



Gaelic Language Plan

2013-18

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

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Foreword

I am pleased to introduce the Gaelic Language Plan for the National Galleries of Scotland.

As keepers of the national art collections, our remit covers all of Scotland's current and potential Gaelic speakers as well as the visual art of the Gàidhealtachd. In line with our mission and vision, we recognise the role that we can play in helping to increase the visibility of Gaelic in different settings and therefore encourage more people to use Gaelic in daily life and inspire others to explore the language. We also appreciate the added interest Gaelic can offer to non-Gaelic speakers, including our many foreign visitors. We hope to be able to support the examination and study of issues surrounding the language, culture, history and identity of the Gàidhealtachd through our collections.

Gaelic language and culture are so fundamental to Scotland, as seen in place-names, music, literature and art, that we are keen to play our part in securing its future.

Sir John Leighton, Director-General

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1. Alexander (Sandy) Moffat, *Poets' Pub* © the artist, Scottish National Portrait Gallery; 2. Richard Waitt, *Kenneth Sutherland, 3rd Lord Duffus*, Scottish National Portrait Gallery; 3. Percy Wyndham Lewis, *(Lady) Naomi Mitchison*, Scottish National Portrait Gallery, Purchased with assistance from the Art Fund and the Patrons of the National Galleries of Scotland 2003; 4. Scottish National Portrait Gallery, image courtesy of Duke Studios; 5. Scottish National Gallery, image courtesy of Chris Watt; 6. Phoebe Anna Traquair, *The Progress of a Soul: The Entrance (detail)*, Scottish National Gallery

1. Introduction

The National Galleries of Scotland (NGS) recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life and accepts its responsibility, as a public body with a Scotland-wide remit, to promote the use of Gaelic in everyday life and encourage greater numbers to speak Gaelic on a daily basis. NGS supports the objectives set out in the *National Plan for Gaelic* and will play its part in putting the necessary structures and initiatives in place to help ensure that Gaelic has a sustainable future in Scotland and receives equal respect to English.

The position of Gaelic is extremely fragile and if Gaelic is to be revitalised as a living language in Scotland, a concerted effort on the part of government, the public and private sectors, community organisations and individual speakers is required to:

- enhance the status of Gaelic
- promote the acquisition and learning of Gaelic
- encourage the increased use of Gaelic

This document is NGS' 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.



2. Background to NGS' Gaelic Language Plan

2.1 The Position of Gaelic in Scotland Today

Contrary to popular belief, the existence and use of Gaelic is spread across Scotland, and is not simply a cultural bastion of the Highlands and islands. Gaelic, a Celtic language, is a national language of Scotland, for which there is firm linguistic evidence from at least the 6th Century AD. Historically, Gaelic was in use across the whole of Scotland, reaching its peak in the 12th and 13th centuries. The Gaelic place names still in use throughout Scotland show how far Gaelic speakers and their language spread across Scotland, for example *Balerno* (*baile airneach* 'hawthorn farm') and *Craigentinny* (*creag an t-sionnaich* 'fox craig').

While there are areas where the existence and use of Gaelic is still strong, it has reduced so significantly in other areas that it appears non-existent and irrelevant to many.

In the 2001 census¹, 92,400 people (1.9% of the Scottish population) were able to understand Gaelic, with 58,652 speakers (1.2%). The results of this census demonstrated the continued decline in the percentage of the Scottish population who could speak, read or write Gaelic. However, the percentage of those who could speak, read and write Gaelic increased, demonstrating learning at an advanced level. Similarly, while the number of speakers declined between 1991 and 2001, the numbers of those who could read and/or write Gaelic increased. This increase was marked in the 'Rest of Scotland', the area including Edinburgh and also covering Shetland, Orkney, the North-East, Tayside, Glasgow, Central Scotland, the Lothians, the Borders and Dumfries and Galloway. This helps to demonstrate the number of Gaelic learners across Scotland and in these areas in particular. These areas also have the highest proportion of people who can understand spoken Gaelic but not speak, read or write it.

Of the Gaelic speakers identified in the 2001 census, just over half lived in areas covered by Highland Council, Argyll & Bute Council and Comhairle nan Eilean Siar (Western Isles), with the remainder spread across the rest of Scotland. It should be noted that large concentrations of Gaelic speakers exist in urban Scotland, including Greater Glasgow where 19% of all Gaelic speakers live, Inverness, Aberdeen, and Edinburgh.

The results of the 2011 Census will provide an updated picture of the place of Gaelic in Scotland today when published later in 2013. Gaelic today forms part of the diverse and rich culture of Scotland, influenced by the people from many countries and backgrounds who live, work in and visit Scotland. It is in this wider context that the position of Gaelic must be supported and nurtured.

2.2 The Context for Development of NGS' Gaelic Language Plan

The Gaelic Language (Scotland) Act 2005 and the issuing of a notice

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 public bodies to prepare Gaelic Language Plans. This provision was designed to ensure that the public sector in Scotland plays its part in creating a sustainable future for Gaelic by raising its status and profile and creating practical opportunities for its use.

As a public body with a national remit, NGS has been considered by the Bòrd to be able to contribute to implementation of the priorities set out in the *National Plan for Gaelic* and to have the potential to develop the use of Gaelic, with all of Scotland's current and potential Gaelic speakers falling within our area of operation. As such, NGS received notification to prepare a Gaelic Language Plan on 5 May 2010, to be submitted to Bòrd na Gàidhlig by 31 May 2011. Following the public consultation, approval was given for this deadline to be extended to 30 November 2011.

Preparing a Gaelic Language Plan for NGS

NGS' Gaelic Language Plan for 2013-18 has been prepared in accordance with statutory criteria set out in the 2005 Act, and has regard to the National Plan for Gaelic, the action plan *Ginealach Ùr na Gàidhlig* and the *Guidance on the Development of Gaelic Language Plans*. This plan has also been informed by our Corporate Plan for 2013-18.

¹ All census data taken from the General Register for Scotland's *Scotland's Census 2001: Gaelic Report* <http://www.gro-scotland.gov.uk/files1/stats/gaelic-rep-english-commentary.pdf> on 14 October 2010

The 2005 Act requires public bodies to bring the preparation of its Gaelic Language Plan to the attention of all interested parties. The results of an employee linguistic audit carried out to ascertain the proportion of staff with Gaelic or with an interest in Gaelic have also informed the development of this plan. Public consultation was undertaken between Monday 24 January 2011 and Friday 18 March 2011 to seek views on whether or not the plan is fit for purpose, appropriate and meets the needs of our Gaelic-speaking audiences. Our plan takes into account the responses received during the consultation. A summary of the responses received is included at Appendix 1 of this Plan.

Approval of NGS' Gaelic Language Plan

NGS' Gaelic Plan was approved by Bòrd na Gàidhlig on 5 March 2013.

2.3 An Overview of NGS

Background Information

The National Galleries of Scotland comprises five galleries in Edinburgh and two partner galleries in the north and south of Scotland. Our collections of fine art are amongst the best in the world covering a range of Scottish and international art from the 13th century to the present day.

The collections are displayed to the public at the following locations:

- Scottish National Gallery at the Mound (since 1859)
- Scottish National Portrait Gallery in Queen Street (since 1882)
- Scottish National Gallery of Modern Art in Belford Road (Modern One since 1961 and Modern Two since 1999)

The Weston Link, which links the Scottish National Gallery and the Academy, provides visitor facilities including a restaurant, lecture theatre and shop as well as a first class education centre.

NGS' two partner galleries which house objects from its collection are:

- Paxton House, Berwickshire (since 1993)
- Duff House, Banff (since 1995)

Our principal place of business is 73 Belford Road, Edinburgh, EH4 3DS. NGS currently employs around 230 FTE core members of staff.

