



# HISTORIC SCOTLAND'S GAELIC LANGUAGE PLAN 2012-2017



HISTORIC SCOTLAND  
ALBA AOSMHOR

# FOREWORD



Gaelic is a fundamental part of Scottish culture and we at Historic Scotland are keen to support its promotion and recognition, not only as an important part of our country's heritage, but also as a living language.

As an Agency of the Scottish Government, our Gaelic Language Plan sets out to fulfil our duty to help deliver the objectives of Bòrd na Gàidhlig, the National Plan for Gaelic, and to meet the duties laid out in the Gaelic Language (Scotland) Act 2005. In so doing, we hope to encourage wider recognition of the unique and continuing contribution of Gaelic to Scottish life.

Through this Plan, we therefore aim to support the use and learning of Gaelic within Historic Scotland, to promote it further through our interaction with other organisations, stakeholders and customers across Scotland and, where our operations permit, throughout the world.

Historic Scotland believes that Gaelic has a historical and modern relevance in today's society. We look forward to playing our part in supporting its revival and growth in the years to come.

This Plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005 and was approved by the Bòrd na Gàidhlig on (19.06.2012)

**Ian Walford**  
Acting Chief Executive

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# SUMMARY

Historic Scotland recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life and we are committed to the objectives set out in the National Plan for Gaelic. We have therefore put in place structures and initiatives to enable us to play our part in ensuring that Gaelic has a sustainable future in Scotland.

Historic Scotland recognises that the position of Gaelic is extremely fragile, and that if it 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; and
- encourage the increased use of Gaelic.

This document is Historic Scotland's Gaelic Language Plan, which has been prepared within the framework of the Gaelic Language (Scotland) Act 2005, having regard also to the National Plan for Gaelic and the Guidance on the Development of Gaelic Language Plans. 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.

# STRUCTURE OF THE GAELIC LANGUAGE PLAN

The four key components of our Gaelic Language Plan are:

## 1. Introduction

The background and context underpinning the preparation of Gaelic Language Plans in accordance with the Gaelic Language (Scotland) Act 2005 and the structure of Historic Scotland's main areas of operation. This chapter also provides a brief summary of the demography of the Gaelic language in Scotland.

## 2. Core Commitments

An account of how Historic Scotland will enable the use of Gaelic in relation to our main business functions. It covers key areas of operation such as corporate identity, signage, communication with the public and the use of Gaelic on our website; setting out the Gaelic language provision to which we are committed in the lifetime of the Plan.

## 3. Implementing the National Plan for Gaelic

This chapter describes how Historic Scotland will help to implement the National Plan for Gaelic. It also shows how we intend to promote the use of Gaelic in service planning and delivery, particularly in areas such as education and our other outward-facing activities. In addition, it considers how we will take account of Gaelic and our Gaelic Language Plan when drafting new policies and considering new strategies, such as our Corporate Plan 2012-2015 and [Building for Success](#).<sup>1</sup>

## 4. Implementation and Monitoring at Historic Scotland

An explanation of how the implementation of our Gaelic Language Plan will be taken forward, and how the resulting outcomes will be monitored.

<sup>1</sup> *Building for Success* is a strategy drawn from an internal consultation process, *Programme of Change* completed in 2010, and is designed to take Historic Scotland forward and through the challenges currently faced by the public sector in Scotland.



# 1. INTRODUCTION

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## 1.1 Background

The Gaelic Language (Scotland) Act 2005 was passed by the Scottish Parliament with a view to securing the status of the Gaelic language as an official language of Scotland commanding equal respect to the English language.

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.

The 2005 Act requires public bodies to bring the preparation of their Gaelic Language Plans to the attention of all interested parties. Historic Scotland has therefore consulted publicly on the draft of its Gaelic Language Plan and has taken into account representations made to it during the consultation process.

Once feedback from the consultation has been received and resulting changes made, a final draft will be submitted to Bòrd na Gàidhlig for approval in March 2012.

