>
<tr>
<td><strong>Website</strong></td>
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<tr>
<td>Gaelic content should be available on the public authority’s website, with emphasis given to the pages with the highest potential reach, working towards fully bilingual website in those geographical locations in which the percentages or numbers of Gaelic speakers is greater, speakers in the community, this will be expected as standard.</td>
<td>There is an increasing volume of Gaelic content available on nationalgalleries.org including features and blog posts, music concerts and subtitled tours as well as artworks tagged as ‘Gaelic’.</td>
<td>Launch, and regularly update, a landing page for all Gaelic content so that people can find and explore more easily. Regularly promote these resources and content. Signpost to Gaelic content on National Museums Scotland and National Library of Scotland websites from National Galleries of Scotland’s Gaelic landing webpage and vice versa.</td>
<td>Year 1</td>
<td>Digital</td>
</tr>
<tr>
<td><strong>Corporate publications</strong></td>
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<tr>
<td>Produced in Gaelic and English, with priority given to those with the highest potential reach and impact.</td>
<td>We do not currently publish any of our corporate documents bilingually with the exception of the Gaelic Language Plan.</td>
<td>Include a Gaelic language feature in annual reviews.</td>
<td>From year 1</td>
<td>Director-General’s Office</td>
</tr>
<tr>
<td><strong>Language</strong></td>
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<td>All</td>
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<tr>
<td>A process is in place to ensure that the quality and accessibility of Gaelic language in all corporate information is high.</td>
<td>We use reputable translators and proof-readers for formal pieces of writing.</td>
<td>Procure translation services which ensure a high standard of quality and accessibility.</td>
<td>Annually</td>
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<tr>
<td><strong>Exhibitions</strong></td>
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<tr>
<td>Opportunities to deliver public exhibitions bilingually or in Gaelic should be explored on a regular basis, with priority given to those with the highest potential impact.</td>
<td>This is not yet explored routinely in exhibition planning.</td>
<td>Add requirement to consider Gaelic opportunities to our interpretation framework, supporting accessibility guidance and exhibition planning forms.</td>
<td>Year 2</td>
<td>Audience and Editorial Panel</td>
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<tr>
<td><strong>Staff</strong></td>
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<td>HR</td>
</tr>
<tr>
<td>Conduct an internal audit of Gaelic skills and training needs through the life of each edition of the plan.</td>
<td>No current data on internal Gaelic language skills other than snapshot when preparing a new Gaelic Language Plan.</td>
<td>Conduct a colleague audit utilising new HR system; capture data on the system as new colleagues start employment with us.</td>
<td>Year 1</td>
<td>HR</td>
</tr>
</tbody>
</table>