NGS' Mission

The National Galleries of Scotland cares for, develops, researches and displays the national collection of Scottish and international art and, with a lively and innovative programme of activities, exhibitions, education and publications, aims to engage, inform and inspire the broadest possible public.

In addition to caring for, and displaying, our permanent collection of fine art at our Edinburgh galleries, we also run an extensive programme of temporary exhibitions and displays as well as lending and touring works to other museums and galleries. This in conjunction with our highly acclaimed education programme enables greater access to our collection at a local, national and international level.

NGS' Vision

- To be an ambitious, international institution that inspires national pride, loyalty and affection.
- To develop a sense of ownership and to increase access and participation by the public in Scotland, the UK and abroad.
- To be an organisation with enjoyment, creativity and learning at its heart.

NGS' Priorities

NGS supports the realisation of the Government's objectives through its contribution to education, by developing innovation and creativity in Scotland, and through strengthening the cultural profile and national identity.

NGS' priorities are aligned with the wider policies and strategies established by Scottish Government. The priorities for NGS as set out in the Corporate Plan 2013-18 are:

- To deliver world-class programmes, services and activities based around an outstanding permanent fine art collection and temporary exhibitions programme.
- To engage with wider and more diverse audiences by encouraging participation and providing and promoting opportunities to learn.
- To be a sustainable and efficient organisation.

Governance and Management

The 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 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.

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.

The Board comprises up to 12 Trustees appointed by the Minister and meets bi-monthly. Trustees are recruited by the Scottish Government through an open appointments system. 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.

Budget

The running costs of the galleries, capital expenditures and the cost of additions to the collections are provided from grant-in-aid from the Scottish Ministers augmented by other grants and self-generated income. Grant-in-aid from the Scottish Government in 2013/14 is £11.935million for running costs, with a further £300k for capital costs, including the acquisition of artworks.

2.4 The use of Gaelic within NGS' area of operation.

As a national public body, all of Scotland's Gaelic speakers and communities fall within the reaches of NGS' work. It follows that all of the areas of Scotland in which Gaelic is the majority language are covered by the scope of NGS' programme and operations.

Edinburgh

1.4% of the population of Edinburgh, where the main gallery buildings are situated, have some understanding of Gaelic, based on the 2001 census². Of these 6,022 people, around 4,000 of those over 3 years old can read, write and/or speak Gaelic.

Several of Scotland's national Gaelic organisations (detailed below) have a presence in the city through working with and supporting Edinburgh-based bodies and in the provision of classes etc. The Edinburgh Gaelic Partnership is a group made up of public sector bodies, community groups and individuals to promote Gaelic activity and events in Edinburgh. Further information on the Partnership is available here: <http://www.gaelic-edinburgh.net/EGP.html#WhoWeAre>. Edinburgh also has its own Gaelic club, Bothan <http://www.gaelic-edinburgh.net/Bothan.html>, a member of the Gaelic Partnership. Details of events run by Bothan, and other Gaelic events in and around Edinburgh, can be found here: <http://www.gaelic-edinburgh.net/CommunityEvents.html>.

Scotland

It is through our touring and education outreach programmes that NGS delivers services directly to Scotland's wider population and the Gaelic speakers within it.

All Scotland-based Gaelic organisations are of course within the geographic remit of NGS. These include Bòrd na Gàidhlig in Inverness, The Mod Gaelic language festival, Fèisean nan Gàidheal, Sabhal Mòr Ostaig on Skye and An Comunn Gàidhealach, also in Inverness. Details of other Gaelic organisations throughout Scotland can be found here: <http://www.scotland.gov.uk/Topics/ArtsCultureSport/arts/gaelic/gaelic-english/Gaelic-Bodies>. An Comunn Gàidhealach's website <http://www.acgmod.org> contains information on local and national Mods as well as other Gaelic events throughout Scotland. Fèisean nan Gàidheal is the umbrella body for Gaelic arts tuition festivals and their website details the numerous and varied events which they support throughout Scotland.

In recent years, NGS' touring programme has included exhibitions in many parts of Scotland, including Stornoway, Orkney, Inverness, Kilmarnock, Glasgow, Aberdeen and Perth.

NGS' Education Department regularly delivers activities throughout Scotland. Around 5,000 people took part in our community and outreach activity in 2011-12 which included the *Silver City Soul* project in

² All census data taken from the General Register for Scotland's *Scotland's Census 2001: Gaelic Report* <http://www.gro-scotland.gov.uk/files1/stats/gaelic-rep-english-commentary.pdf> on 14 October 2010

Aberdeen. The exhibition which resulted from this project attracted 31,000 visitors. In 2012, our major community initiative is *Nation//Live* which recently started in Clydebank and will focus on other areas of Scotland over the next year. The ARTIST ROOMS education programme has seen many thousands of learners take part in activities across the country. The annual *Inspired? Get Writing* and schools competitions also engage people nationwide.

Gaelic Education

Across Scotland, Gaelic Medium education (GME) is gaining recognition. In 2011-12:

- 730 children were registered for Gaelic pre-school education
- 2,418 pupils were accessing Gaelic-Medium primary education
- 1,104 pupils were studying Gàidhlig (fluent speakers) in secondary schools
- More than 400 pupils were studying other subjects through the medium of Gaelic in secondary
- 2,643 pupils were studying Gaelic learners' courses in secondary schools³

In Edinburgh, Gaelic-Medium education is currently provided at Tollcross Primary and Gaelic Nursery. Secondary teaching for fluent speakers is provided at James Gillespie's High School. There are currently 70 children attending Gaelic nursery, and 128 in Gaelic 'pre-three' groups. 183 pupils are in primary Gaelic-Medium education and around 50 pupils study Gaelic for fluent speakers at secondary level. There is also a *Gaelic Learners in the Primary School* programme which runs in six schools in the city and over 400 children per year receive Gaelic language and culture tuition in Primary 5⁴.



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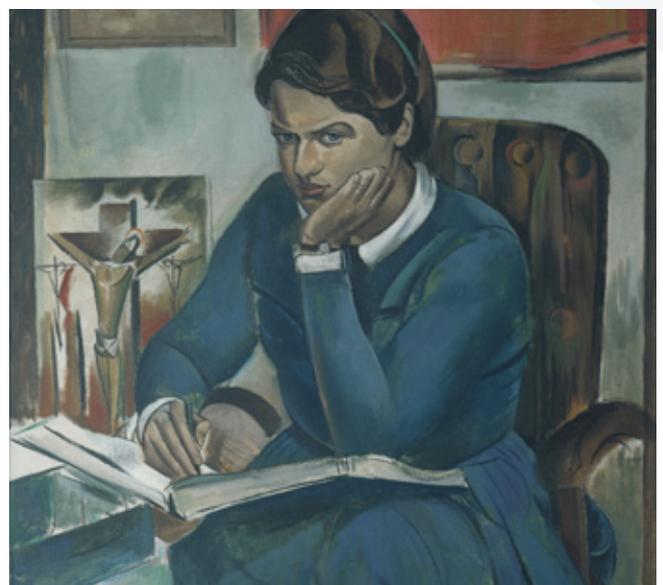
A new Gaelic primary school, Bun-sgoil Taobh na Páirce, will open in Edinburgh in August 2013 to meet the rising demand for Gaelic-Medium education in the city. It will replace the existing Gaelic Medium Unit based within Tollcross Primary School, established in 1982.

Further and higher education in Gaelic is also available in the city. Courses offered by the Council, Telford College and the University of Edinburgh cover all levels of learning, and range from distance learning to postgraduate study. Throughout the rest of Scotland there are a number of Gaelic-related courses available at colleges and universities, including some courses taught entirely through the medium of Gaelic, such as those on offer at Sabhal Mòr Ostaig on Skye and Lews Castle College on Lewis. There are also various self-teaching courses and distance learning options available to adults, as well as a number of Gaelic classes run in local communities. The website www.learnghaelic.net is an excellent resource for anyone wishing to learn Gaelic, with details of courses available throughout Scotland and online. Clì Gaidhlig's website www.cli.org.uk is another useful source of information on Gaelic language learning.