## 1.2 Overview of the functions of Historic Scotland

The Scottish Government's Purpose<sup>2</sup> identifies 16 National Outcomes which underpin its principal aim of focusing Government and public services on creating a more successful country, with opportunities for all of Scotland to flourish through increasing sustainable economic growth. Of these National Outcomes, four are of particular relevance to Gaelic and the work of Historic Scotland. They are:

- We value and enjoy our built and natural environment and protect and enhance it for future generations (NO12)
- We take pride in a strong, fair and inclusive national identity (NO13)
- Our young people are successful learners, confident individuals, effective contributors and responsible citizens (NO4)
- We are better educated, more skilled and more successful, renowned for our research and innovation (NO3)

As an Executive Agency of the Scottish Government, Historic Scotland is charged on behalf of the Scottish Ministers with ensuring that the historic environment provides a strong foundation for building a successful future for Scotland. Although

the Agency makes very significant contributions to many of the National Outcomes, our strongest focus is on National Outcome 12 and the historic environment in particular. This positions our work at the heart of Scottish culture and also offers the opportunity to contribute to National Outcome 13 and the nurturing of an 'inclusive national identity'. We also contribute to education programmes across Scotland. There is, therefore, considerable scope for Gaelic to play a significant role in the work of Historic Scotland and the purpose of this document is to outline how this can and is being done.

In the face of major change within Scottish Government and within the Agency itself, Historic Scotland's recent initiative, *Building for Success*, has defined four key activities. These are:

- Maximising the contribution the historic environment can make to the sustainable growth of Scotland
- Safeguarding Scotland's historic environment for the benefit of the people of Scotland and for future generations
- Celebrating Scotland's historic environment and promoting its understanding and enjoyment
- Being accountable for the resources provided to the Agency, demonstrating public value and delivering value for money

<sup>2</sup> See the Scottish Government website, <http://www.scotland.gov.uk/About/scotPerforms/outcomes>

In operational terms, these key activities include caring for and presenting to visitors the historic properties for which Scottish Ministers are responsible; maintaining the statutory schedule of monuments of national importance and the statutory list of buildings of architectural or historic interest; considering proposals for alterations to scheduled monuments and listed buildings; providing financial assistance towards the conservation and enhancement of the historic environment; providing guidance on the management of the historic environment; advising on policies concerning the historic environment; and support for various strands of education, including Gaelic learning initiatives.

More recently, Historic Scotland has published a Corporate Plan 2012-2015, which sets out the Agency's strategic priorities over the next three years. Those that are particularly relevant to the Gaelic Language Plan are Championing Scotland's Historic Environment, Managing Scotland's historic environment creatively, and Delivering our business.

Historic Scotland's Gaelic Language Plan defines programmes of work and support that will enhance these activities. For example, Historic Scotland has in its care 345 nationally important historic properties, of which 78 are staffed. In 2009-2010 the staffed properties alone welcomed over 3 million visitors; enhanced site interpretation at many of these properties has the potential to introduce Gaelic to a much wider audience.

### **1.3 The wider context of Gaelic in Scotland**

Historic Scotland's responsibilities cover all of Scotland and, as a consequence, all of Scotland's Gaelic speakers and Gaelic communities, both now and in the future, have a potential interest in the work of the Agency. We will liaise with other national bodies who have a Gaelic Language Plan such as Scottish Natural Heritage, Creative Scotland, Visit Scotland and the Scottish Parliament, as well as Gaelic organisations throughout the country including Comann na Gàidhlig, Bòrd na Gàidhlig, Stòrlann, Fèisean nan Gàidheal and Comann Eachdraidh groups.

It is important to understand the demography of Gaelic in contemporary Scotland.

The UK 2001 census<sup>3</sup> revealed that the total number of people recorded as being able to speak and/or read and/or write and/or understand Gaelic was 92,400 (1.9% of the Scottish Population). Of these, the total number of people who could speak Gaelic was 58,652 (1.15% of the Scottish Population).