2 ‘Gaelic relevance’ criteria: 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 Gaelic language, history or culture. When touring exhibitions or outreach activities are taking place in areas with Iomairtean Gàidhlig status. To promote our national competitions or initiatives (eg Your Art World)
<table>
<thead>
<tr>
<th>Desired outcome</th>
<th>Current practice</th>
<th>Proposed actions</th>
<th>Timescale</th>
<th>Responsible department</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Induction</strong></td>
<td></td>
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<tr>
<td>Knowledge of the public authority’s Gaelic language plan and training opportunities are embedded in new staff inductions.</td>
<td>The Gaelic Language Plan is included under the ‘Get to know us’ section of the initial induction for all staff.</td>
<td>Identify options and opportunities for more active onboarding and induction training in relation to the Gaelic Language Plan and put these in place.</td>
<td>Year 4</td>
<td>HR Director-General’s Office</td>
</tr>
<tr>
<td><strong>Language training</strong></td>
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<tr>
<td>Gaelic language skills training and development, delivered to staff, particularly in relation to implementing the public authority’s Gaelic language plan.</td>
<td>Beginners’ classes offered in 2023 through Capital Gaelic. Offer of language skills training often limited by resources; dependent on availability of training opportunities. Infrequent Gaelic content posted on staff intranet.</td>
<td>Offer post-beginners language classes through Capital Gaelic in 2024. Create a delivery plan for colleague training and development. Publish Gaelic and Gaelic-related content more frequently on intranet to teach words and phrases.</td>
<td>Year 1</td>
<td>Director-General’s Office</td>
</tr>
<tr>
<td>Offer of language skills training often limited by resources; dependent on availability of training opportunities. Infrequent Gaelic content posted on staff intranet.</td>
<td></td>
<td></td>
<td>Year 4</td>
<td>HR Director-General’s Office</td>
</tr>
<tr>
<td><strong>Using Gaelic</strong></td>
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<tr>
<td>Staff are encouraged to use Gaelic in their work.</td>
<td>As there are very few colleagues with Gaelic skills, it has not been possible to encourage this in any formal way.</td>
<td>As Gaelic skills training is delivered, encourage practice among learners, including formally if appropriate. Publish a series of Gaelic words/phrases of the week on the intranet. Plan of staff activities for World Gaelic Week.</td>
<td>Annually</td>
<td>All</td>
</tr>
<tr>
<td><strong>Awareness training</strong></td>
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<tr>
<td>Gaelic awareness training delivered, with priority given to senior staff, other key decision makers and staff dealing directly with the public.</td>
<td>Provided ad hoc when opportunity arises including for all staff through Galleries News Live; formal awareness training sessions offered when available (last in May 2023).</td>
<td>Understand awareness training needs through engagement internally &amp; externally with advisors. Deliver ongoing awareness training programme.</td>
<td>Year 4</td>
<td>HR/Director-General’s Office/Operations</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Annually</td>
<td>HR/Director-General’s Office/Operations</td>
</tr>
<tr>
<td><strong>Recruitment</strong></td>
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<tr>
<td>Gaelic language skills are recognised and respected within the recruitment process throughout the public authority.</td>
<td>Gaelic skills are listed as desirable when recruiting for all front of house and some other roles.</td>
<td>Make guidance available to help recruiting managers understand where and how Gaelic can be used in roles.</td>
<td>Year 4</td>
<td>HR</td>
</tr>
<tr>
<td>Gaelic named as an essential and/or desirable skill in job descriptions in order to deliver the Gaelic language plan and in accordance with the Bòrd na Gàidhlig recruitment advice.</td>
<td>Gaelic skills are listed as desirable when recruiting for all front of house and some other roles.</td>
<td>Continue to list Gaelic as desirable for front of house and communications vacancies. Make guidance available to help recruiting managers identify where Gaelic should be an essential skill in a job description to support delivery of the Gaelic Language Plan.</td>
<td>From Year 1</td>
<td>HR</td>
</tr>
<tr>
<td>Bilingual or Gaelic only job adverts for all posts where Gaelic is an essential skill.</td>
<td>This would be included now if it was required.</td>
<td>For all posts where Gaelic is an essential skill, publish job adverts bilingually or in Gaelic only.</td>
<td>Annually</td>
<td>HR</td>
</tr>
</tbody>
</table>
## Gaelic Orthographic Conventions

The most recent Gaelic Orthographic Conventions will be followed in relation to all written materials produced by the public authority.

<table>
<thead>
<tr>
<th>Desired outcome</th>
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<th>Timescale</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Gaelic Orthographic Conventions</td>
<td>We use reputable translators and proof-readers for formal pieces of writing</td>
<td>Procure translation services which ensure a high standard of quality and accessibility</td>
<td>Annually</td>
<td>All</td>
</tr>
</tbody>
</table>

## Place names

Gaelic place name advice from Ainmean-Àite na h-Alba is sought and used.