2.5 Gaelic and Art

NGS recognises the relationship between the language, heritage and culture of Gaelic, and visual art and the role it can play as a gallery, as well as simply a public body, in supporting and promoting the use of Gaelic in Scotland. Our action plan below reflects this dual role that NGS can play.

In June 2010, a three-day conference was held at the Scottish National Gallery in Edinburgh bilingually entitled *State of the Art: Visual Tradition and Innovation in the Highlands and Islands of*



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³ Taken from Bord na Gaidhlig's online research webpage <http://www.gaidhlig.org.uk/bord/en/our-work/research.html> and education webpage <http://www.gaidhlig.org.uk/bord/en/our-work/education/>

⁴ Statistics provided by City of Edinburgh Council's Gaelic Development Officer.



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Scotland/ Staid Na h-Ealain: *Leanailteachd Agus Ùrachadh Lèirsinneach Air Gàidhealtachd na h-Alba*, chaired by Murdo Macdonald, Professor of History of Scottish Art at the University of Dundee and supported by NGS. The conference explored the visual art of the Gàidhealtachd and considered how to build cultural capacity in order to claim a history of art for the Gàidhealtachd, to be recognised and appreciated for its contribution to Scottish culture by Gaelic speakers and non-speakers alike. The conference heard from Michael Russell MSP and many other high-profile supporters of Gaelic and the arts. Some of the presentations on the day were given in Gaelic and there was a call for NGS to become Gaelic Champions. The conference was an outcome of the project *Window to the West: Towards a Redefinition of the Visual within Gaelic Scotland*, a collaboration between the Visual Research Centre of Duncan of Jordanstone College of Art and Design at the University of Dundee, and Sabhal Mòr Ostaig, for which Professor Macdonald was the principal investigator. The project was funded by the Arts and Humanities Research Council.

2.6 Current Provision

The current approach to providing services and information in Gaelic is *ad hoc* within NGS. This does not mean that there has been no effort made however. One of the most significant contributions NGS has made to promoting Gaelic art and language

was through the exhibition of a commission by Calum Colvin, entitled *Ossian: Fragments of Ancient Poetry*. This exhibition included a series of photographs inspired by James Macpherson's 'translations' of Ossian and explored themes of national identity and culture, as well as myth and reality. The works were shown at the Scottish National Portrait Gallery in 2002 before touring the Highlands. A fully bilingual English/Gaelic publication was produced for this exhibition, a first for NGS, and a major education outreach project accompanied the Highland tour of *Ossian*. On Skye there was a demand for a Gaelic language approach to the project: NGS worked with the education officer at An Tuireann to run the project in Gaelic and appointed a Gaelic-speaking photographer to lead the group in Gaelic. In 2005, an international symposium entitled *Ossian Then and Now* was held in Paris to coincide with the opening of Colvin's exhibition at the UNESCO building. One of the speakers was the Gaelic writer Angus Peter Campbell, emphasising the role of visual art as a starting point for consideration and exploration of the Gaelic language and the issues associated with it.

Another exhibition, *Fonn 's Duthchas – Land and Legacy*, was developed in partnership as part of the *Highland 2007* programme by NGS, National Museums Scotland and the National Library of Scotland. Fully funded by the Scottish Executive, this touring exhibition celebrated the heritage and creativity of Gaelic society and resulted in a handsome

publication published in both English and Gaelic.

In 2008, the *Maternity* exhibition toured to Inverness and had both English and Gaelic labels and posters.

With regard to provision at the main galleries in Edinburgh, in recent years the Education Department has hosted annual workshops for Gaelic-speaking schoolchildren, which it is hoped can be continued and developed, if resources are available.

The *Portrait of the Nation* project which transformed the Scottish National Portrait Gallery already has a Gaelic Language Policy in implementation. This seeks to ensure that where appropriate and in specific contexts Gaelic will be used to complement English interpretation rather than being a straight translation. A developing relationship with Sabhal Mòr Ostaig will allow us to identify the works in our collection with relevance to Gaelic culture and through our interpretation of these, encourage Gaelic discussion and excite interest in those with or without the language. Given the key messages of *Portrait of the Nation*, this is an excellent opportunity to use Gaelic to add value to our collections and interpretation, demonstrating its central role in Scotland's history, society and culture. Within the first displays, Gaelic patronymics are used for Gaelic artists or sitters and the language features prominently in the display *Blazing with Crimson*. A large outreach project called *Faces and Places* accompanies this project, bringing together examples of Scots, Gaelic, Urdu and other languages, as well as regional dialects, from all over Scotland into an artistic installation.

The first major community outreach initiative for the Scottish National Portrait Gallery is *Nation//Live*. NGS is working with communities and local partners in four selected Scottish regions as well as across the country as a whole to link local heroes, characters and events to works in the Portrait Gallery's collection through encounters between the past and the present, the national and the local. Participants will create artworks representing key historical moments relevant to their region, which will be unified through a contemporary video artwork and exhibited at the Portrait Gallery in 2013. This will represent a dramatic vision of Scotland's story as interpreted by its communities today. Two of the projects are of particular relevance to Gaelic culture and history: *Faith* will give young people on Skye the chance to investigate areas associated with St Columba and his conversion of the Picts to Christianity and to consider whether another such shift in belief could occur today; *Roots* will bring together a selection of songs by migrants to Scotland, referencing images of folk music and musicians in

the Portrait Gallery's collection, as well as using other material, such as hymns in the Gaelic tradition of island communities, to inspire the participants.

As part of the ARTIST ROOMS project, NGS is beginning to work with organisations such as An Lanntair in Stornoway when planning touring exhibitions from this collection. Future plans should consider how local Gaelic needs can be met.

With regard to NGS' collections, we have several key works representing aspects of the history, culture, landscape and identity of the Gàidhealtachd. These include examples from the contemporary art project *Ring Net* by Will McLean, many works by William McTaggart, portraits of Naomi Mitchison, Marjory Kennedy Fraser and Sorley MacLean, and landscapes such as *Entrance to the Cuiraing* by Waller Hugh Paton.

Elsewhere, Gaelic features on our website www.nationalgalleries.org where visitor information is provided in other languages including Gaelic.

2.7 Gaelic within NGS

In August 2010, a linguistic audit was carried out with NGS staff to ascertain what proportion of staff have Gaelic and at what level, and which employees would be interested in learning Gaelic or improving their language skills. There are currently no posts within NGS which have Gaelic as a designated responsibility or desired requirement of the role. Previous provision of services in Gaelic has been through contracted third parties.

A summary of the results of the audit are included at Appendix 1. The main conclusion drawn from this exercise is that there is no evidence of demand from members of the public for services and information to be provided in Gaelic, although this could be the result of no historical precedent of Gaelic delivery rather than no Gaelic-speaking visitors. There is therefore no expectation that Gaelic speakers can deal with NGS in Gaelic. There were no staff learning Gaelic at the time of the audit. While the number of staff with some Gaelic or wishing to learn Gaelic is low, it is still encouraging. The responses also suggested that many staff do not see the relevance of Gaelic to the organisation especially when faced with many competing priorities. Awareness-raising activity may be required at some level to address this, even if it is simply to help staff understand why we have a Gaelic Language Plan and why it should be promoted.

NGS will monitor the Gaelic language skills of our staff as part of wider HR monitoring.

3. Core Commitments

In its statutory *Guidance on the Development of Gaelic Language Plans*, Bòrd na Gàidhlig notes that creating the right environment for the use of Gaelic in public life is one of the key components of language regeneration. The Bòrd has identified four core areas of service delivery that it wishes public bodies to address when preparing Gaelic Language Plans. These are outlined below along with the supporting rationale:

Identity

The presence of Gaelic in the corporate identity and signs of a public authority greatly enhances the visibility of the language, increases its status and makes an important statement about how Gaelic is valued and how it is given recognition. Developing the use of Gaelic through signage can also enrich the vocabulary of Gaelic users, raise public awareness of the language and contribute to its development.