Gaelic speakers are spread throughout Scotland. Of the Gaelic speakers identified in the UK 2001 census, just over half lived in the Highland counties (the Highland Council, Argyll and Bute Council and Western Isles areas) and just under half in the Lowland areas. Approximately a quarter lived in localities where Gaelic speakers form a majority. In contrast, there is also a high degree of urbanisation within the Gaelic-speaking community, with large concentrations of Gaelic speakers living in Greater Glasgow, Edinburgh, Inverness and Aberdeen. For example, the 2001 census revealed that 11,211 Gaelic speakers (19% of the national total) lived in Greater Glasgow.<sup>4</sup>

<sup>3</sup> Census data is taken from the 2001 census Gaelic report, available online at: <http://www.gro-scotland.gov.uk/census/censushm/scotcen2/reports-and-data/scotcen-gaelic/index.html>. Education figures are taken from: University of Strathclyde, Faculty of Education (2006). Pupil Numbers in Gaelic Education 2006-07, Glasgow: University of Strathclyde.

<sup>4</sup> Greater Glasgow is defined here as Glasgow City, North Lanarkshire, South Lanarkshire, East Dunbartonshire, West Dunbartonshire, Renfrewshire, East Renfrewshire and Inverclyde.



While the overall number of Gaelic speakers declined in the period between the last two censuses, the number of people able to speak and also to read and write Gaelic increased between 1991 and 2001, reflecting a growth in Gaelic literacy and growing numbers of Gaelic learners. The number of children aged 5-15 who were able to speak Gaelic also increased between 1991 and 2001.

It is an aim for this Government to stabilise the number of Gaelic speakers at their 2001 levels by the 2021 UK Census. In order to achieve this, a major strand within Scottish Government Gaelic policy has been support for Gaelic-medium education (GME), the purpose of which is to educate children directly through the use of the Gaelic language. It aims to take children to the same level of fluency in Gaelic and English by the time they leave primary school and Historic Scotland is already supporting this work.

The latest available figures reveal that 2,316 primary and 410 secondary schoolchildren were accessing GME nationally in 2010-11, with a further 802 children in Gaelic-medium nurseries.<sup>5</sup> In 2008 2,733 pupils were studying Gaelic learners' courses in English-medium secondary schools and approximately 6,000 beginners were being taught Gaelic in primary schools.<sup>6</sup>

There is no authoritative, current figure for the number of non-fluent adult learners of Gaelic that there are currently in Scotland, but a national study in 1995 by John Galloway on behalf of Comunn na Gàidhlig, the Gaelic development organisation, found that there were approximately 8,000 in Scotland.<sup>7</sup>

With people of all ages learning to speak Gaelic, and existing Gaelic speakers spread across Scotland, it is clear that Historic Scotland's Gaelic Language Plan should not be geographically specific and that it should aim to engage as many people as possible through its Gaelic initiatives. There is, for example, an excellent opportunity to promote Gaelic through Historic Scotland's education programmes.

## 1.4 Gaelic within Historic Scotland

Historic Scotland does not currently have a record of how many of its staff are fluent Gaelic speakers, are currently learning Gaelic or have the ability to read and write Gaelic. As a core commitment, we propose to undertake a staff survey to gather this information by the end of 2012. With this we will be able to use and enhance the skills of our current staff much more effectively. We will determine:

- The number of Gaelic-speaking staff within the agency
- The number of staff who are learning Gaelic
- The number of staff who have expressed a desire to learn Gaelic
- The number of staff who can speak, read and write in Gaelic

We will ensure that this data is kept up to date by renewing it every three years, and the results of the audits will be made available to the public.

<sup>5</sup> Figures from Comann na Gàidhlig website [www.cnag.org.uk](http://www.cnag.org.uk)

<sup>6</sup> Gaelic Medium Unit information from the Scottish Government website at <http://www.scotland.gov.uk/Topics/ArtsCultureSport/arts/GaelicLanguage>

<sup>7</sup> Galloway, John (1995). *Estimation of the Number and Distribution of Adult Learners of Gaelic: Final Report*. Inverness: Comunn na Gàidhlig.