<table>
<thead>
<tr>
<th>Desired outcome</th>
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</thead>
<tbody>
<tr>
<td>Place names</td>
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<td>Procure translation services which ensure a high standard of quality and accessibility</td>
<td>Annually</td>
<td>All</td>
</tr>
</tbody>
</table>

Ensure colleagues are aware of the advice available from Ainmean-Àite na h-Alba and know to consult AÀA when using Gaelic place names.
4 Links to the National Performance Framework

The commitments in this Gaelic Language Plan will also help advance the priorities of Scottish Government’s National Performance Framework. Our plan will contribute to the national outcomes of:

1 **Children and young people** by helping Gaelic speakers and learners realise their potential

2 **Communities** by valuing the diversity within local communities

3 **Culture** by recognising Gaelic culture as an essential part of the vibrancy and diversity of Scotland and encouraging its expression and enjoyment

4 **Economy** by contributing to an inclusive and sustainable economy which benefits Scotland’s people and communities

5 **Education** by supporting Gaelic learning in schools and those who wish to learn Gaelic at any stage of life, to benefit wellbeing, our society and the economy.

Full details of the National Performance Framework can be accessed at [https://nationalperformance.gov.scot/](https://nationalperformance.gov.scot/)

5 Links to other frameworks

The work of National Galleries of Scotland is expected to align with the Scottish Government’s Culture Strategy\(^3\) and the Scotland’s Museums and Galleries Strategy\(^4\). We are contributing to development of the new National Gaelic Tourism Strategy\(^5\) and we are also a key partner in delivering the Granton Waterfront regeneration strategy\(^6\).

These national and sectoral frameworks provide context in which we deliver our statutory obligations including the commitments in this Gaelic language plan. While the links to the National Gaelic Tourism Strategy are perhaps the most obvious, the Culture Strategy seeks to recognise Scotland’s rich cultural heritage and the Museums and Galleries Strategy aims to ensure that collections and stories are shared with the widest diversity of Scotland’s people.

A key part of the Granton Waterfront development is our plan for the Art Works\(^7\), a sustainable new facility for the national collection, which will also offer a cultural focal point for the local community. As this project progresses, we will develop plans to encompass our Gaelic priorities within this project.

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3 A Culture Strategy for Scotland - [gov.scot](http://www.gov.scot) - Link
4 Scotland’s Museums and Galleries Strategy - [Museums Galleries Scotland](http://www.museums.galleries.scot) - Link
5 Gaelic Tourism Strategy – Working in Partnership | [VisitScotland.org](http://VisitScotland.org) - Link
6 Granton Waterfront regeneration – [The City of Edinburgh Council](http://www.celive.org) - Link
7 The Art Works | National Galleries of Scotland - Link

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GME school pupils on a visit to the National Photography Laura MacPherson
Publication

Publishing and Publicising the Plan

Internal
All National Galleries of Scotland colleagues will be made aware of the plan through our internal communications channels, and those responsible for delivery of the stated actions will be asked to provide regular updates on progress. The Gaelic Language Plan will continue to be included in the induction programme for all new staff and trustees.

External
National Galleries of Scotland’s Gaelic Language Plan will be published in Gaelic and in English on our website. In addition, we will:
• issue a bilingual press release announcing the plan
• publicise the plan through a variety of social media platforms
• distribute copies to arms-length organisations and other third-party organisations, explaining their role in the delivery of the plan
• distribute copies of the plan to key stakeholders in the public, private and third sectors
• distribute copies of the plan to relevant Gaelic organisations and other interested bodies
• make hard copies available on request

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. National Galleries of Scotland 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 National Galleries of Scotland will endeavour to use effectively and target to ensure delivery of the commitments set out in this Plan.