Communications

The use of Gaelic at the initial point of contact that members of the public have with a public authority increases the visible and audible presence of the language and contributes to the sense that the use of Gaelic is possible and welcome. In addition to raising the profile of the language, it also creates opportunities for its practical use and encourages members of the public to use Gaelic in subsequent dealings with the public authority.

The use of Gaelic in interactions with the authority is important in creating practical opportunities for the use of the language, and in contributing to the sense that its use is possible and welcome. The presence of Gaelic in a range of bilingual forms can also greatly enhance the visibility and prestige of the language. The preparation of Gaelic versions of forms, applications and similar documents, can also assist in expanding the range of Gaelic terminology and the awareness of the Gaelic-speaking public of such terminology, thus helping the development of the language itself.

Publications

The use of Gaelic in a range of printed material can assist Gaelic development in a variety of ways. It helps increase the visibility of the language, it enhances Gaelic's status by being used in high profile publications, and it can help develop new and enhance existing terminology. The use of Gaelic in the media helps demonstrate a public authority's commitment to making important information available through the medium of Gaelic, as well as enhancing the visibility and status of the language. As more people access information about public authorities through their websites, making provision for the use of Gaelic can significantly enhance the status and visibility of the language.

Staffing

In order to deliver services through the medium of Gaelic, it is necessary to develop the requisite job skills and language skills of staff. The provision of language learning for staff helps promote adult Gaelic learning and promotes Gaelic as a useful skill in the workplace. The identification of jobs in which Gaelic is a designated skill will contribute greatly to the status of the language and to identifying it as a positive skill to acquire.

The use of Gaelic in advertising also helps recognise that Gaelic should be used in public life and that Gaelic users have an important role to play within a public authority. Whatever the level of Gaelic skills required it is important that authorities ensure that Gaelic is a genuine occupational requirement. Authorities should adopt and apply objective criteria to ensure appointments are made in each case on a fair and consistent basis, and reflect the identified skills needs of the post.

High-Level Commitment NGS' Approach

Render the corporate logo bilingual, demonstrating equal respect for the languages, for general use on a new or replacement basis.

A rebranding exercise for the organisation has recently concluded, resulting in new logos for NGS and each of its constituent galleries. The new corporate logo was developed to provide effective and flexible options for use across a variety of media, and is not bilingual in its current form. We are currently assessing how to develop a bilingual version of our logo including how, where and when to use it. When we next undertake a full rebranding exercise we will incorporate Gaelic into the NGS logo demonstrating equal respect for Gaelic and English and use this in place of previous logos.

Provide a methodology to agree the level of Gaelic to be included in interpretation, publications and signage, in national and partner galleries and Online Collection, on a new or replacement basis.

Interpretation – NGS sites (Edinburgh): A key strand of our activity to include Gaelic in interpretation will, in the first instance, be the identification of works in our permanent collection where the artist, sitter or subject is or was a Gaelic speaker, or where there are clear links to Gaelic history or culture (the methodology for identifying clear links will be developed within the first year of this plan). Gaelic will then be used in the interpretation of these works. Gaelic interpretation will go further than bilingual labelling where this can add value to those with Gaelic, such as providing additional information on a Gaelic-speaking artist. This can already be seen in the newly reopened Scottish National Portrait Gallery. However, we also know that the availability of interpretative materials in Gaelic for other works in our collection will be equally, if not more, welcomed by Gaelic users as it contributes to 'normalisation' of the language in daily life. As such, we will consider ways in which this can be best developed, such as an Old Master trail in Gaelic at the Scottish National Gallery. Priority for consideration of bilingual provision will be given to high-profile permanent collection artworks or displays as well as education and outreach activity. We will demonstrate equal respect for English and Gaelic in all of our bilingual interpretation.

Interpretation – Partner Galleries: We will raise awareness of our Gaelic Language Plan with our two formal partner galleries and apply the same policy on interpretation as at our Edinburgh sites to loans to these venues. When working with other galleries, such as through ARTIST ROOMS, we will apply the above principles. In addition, if NGS activity (touring exhibitions, outreach projects etc) is taking place in an area where 15% or more of the population uses Gaelic, we will work with local organisations to deliver the activity bilingually, demonstrating equal respect for English and Gaelic. This also applies to areas which have been given Iomairtean Gàidhlig status⁵. With regards to Edinburgh and Glasgow, which also have Iomairtean Gàidhlig status, we will employ an incremental, case-by-case approach to activity, in line with other methodology outlined in this plan. In this way we aim to acknowledge the cities' status, but apply a proportionate approach which can be developed over time.

Interpretation – Online: As bilingual or additional interpretation is developed in Gaelic for works in our collection as part of exhibitions or displays, this new detail will be added to the online collection.

Publications: We will formalise our existing policy of Gaelic language content or bilingual publications where the subject matter relates to Gaelic-speaking artists, sitters or there are other clear links to the Gàidhealtachd, through development and delivery of a methodology and set of criteria for identifying subject matter for bilingual publication. This will be widened to prioritise publications associated with high-profile exhibitions, artworks and displays within the lifespan of this plan (see action plan below).

Signage: We will introduce welcome signage in Gaelic at each of our Edinburgh sites, building on the existing wall text at the Scottish National Gallery. Other permanent signage and some commonly-used temporary signage will be introduced in bilingual format on a replacement basis for use across the estate.

Given current constraints and demands on staffing and budgets, the introduction of Gaelic interpretation, publications and signage will be on a replacement basis when costs will be marginal and work included in existing plans.

Our methodologies for the above areas of work will be based on the principles of:

- equal respect for Gaelic and English
- prioritisation of high profile and high status services and activities
- an active offer of our Gaelic services
- increasing provision of bilingual services over the lifespan of this and future plans

References to the Gàidhealtachd in the plan cover the Gaelic-speaking community throughout Scotland, not a geographic area. The required methodologies will be developed and rolled-out within the first year of this plan.

⁵ Comunn na Gàidhlig, supported by Bòrd na Gàidhlig, has given Iomairtean Gàidhlig status to Lochaber, Glasgow, Edinburgh, Skye, South Uist and Eriskay, North West Lewis, Greater Broadbay Area, Islay and Jura, and Inverness. Community language programmes will be delivered in each of these areas to increase the number of people using Gaelic.

High-Level Commitment NGS' Approach

To encourage the implementation and delivery of Ginealach Ùr na Gàidhlig with particular regard to Adult Learning and Gaelic Medium Education

Each year, NGS hosts and supports a special week for Gaelic Medium Schools, when pupils come from all over Scotland to engage with the collection and create art. The activities are led by a Gaelic-speaking artist and the experience allows these children to associate their time at NGS with the Gaelic language. NGS will continue to support this highly successful event.

NGS recently contributed to the development of the Open University's new Learning Space module Gaelic in Modern Scotland (<http://openlearn.open.ac.uk/course/view.php?id=4470>). We will continue to work with educational institutions to develop Gaelic learning materials for all age groups and will encourage our staff to use materials such as the Learning Space module to further their own understanding of the Gaelic language and culture.

We will endeavour to strengthen our Gaelic education and outreach activity over the next few years, beginning with the addition of Gaelic language competency as a desirable characteristic in the recruitment of freelancers. Gaelic elements will continue to be included in learning and outreach programmes for children and families, schools and adults. Gaelic provision will be further developed over the course of this and subsequent plans. All Gaelic-medium activity will be delivered to the same standard as English-medium activity, demonstrating equal respect for the languages.

The following action plan has been developed to reflect each of the four core areas defined by Bòrd na Gàidhlig. Where actions support delivery of the high-level commitments this is noted in the plan. This action plan has been informed by existing practice, potential demand in the areas in which we work, the priorities of the National Plan for Gaelic and Ginealach Ùr na Gàidhlig, and what we perceive to be our key opportunities to promote development of the language and its use given the low number of employees with Gaelic, current and ongoing constraints on resources and competing priorities.

We aim to be supportive to Gaelic development and facilitate its use to the greatest extent appropriate to our functions and circumstances and we hope the following action plan reflects this commitment. NGS recognises that in this first Gaelic Language Plan,

more emphasis must be placed on building capacity than service delivery. However, we endeavour to assist in raising the profile of the language as well as encouraging and enabling Gaelic users to interact with us through the medium of Gaelic. We will demonstrate equal respect for English and Gaelic when producing any bilingual documents, materials or publications, or delivering bilingual services, activities or events.

Implementation of the Scottish Government's Strategic Objectives

Bòrd na Gàidhlig and NGS support the Scottish Government's Strategic Objectives of *Wealthier and Fairer, Smarter, Healthier, Safer and Stronger, and Greener*. We believe that this action plan directly contributes to the objectives of *Smarter and Safer and Stronger*.



4. Gaelic Action Plan

Ref	Function	Current Provision	Actions	Due Date	PIs	Cost	Lead
CA1	IDENTITY: NGS recognises the importance of increasing the visibility of Gaelic to raise the status of the language.						
1a	Corporate identity High-level commitment	The current corporate identity is not bilingual	(i) Establish a policy and guidelines for use of a bilingual NGS logo, bearing in mind the required variations e.g. for social media	Sept 2013	-	No additional cost	Planning and Performance/ Press and Marketing
			(ii) Develop a bilingual version of the principal NGS logo demonstrating equal respect for English and Gaelic	Dec 2013	-	Design costs (£1,000)	Planning and Performance/ Press and Marketing
			(iii) Include the use of Gaelic in the development of corporate identity standards, guidance and templates (as an addendum to branding guidelines)	Dec 2013	-	£500	Planning and Performance/ Press and Marketing
			(iv) Roll-out bilingual version of NGS logo in line with policy and guidelines	Mar 2014	-	No additional costs	Planning and Performance/ Press and Marketing
			(v) Incorporate Gaelic into the corporate logo as part of next full rebranding demonstrating equal respect for English and Gaelic	-	-	Included in costs of rebranding exercise	Marketing
1b	Signage (internal and external) High-level commitment	There are no signs which include Gaelic	(i) Include Gaelic in the welcome signage at each gallery demonstrating equal respect for English and Gaelic	July 2013	-	Digital screens to be used to minimise costs	Press and Marketing
			(ii) Develop a set of frequently-used temporary signs in English and Gaelic, demonstrating equal respect for the languages, to be shared across the estate as required	July 2013	Number of bilingual signs in use across the estate	£60 translation costs plus staff time and materials	Security and Visitor Services/ Press and Marketing/ Curatorial teams
			(iii) Designate which permanent signage will be rendered bilingual and prepare a plan for replacement, bearing in mind commitments to equality and accessibility and demonstrating equal respect for Gaelic and English	Dec 2013	-	Signage would be replaced as required keeping costs within existing budgets. Translation costs of £60	Press and Marketing/ Security and Visitor Services

Ref	Function	Current Provision	Actions	Due Date	PIs	Cost	Lead
CA2	COMMUNICATIONS: NGS is committed to developing communications channels to include Gaelic and to creating opportunities for Gaelic to be used in the gallery setting.						
2a	Reception	There is currently no Gaelic provision in our receptions and no reception staff with Gaelic	(i) Introduce Gaelic-awareness sessions for all reception staff	From July 2013	Number of reception staff who have attended sessions	To be provided in-house, costs from existing budgets	Security and Visitor Services/ HR/ Planning and Performance
			(ii) Dependent on the outcome of action 4b(iii) below, offer reception staff the opportunity to develop Gaelic language skills	From Dec 2013	Number of staff learning Gaelic	Depends on preferred option: e.g. two staff attending evening class per year £250	Security and Visitor Services
			(iii) Compile and maintain a list of staff willing to deal with enquiries in Gaelic at reception	From June 2013	-	No cost	Security and Visitor Services
			(iv) Once the above facility is available, advertise this to visitors with signage at reception	Depends on outcome of action (iii)	Number of enquires made in Gaelic at reception	No cost	Security and Visitor Services
			(v) Develop basic visitor information leaflet in Gaelic, as well as other languages based on visitor need	Dec 2014	Take-up of Gaelic leaflet	£5,000 total project cost (design, translation and printing)	Press and Marketing. Security and Visitor Services
2b	Telephone	There is currently no provision for handling calls in Gaelic	(i) Compile and maintain a list of staff willing to deal with enquiries in Gaelic over the telephone	From June 2013	-	No cost	Security and Visitor Services
			(ii) Once the above facility is available, advertise this alongside contact details on the website	Depends on outcome of action (i)	Number of enquires made in Gaelic by telephone	No cost	Security and Visitor Services
			(iii) Dependent on the outcome of action 4b(iii) below, offer staff the opportunity to develop Gaelic language skills	From Dec 2013	Number of staff learning Gaelic	Depends on preferred option: e.g. two staff attending evening class per year £250	Security and Visitor Services
2c	Mail and email	Gaelic is not currently used in mail and email from NGS	(i) Add the NGS name translation and other relevant bilingual strap-lines to email signatures demonstrating equal respect for English and Gaelic	Sept 2013	-	Small translation costs (£60 per year)	Planning and Performance
			(ii) Incorporate Gaelic salutations into mail and email to Gaelic organisations demonstrating equal respect for Gaelic and English	Ongoing	-	No cost	Planning and Performance
			(iii) Develop and introduce a policy for receiving and responding to mail and email received in Gaelic	Sept 2013	-	No cost	Planning and Performance

Ref	Function	Current Provision	Actions	Due Date	PIs	Cost	Lead
			(iv) Develop standard acknowledgement letters and emails in Gaelic for use as required, explaining the need for translation and the delay this may cause in issuing a full response and demonstrating equal respect for Gaelic and English	Sept 2013	-	£60 for translation	Planning and Performance
			(v) Respond in Gaelic to mail/email received in Gaelic from members of the public within the same timeframe as English-medium responses (utilising standard acknowledgements where necessary to allow time for translation) and demonstrating equal respect for Gaelic and English	From June 2013	Number of mailings translated and issued bilingually	Costs for translation initially but as internal capacity develops this will reduce and can then be extended to Gaelic organisations	Planning and Performance
			(vi) Advise of the facility to accept correspondence in Gaelic on our website	July 2013	-	No cost	Planning and Performance
2d	Forms	There is no provision for the use of Gaelic in our standard forms	(i) Introduce bilingual headers to most commonly used forms demonstrating equal respect for English and Gaelic	Dec 2013	Number of forms featuring Gaelic	Small translation cost (£50-£100)	HR/ Education/ Development
			(ii) Add sentence to most commonly-used forms stating that NGS accepts forms completed in Gaelic, demonstrating equal respect for English and Gaelic	Dec 2013	As above	Small cost, as above	As above
2e	Public meetings	There is no formal approach to undertaking public meetings in Gaelic	(i) When advertising public meetings, ask attendees to state if they require Gaelic interpretation	From June 2013	Number of requests for Gaelic interpretation	Advertising and interpreter costs (approx £300)	Planning and Performance
2f	Complaints Procedures	There is no provision at present for dealing with complaints received in Gaelic	(i) State that complaints can be received in Gaelic and will be responded to in Gaelic in new policy and procedures	From Dec 2013	Number of complaints received in Gaelic	Translation costs initially (£100 per year) until internal capacity developed	Planning and Performance
CA3	PUBLICATIONS: NGS is committed to building on existing practice to increase the use of Gaelic in these areas.						
3a	Public relations and media	There is currently no provision of information to the media in Gaelic	(i) Prioritise high-profile press releases for translation into Gaelic, demonstrating equal respect for English and Gaelic (dependent on urgency as no in-house translation facility)	Ongoing	Number of Gaelic-only/bilingual press releases per year	Translation costs, around £100 per press release, from within existing budgets	Press and Marketing
			(ii) Develop and implement a methodology and criteria which clarify how subject matter which is of interest to the Gaelic press is to be identified	Dec 2013	Number of Gaelic-only/bilingual press releases per year	No cost	Press and Marketing
			(iii) Develop contact list of Gaelic media organisations	Mar 2013	-	No cost	Press and Marketing