Monitoring the Plan

National Galleries of Scotland will submit annual monitoring reports to Bòrd na Gàidhlig demonstrating progress against the 2024-29 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.
The Gaelic Language Plan in the public authority

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

Director-General
National Galleries of Scotland
73 Belford Road
Edinburgh
EH4 3DS
0131 624 6200
enquiries@nationalgalleries.org

Day-to-day responsibility for the plan
The Compliance Manager has day-to-day responsibility for the delivery and monitoring of National Galleries of Scotland’s Gaelic Language Plan. Queries regarding the day-to-day operation of the plan should be addressed to:

Kathryn Farrell
Compliance Manager
Governance and Compliance Team
National Galleries of Scotland
73 Belford Road
Edinburgh
EH4 3DS
0131 624 6473
gaelic@nationalgalleries.org

Gaelic Language plan implementation and monitoring group
We are in the process of establishing a Gaelic language plan implementation and monitoring group, consisting of staff from across the National Galleries of Scotland with responsibility for developing, implementing and monitoring different aspects of the plan.

The remit of the working group, which functions are represented on it and how often it will meet will be agreed within the first year of this plan

Engaging with staff
The Compliance Manager will work with colleagues to ensure they are aware of the actions needed to deliver the priorities and outcomes and will maintain regular contact to monitor progress. Updates on progress will be posted on the intranet and further engagement will take place in person or through the Gaelic community of interest on Viva Engage.

Arm’s length organisations and third parties
Any third parties delivering services or goods related to this plan on our behalf will be required to adhere to its principles.

A still from our multi-lingual ‘Welcome’ animation
Appendix
Appendix 1
Map of Gaelic place names

Alba
Taghadh de dh’ainmean-àite bhon Ghàidhlig
Ainsean tuilleadh air na h-ainmean seo, feuch an stòr-dàta air www.ainmean-àite.scot.

Scotland
A selection of Gaelic-derived place-names
For more on these names, consult the database on www.ainmean-àite.scot.
Appendix 2
Internal Gaelic capacity audit

A key pre-requisite of all Gaelic language plans is to undertake a holistic audit of existing internal Gaelic capacity and relate this to commitments in the plan.

Gaelic language skills survey 2023 (colleagues)
10 learning Gaelic at beginner or basic level, a fair level of confidence in using Gaelic in those with a basic level of learning

Only seven respondents were not aware or weren’t sure of the National Galleries of Scotland’s existing commitments to Gaelic language plan/44 respondents were aware of the commitments

17 respondents stated that their job roles did not contribute to the development or promotion of Gaelic language within the delivery of the organisation’s functions; 17 stated that there was no current contribution but they would be interested in including Gaelic within their remit or projects; 17 said that their role directly or indirectly included Gaelic language development within the National Galleries of Scotland.

Spoken Gaelic was rarely or never heard by the respondents during the course of their work. It was a similar picture for written, email and social media communications but a small number reported seeing, hearing or using Gaelic across these channels on a weekly and even a daily basis.

29 colleagues were interested in taking up the offer of beginner language classes, timescales and workloads permitting.

Colleagues were asked if they had any ideas for Gaelic language activity that promotes or uses the language or encourages learning, for colleagues or our audience. These suggestions included:

Audience
- variations on the idea of Gaelic words in the gallery spaces which can be used to describe/discuss artworks (eg exhibition, landscape, portrait, names of colours)
- continue work to identify and tag works on the website as ‘Gaelic’ for ease of searching, perhaps through crowd-sourcing
- using social media to introduce/show more art work with links to Gaelic culture
- using social media to post Gaelic content on a regular basis to increase visibility
- phonetic pronunciation guides to help learner

Colleagues
- Word/fact of the week/month on Intranet and other fun Gaelic staff activities
- Visibility of Gaelic on other internal systems
- Opportunities for colleagues who are learning to use/practice their skills amongst themselves
Appendix 3
Public consultation

To meet the statutory requirement of the Gaelic Language (Scotland) Act 2005 that public authorities must consult persons appearing to it to have an interest, we conducted a consultation exercise in July-August 2023.

25 responses were received in total, with three written in Gaelic. One was from an organisation, all others from individuals.

15 believed the priorities were the rights ones for the next plan to focus on, stating that:
- Any opportunity to use Gaelic is to be praised
- Learners look forward to seeing it when they’re out and about, wherever they are
- Opportunities and training needs are well covered
- We have a responsibility as a public body to promote Gaelic

Respondents also noted that it must be seen as a long-term process to build infrastructure and that the availability of Gaelic speakers in this cultural area is a problem.