Ref	Function	Current Provision	Actions	Due Date	PIs	Cost	Lead
3b	Printed material High-level commitment	There is no frequent publication of printed material in Gaelic, or any other language	(i) Establish a best value contract for translation services	July 2013	Cost of translation	No cost	Planning and Performance
			(ii) Establish a set of criteria and develop a methodology to specify how subject matter will be identified for bilingual publication, based on the principles outlined under <i>High-Level Commitments</i> above	Dec 2013	Number of publications containing Gaelic	No cost	Planning and Performance/ Publications/ Curatorial
			(iii) Add bilingual version of logo to publications in line with established policy and guidelines (action 1a(i))	From Mar 2014	-	No cost	Publications
			(iv) Include Gaelic when producing gallery guides in languages other than English, demonstrating equal respect for English and Gaelic	Dec 2015	Number of guides sold	To be costed, external funding may be sought	Publications/ Galleries
			(v) Develop Education materials/ tours in Gaelic for schools demonstrating equal respect for English and Gaelic	Dec 2015	Use of resources	To be costed	Education
			(vi) Develop Gaelic language 'trail' maps (based on collection highlights, themes etc) for members of the public to follow, demonstrating equal respect for English and Gaelic	Dec 2015	Use of resources	To be costed, external funding may be sought	Education/ Curators
3c	Websites High-level commitment	Visitor information is available in Gaelic on the NGS website	(i) Add bilingual NGS logo (once established) to website	Depends on outcome of action 1a(i) above	-	No additional cost	New Media
			(ii) As Gaelic interpretation/translations are developed for the works in the collection, add these to the works available to view on the website	Dec 2013	Number of works in online collection with Gaelic interpretation	No additional cost	New Media/ Curators
			(iii) Develop a Gaelic feature for related works (similar to Scottish Art feature, or sub-section of this)	Dec 2015	Number of works identified as 'Gaelic Art'	To be costed	New Media/ Curators
3d	Exhibitions High-level commitment	There is an informal approach to providing Gaelic interpretation/translation in our exhibitions	(i) Develop a methodology and criteria for identifying works with links to Gaelic history, culture etc (in line with principles given above)	Oct 2013	-	No cost	Planning and Performance/ Curators
			(ii) Develop a methodology and criteria for inclusion of Gaelic interpretation in high profile exhibitions (in line with principles given above)	Oct 2013	-	No cost	Planning and Performance/ Curators/ Education

Ref	Function	Current Provision	Actions	Due Date	PIs	Cost	Lead
			(iii) Using the methodology described in 3d(i), identify works in the permanent collection with Gaelic links	From Oct 2013	Number of works identified as 'Gaelic Art'	No cost	Registrars/ Curators
			(iv) Develop interpretation in Gaelic of works identified through 3d(iii), including Gaelic patronymics where necessary, prioritising high-profile artworks or displays	From Oct 2013	Number of works with accompanying Gaelic-language interpretation	Translation costs (around £300 per display)	Curators/ Education
			(v) As part of the public programming process ⁶ , consider where the use of Gaelic would be appropriate through inclusion of 'Gaelic' section on proposal form, in line with the methodologies developed under actions 3d(i) and (ii).	From Oct 2013	Number of public programme activities where Gaelic deemed to be appropriate	No cost	Planning and Performance
			(vi) In exhibitions with a Gaelic element, provide activities, lectures etc in Gaelic and/or about Gaelic subject-matter	Ongoing	Number of Gaelic activities on offer	To be costed	Education/ Curators
			(vii) Raise awareness of Gaelic Language Plan with partner galleries	From date of approval	-	No cost	Senior Management Team
			(viii) Work with galleries and local organisations to provide bilingual interpretation as well as Gaelic talks and activities for exhibitions touring to areas with significant concentrations of Gaelic-speakers (as set out in high-level commitments above)	Ongoing	Number of touring exhibitions with significant Gaelic content	To be costed	Curators/ Education
CA4	STAFFING: NGS is committed to identifying those roles where Gaelic ability is an essential or desirable characteristic and to supporting staff to develop their Gaelic language skills if they wish to do so.						
4a	Training	There is no training offered to staff on Gaelic	(i) Develop Gaelic awareness sessions for front of house staff, those delivering education services and any others who are interested	July 2013	-	To be developed in-house from existing budgets (£200 for materials)	Security and Visitor Services, Planning and Performance and HR
			(ii) Deliver Gaelic awareness sessions for front of house staff, those delivering education services, and any others who are interested	From July 2013	Number of staff attending Gaelic awareness sessions	No additional cost	Security and Visitor Services, Planning and Performance and HR
			(iii) Provide briefings to staff on the introduction of the Gaelic Language Plan and its implications	From date of approval	Number of staff attending briefing sessions	No cost	Planning and Performance

⁶ The public programming process is the process by which exhibitions and other activity for the public are proposed, developed, budgeted, scheduled and delivered. The formal process can be adapted to ensure curators and central departments, such as Education and Marketing, give due consideration to the inclusion/ presence of Gaelic.

Ref	Function	Current Provision	Actions	Due Date	PIs	Cost	Lead
4b	Language learning	There is no training offered to staff on Gaelic language skills	(i) Use Gaelic awareness briefings to inspire and encourage staff to learn Gaelic targeting front of house staff and those delivering education activities in the first instance	From July 2013	Number of staff learning Gaelic	No additional cost	Planning and Performance
			(ii) Encourage staff who have expressed an interest in learning Gaelic to use online language learning resources	From June 2013	As above	-	Planning and Performance
			(iii) Investigate suitable Gaelic language courses and offer these to interested members of staff, at least partly during working hours, with priority given to front of house staff and those delivering education services	From Dec 2013	As above	Depends on preferred/ most suitable option: e.g. two staff attending evening classes per year £250	Planning and Performance
			(iv) Include 'Gaelic language skills' as part of HR monitoring to ensure up-to-date data is maintained	From July 2013	Number of staff with/ learning Gaelic	No cost	Planning and Performance/ HR
4c	Recruitment	There is no provision for Gaelic in our recruitment procedures and no posts where Gaelic is an essential requirement	(i) Recruit Security and Visitor Services staff with Gaelic language skills as a desirable characteristic	From Aug 2013	Number of staff with Gaelic	No additional cost	HR/ Security and Visitor Services
			(ii) Add Gaelic language competency as a desirable characteristic of Education freelancers	From Aug 2013	-	No additional cost	Education
			(iii) Add Gaelic language competency to desirable characteristics of Education roles advertised in future	-	Number of staff with Gaelic	No cost	HR/ Education
			(iv) Include an assessment in the recruitment procedure to ascertain if Gaelic skills are an essential or desirable element of a role	Dec 2013	Number of posts where Gaelic is an essential or desirable element of the role	No cost	HR
4d	Advertising	There is no Gaelic included in job advertisements	(i) Include bilingual NGS logo on adverts	Depends on outcome of action 1a(i) above	Number of adverts containing bilingual logo	No additional cost	HR
			(ii) Where Gaelic is felt to be an essential element of a role, issue bilingual adverts	From Dec 2013	Number of fully bilingual adverts	Translation costs (£60 per advert)	HR
			(iii) Where Gaelic is a desirable element of a role, provide a statement of NGS commitment to Gaelic in the job advert	From Dec 2013	Number of adverts with Gaelic commitment stated	No additional cost	HR

5. Policy Implications for Gaelic

Supporting the implementation of the National Plan for Gaelic

5.1 Policy implications for Gaelic

NGS recognises that while the various priority areas identified in the National Plan for Gaelic will be primarily implemented through our Gaelic Language Plan, opportunities will arise to promote and develop the language further through existing policy measures. NGS will examine current policy commitments to identify areas where Gaelic can be proactively incorporated and the priorities of the National Plan for Gaelic initiated through additional methods. We see this development as corresponding to the normalisation principle which aims to include Gaelic as an everyday part of life in Scotland.

In the formation, renewal and monitoring of policies, NGS will ensure a positive impact on Gaelic in line with the National Plan for Gaelic. In order to do this effectively and channel resources appropriately, decisions should be informed with accurate and up-to-date evidence from staff and service users. Therefore, NGS will deliver the following actions:

Action	Due Date	Performance Indicator	Cost	Lead
Add Gaelic Relevance/ Implications/ Actions to policy template and checklist	Dec 2013	Number of policies checked for Gaelic relevance/ implications/ actions	No cost	Planning and Performance
Conduct bilingual staff and visitor surveys re Gaelic services, perceptions etc, demonstrating equal respect for English and Gaelic	December 2014 and biennially thereafter	Number of responses to surveys	Translation cost of £300 per survey	Planning and Performance

The following section sets out the language development priorities of the National Plan for Gaelic that are relevant to the functions of NGS and how NGS will support delivery of those priorities.

5.2 Overview of the National Plan for Gaelic

The National Plan for Gaelic identifies four interlinking aspects of language development which need to be addressed:

- Language Acquisition (how people are enabled to acquire Gaelic)
- Language Usage (how people are enabled to use Gaelic)
- Language Status (how the status of Gaelic can be enhanced)
- Language Corpus (how Gaelic corpus can be developed)

These are each underpinned by a set of priority action areas. Those which NGS can directly contribute to through our policies and practice and which we are committed to supporting are detailed below.

5.3 Commitment to the Objectives of the National Plan for Gaelic

NGS is committed to helping ensure that the National Plan is implemented, and in this section we set out how we will contribute to achieving that aim within the scope of our functions. The tables included below list the high-level commitments from Chapter 3 and the actions (by section\ function) from Chapter 4 which contribute to each priority.

Language Acquisition

To increase the number of Gaelic speakers by ensuring the language is passed on and by securing effective opportunities for learning Gaelic.

NGS recognises that a sustainable future for Gaelic requires more people to learn the language and that attention requires to be focused on the priority areas of acquisition in the home, through education and adult learning as the key means of achieving this.

We hope that by creating a Gaelic presence in our galleries and through education activity, we will encourage people of all ages to develop their existing skills as well as inspire non-speakers to learn. By interacting with NGS in Gaelic, further debate

and discussion over experiences in the galleries can be continued outwith the galleries, including in the home or at school or college. We will continue to support the successful Gaelic-medium schools week held at NGS, which currently takes place on an annual basis involving schools from all over Scotland. We will also encourage our staff to explore the language and offer opportunities where possible for those who wish to learn Gaelic.

By increasing the visibility of the language through the actions set out in section 4 of this plan, children and young people, as well as adults, will be more confident and comfortable with learning and using Gaelic in everyday life.

Language Acquisition Priorities	Contributing Actions
Acquisition in the home	High-level commitment\ Adult learning and Gaelic-medium education
Acquisition through education	High-level commitment\ Adult learning and Gaelic-medium education Publications\ Printed Material\ Action (v)
Acquisition in adult learning	High-level commitment\ Adult learning and Gaelic-medium education Communications\ Reception\ Action (ii) Communications\ Telephone\ Action (iii) Staffing\ Language Learning\ actions (i-iv)

Language Usage

To encourage greater use of Gaelic, to provide opportunities to use the language and to promote access to Gaelic forms of expression

NGS recognises that creating a sustainable future for Gaelic requires not only increasing the number of people able to speak the language, but increasing actual usage. We recognise the importance of enabling more people to use Gaelic as their preferred and normal mode of communication in an increasingly wide range of daily activities.

NGS sees its role as providing initiatives and opportunities which supplement formal Gaelic language learning to encourage use of the language outwith the classroom. Of the priorities in this section of the National Plan for Gaelic, NGS has a very clear contribution to make in the promotion of Gaelic in the arts as well as in tourism, heritage and recreation. NGS can also contribute to the other Language Usage priorities as set out in the table below:

Language Usage Priorities	Contributing Actions
Use of Gaelic in communities	Communications\ Public Meetings
Use of Gaelic in the workplace	Communications Staffing\ Training Staffing\ Language Learning Staffing\ Recruitment Staffing\ Advertising
Promotion of Gaelic in the media	Publications\ Public Relations and Media Publications\ Websites
Promotion of Gaelic in the arts	<i>This GLP in its entirety represents how we will contribute to this priority.</i>
Promotion of Gaelic in tourism, heritage and recreation	<i>This GLP in its entirety represents how we will contribute to this priority.</i>

Regarding Promotion of Gaelic in the arts, NGS can help to extend the appeal of Gaelic and strengthen loyalty to the language by providing context for Gaelic language and culture where these are represented in our permanent collection and in our exhibitions. By using Gaelic in interpretation of relevant works, we can demonstrate the connection between today's Gaelic speakers and learners and the heritage, history and influence of the language and the Gàidhealtachd. It is hoped that this will stimulate further interest in the artworks and the language itself, encouraging discussion in and about Gaelic and inspiring others to learn more. We will seek to protect and celebrate the legacy of Gaelic in visual art and encourage that relationship for the future.

We recognise that the natural progression from this is to further the normalisation of Gaelic in everyday life by using it in other contexts, not just in relation to 'Gaelic' art. As such, over the life of this plan, we are committed to strengthening the use of Gaelic in exhibitions, publications, education activity etc.

As a body with key roles to play in tourism, heritage and recreation, NGS will work to promote and encourage an increased profile for, and use of, Gaelic through our policies and services. NGS recognises that increasing the audibility and visibility of Gaelic language and culture will provide new cultural experiences for visitors to Scotland in the future. By embedding Gaelic in cultural and recreational activity it can engage and stimulate people as they do something they enjoy. By associating Gaelic with leisure and even fun, people will more readily accept and adopt the language, as well as learn and use it.

Language Status

To increase the visibility of Gaelic, enhance its recognition and create a positive image for Gaelic in Scottish public life

NGS recognises that the status of a language is affected by its presence in the daily environment and the extent to which it is used, valued and perceived to be valued by those institutions which play an important role in our daily lives.

The following table shows how NGS can contribute to all of the priorities underpinning Language Status in the National Plan for Gaelic:

Language Status Priorities	Contributing Actions
Preparation of Gaelic Language Plan	–
Creating a Positive Image for Gaelic	<i>This GLP in its entirety represents how we will contribute to this priority.</i>
Increase Visibility of Gaelic	<i>This GLP in its entirety represents how we will contribute to this priority.</i>

To increase the status of Gaelic within NGS and promote a positive image of the language we will ensure it features in the Corporate Planning process, embedding it in strategy and setting the scene for the organisation. This will also demonstrate publicly our commitment to the principle of equal respect and help to raise the profile and prestige of Gaelic within NGS' functions.

NGS supports the National Plan's assertion that Gaelic is a feature of contemporary Scottish public life and will seek to make Gaelic visible and audible within the context of what we do, as detailed in the action plan at Chapter 4.

Language Corpus

To strengthen the relevance and consistency of Gaelic and to promote research into the language

NGS understands the role it can play in contributing to the consistency, integrity and sustainability of the Gaelic language by adopting recognised conventions, ensuring high-quality and accessible translation and interpretation, and gathering evidence of demand and use of Gaelic services.