10 respondents did not believe these priorities were right for the next GLP, however most of these responses were from individuals who fundamentally disagreed with the requirement to have a Gaelic Language Plan at all.

One who didn’t believe these weren’t the right priorities was in favour of Gaelic development but thought that fewer priorities and more focus was required to build language skills and capacity first, to make a real difference.

One respondent who thought the priorities were OK, went on to say that they didn’t think the proposed actions would deliver them, along with 10 others who disagreed. Of the further detail provided most reiterated the points above.

The other 14 respondents thought that the proposed actions were likely to deliver those priorities.

Constructive comments from all respondents included:
- Too many priorities, not enough resources to do all well. Need to encourage and support people behind the scenes to deliver.
- It’s not clear whether or how the organisation will provide apprenticeships or opportunities for Gaelic speakers to volunteer or how their skills will be used
- Perhaps you ought to define “communities of gaelic” lest you miss one out
- Tha na gniomhan caran lightweight. Bu chòir dhuibh barrachd a dhèanamh gus inbhe na Gàidhlig a thogail agus gus aire an t-sluaigh a thogail. (The proposals are quite lightweight. You should be doing more to raise the standard of Gaelic and to raise its visibility.)

When asked if there were any priorities or actions which hadn’t been included but the respondent thought should have been the responses the additional suggestions included:
- Visits for Gaelic nursery and school groups and tying into subjects such as history, geography and politics to increase engagement of teachers and pupils
- The highland tours of the eighteenth and nineteenth centuries might be a theme that 21st century tourists could engage with.
- Leis a’ chothrom a th’ an t-umhas dhaoine a’ fàcinn man soidhnichean agaibh, a’ gabhail a-steach luchd-turas, luchd-labhairt na Gàidhlig agus luchd-ionsachaidh na Gàidhlig, bu chòir dhuibh a bhith a dhèanamh a h-ule soidhne a th’ agaibh gu dá-chànanach. Chan eil ‘fàilte’ an siud agus an seo math gu leòr na làithean-sa (Given the opportunity you have and the number of people seeing your signs, including tourists, Gaelic speakers and Gaelic learners, you should be make all your signs bilingual. ‘Welcome’ here and there isn’t good enough these days)
- Ensure there is as much oral as written gaelic for older gaels who were maybe not taught to read their own language
- Tha luchd-turas cuideachd ag iarraidh leabhadh Gàidhlig air soidhnichean (Tourists also like to read Gaelic on signs)
To follow this, respondents were asked if there were any priorities which should not have been included. Those opposed to the plan in principle reiterated their thoughts.

With regard to the Corporate Service Aims, we asked if the proposed actions were the right ones to make progress. 13 respondents answered ‘yes’, the rest ‘no’.

**Of those who agreed, three gave further explanations:**

- Giving Gaelic a rightful place within the Scottish cultural setting.
- Using language in interpretation boards.
- Consider offering access to ‘immersion’ learning for staff who wish to learn Gaelic as well as traditional learning methods.

One respondent thought there was more to be done in terms of signage and the logo to increase visibility of the language and demonstrate that we recognise Gaelic as an official language.

**Other actions which respondents though the National Galleries of Scotland could take to support Gaelic development included:**

- Creating a role with Gaelic as an essential skill
- Using digital and new technology in preference to Gaelic signage in the first instance
- Offer events and exhibitions about Gaelic history, culture and the environment and show how deeply embedded this is
- I think it might be worth experimenting with the use of paintings and sculptures as a focus for Gaelic conversation classes, to develop discussion around cultural and aesthetic issues. This could involve Gaelic-speaking artists, or cultural organisers.

Final comments were that it was encouraging to see this work in the art sector as well as new opportunities for Gaelic engagement and visibility.