With regard to Gaelic Translation and Interpretation, NGS is committed to ensuring any translations undertaken are of the highest standard, using translators with proven experience in working with public sector organisations and with the technical

vocabulary to meet our needs.

NGS will ensure that any translations are in line with the Gaelic Orthographic Conventions. When citing place names in bilingual signage or publications, NGS will look to the database of Àinmean Aile na h-Alba (ÀAA) for the correct form. We are also aware that significant work is ongoing to develop the language corpus through Sabhal Mòr Ostaig and projects such as Tobar an Dualchais, for example. This work will continue to contribute to a deeper understanding of the context, relevance and usage of Gaelic, as well as the development of a technical vocabulary. NGS will endeavour to ensure progress in these areas are reflected in our work. In so doing, NGS will play its part in contributing to the priority area of Gaelic orthographic, terminological and place-name development.

NGS recognises the role that accurate data on all areas of Gaelic activity and development should play in informing policies and services. To this end, we will undertake to conduct surveys and other research with our visitors and staff to ascertain the level of demand for Gaelic-language or bilingual services, to achieve a better understanding of perceptions about the language and its use within NGS etc. and we will use the results to prioritise activity and allocation of resources. These surveys will be issued bilingually, demonstrating equal respect for English and Gaelic.

6. Implementation and Monitoring

6.1 Timetable

This Gaelic Language Plan will formally remain in force for a period of 5 years from the date on which formal approval for the plan was received from the Bòrd or until a new plan has been put in place. In Chapter 4 we have set out the individual target dates for when we expect to implement specific commitments.

6.2 Publicising the Plan

NGS' Gaelic Language Plan will be published bilingually on our website www.nationalgalleries.org. In addition, we shall:

- issue a press release announcing the plan
- make the plan known to employees via email, our shared drive and briefing sessions
- distribute copies of the Plan to Gaelic organisations and other interested bodies
- make copies available on request

A detailed communication plan for launching and publicising the plan will be developed to ensure the key messages are clear.

6.3 Administrative Arrangements for Implementation of the Plan

This plan is the policy of NGS and has been endorsed both by our senior management team and Board of Trustees.

Overall Responsibility:

The Board of Trustees will be responsible ultimately for ensuring that NGS delivers on the commitments set out in this Plan.

Individual Staff members:

NGS staff will be advised of the new Gaelic Language Plan by staff notice and newsletter (under development), departmental meetings and as part of our series of staff briefing sessions. Reference to it will be included in the Corporate Overview induction.

Services delivered by third parties:

NGS will include a requirement in its standard contracts for third parties supplying NGS with goods or services to take cognisance of the principles and commitments set out in the Gaelic Language Plan and to further delivery of these where possible and practical to do so.

6.4 Informing other organisations of the Plan

NGS has worked with the National Library of Scotland and National Museums Scotland on development of this plan. Copies of the final plan will be circulated to these and other interested bodies, including Scottish Government. This plan will feature on NGS' website and reference will be made to it in contracts and other relevant external publications, including the NGS Annual Review for 2012/13.

6.5 Resourcing the Plan

With limited resources available to public bodies, NGS will strive to ensure Gaelic is considered as early as possible in planning activities and policies to keep costs as low as possible. 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.

We will look for opportunities to work in partnership with other organisations such as National Museums Scotland and the National Library of Scotland to share resources and undertake joint projects. Applications for external funding will be made where possible to support delivery of activity within the plan.

6.6 Monitoring the Implementation of the Plan

Progress against the Plan will be reported quarterly to NGS' senior management team and this will form the basis of the annual report to Bòrd na Gàidhlig. Where performance against intended outcomes requires improvement, remedial action will be identified to ensure delivery of the plan over the next five years.

Questions will be included in visitor surveys to ascertain awareness, uptake and demand for Gaelic-medium and Gaelic-related services to build into our service planning and the next Gaelic Language Plan.

7. Contact details

The senior officer with operational responsibility for overseeing preparation, delivery and monitoring of NGS' *Gaelic Language Plan* is:

Elaine Anderson
Head of Planning and Performance
National Galleries of Scotland
73 Belford Road
Edinburgh
EH4 3DS

Tel: 0131 624 6284
Email: eanderson@nationalgalleries.org

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

Kathryn Farrell
Policy and Communications Officer
National Galleries of Scotland
73 Belford Road
Edinburgh
EH4 3DS

Tel: 0131 624 6473
Email: kfarrell@nationalgalleries.org

Appendix: Consultation Results

A1. Staff Linguistic Audit – August 2010

109 responses were received from staff, a mixture of permanent and temporary employees and quite well spread across the departments. The headline results were as follows:

- 97 respondents (89%) did not have any understanding of Gaelic, seven could understand simple greetings and three, simple conversations (two did not answer)
- 102 respondents (94%) did not speak any Gaelic, four could exchange simple greetings, one could take part in simple conversations and one, daily conversations if they took their time (one did not answer)
- 90 (83%) could not read any Gaelic, 10 could read a few words on signs or notices, two could understand children's books and one, books aimed at teenagers (six did not answer)
- 101 (93%) could not write any Gaelic, three could write simple greetings, and two could write simple sentences with the help of a dictionary (three did not answer)

- Only one member of staff reported members of the public initiating conversation in Gaelic (because the member of staff has a Gaelic name)
- No respondent has ever spoken Gaelic with a member of the public over the telephone
- Only in one instance has correspondence written in Gaelic been received from a member of the public
- No respondent has ever written to a member of the public in Gaelic
- Only one member of staff reported communicating (written or spoken) in Gaelic to NGS colleagues or those from other organisations (mostly to clarify the meaning of a word or phrase)
- No members of staff were on a Gaelic language course at that time
- 28 (26%) respondents wished to learn Gaelic or improve their Gaelic, but had not had the opportunity to do so

The results of this audit led us to conclude that in this first Gaelic Language Plan more emphasis must be placed on building capacity and raising awareness rather than service delivery and our action plan has been geared towards this.

A2. Public Consultation – January to March 2011

NGS received a total of 107 responses to the public consultation both through an online survey and direct correspondence.

91 online surveys were submitted. We asked respondents to state if they were content with the commitments we set out in the areas of Identity, Communications, Publications and Staffing. For each of these, between 47% and 53% of respondents were content with the plan, or thought that it didn't go far enough. The remainder were divided almost equally between those that felt it was a disproportionate use of scarce resources when there is little evidence of demand and that we should simply do the bare minimum required to comply with the legislation, and those that were strongly opposed to the principle of support for the Gaelic language. There were many constructive comments received both in terms of firming up our commitments and reducing them. Resourcing/cost and priorities were the key reasons for people stating that our plan went too far, and suggestions were often made on what respondents felt an acceptable level of Gaelic service delivery. 58% of respondents believed that the policy commitments in the plan would support the National Plan for Gaelic, although several of these were opposed to the plan itself and many therefore saw this matter as irrelevant.

16 letters and emails were also received during the consultation. Five of these expressed support for having a Gaelic Language Plan, four were opposed to it in principle and the remainder were opposed on grounds of cost, relevance to the work of NGS etc (including five which were directly attributable to an erroneous newspaper report that delivery of our plan would cost in excess of £1m).

As a result of the consultation, our Gaelic Language Plan takes into account the responses received with revisions including:

- Clearer, more specific actions
- Better alignment of actions with our corporate priorities and existing service delivery to help ensure delivery and keep costs low
- Scaling back of some areas to concentrate on delivery of key actions
- Detail of our high-level commitments to ensure the plan is more robust
- Costed actions
- Greater emphasis on capacity building and awareness-raising

A report containing further detail on the results of the public consultation is available on request from Kathryn Farrell, Policy and Communications Officer (contact details in chapter 7).