During the preparation period of our Gaelic Language Plan, we have already begun to promote Gaelic in a number of ways. These have included the first in a series of Gaelic Awareness courses.

We have also adopted a bilingual Historic Scotland logo that we are in the process of making the norm across all areas of our operations. This has coincided with the introduction of bilingual signage at many Historic Scotland properties and at our headquarters, Longmore House, in Edinburgh.

Gaelic signage, guidebooks, audio tours, public performances and graphic interpretation in Gaelic have also been introduced at a number of our sites, especially within the Highland, Argyll and the Western Isles areas, such as Arnol, Calanais, Inverlochy, St Clement's Church, Steinacleit, Kisimul, Dunstaffnage and Bonawe. This has been further supported by the creation of a fully bilingual Gaelic-English Language website devoted to Iona,<sup>8</sup> the introduction of Gaelic-speaking Local Learning Officers in Lewis and at Edinburgh Castle, and the translation of educational support materials into Gaelic.

In order to promote Gaelic more widely across the historic environment sector, we have also begun the process of translating some of our key guidance. This includes the INFORM guides, which are a series of leaflets developed to advise the owners of homes and other buildings on the repair and maintenance of a wide variety of building materials and structures. Other examples include key booklets explaining the listing and scheduling of buildings and monuments, the forthcoming 'Managing Change' guidance notes.

### **1.5 Scottish Government Gaelic Language Plan**

Historic Scotland is an Executive Agency of the Scottish Government, which means that we are fully part of the Scottish Government and our staff are civil servants. However, the distinctive functions and mainstream cultural role of Historic Scotland is such that we have been invited by Bòrd na Gàidhlig to develop our own Gaelic Language Plan.

Over the past two years Gaelic has been integrated into a range of interpretive media and visitor signage at a number of our properties, within the Gaeltachd and in other areas with high concentrations of Gaelic speakers and learners. These include Iona, Arnol, Calanais, Inverlochy, St Clement's Church, Kisimul, Dunstaffnage, Bonawe and Glasgow Cathedral. The delivery mechanisms have included a fully bilingual website devoted to Iona, a suite of bilingual interpretation panels and signage, Gaelic language guidebooks, some audio delivery and a programme of Costumed Interpretation incorporating Gaelic culture and vocabulary. Gaelic-speaking Local Learning Officers have also been introduced in Lewis and at Edinburgh Castle and education support materials have been translated into Gaelic. Various Gaelic-medium activities have taken place, including Junior Guides at Edinburgh Castle, and Gaelic-medium schoolchildren at Stirling Castle. Historic Scotland has also provided support for Seachdain na Gàidhlig (organised by Comann nam Pàrant) and provided Gaelic tours of Edinburgh Castle and Holyrood Park. Gaelic has been included in events such as a recent conference on the carved stones of Iona.

<sup>8</sup> See [www.ionahistory.org.uk](http://www.ionahistory.org.uk)

## 2. CORE COMMITMENTS



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### 2.1 Implementation of the Scottish Government's Strategic Objectives

In addition to the National Outcomes noted in Section 1.2 above, the Scottish Government has, since 2007, aligned itself around five Strategic Objectives that underpin its core 'Purpose' and define the type of country in which we want to live – a Scotland that is Wealthier and Fairer, Smarter, Healthier, Safer and Stronger, and Greener. The belief is that success lies in focusing all of government and public services on the achievement of this Purpose, and that by working together across all of these strategic objectives, we can increase sustainable economic growth so that all of Scotland can flourish.

In encouraging the preparation of Gaelic Language Plans, Bòrd na Gàidhlig is ensuring that the components of each plan are appropriately aligned, indicating how they contribute to the Scottish Government's Strategic Objectives. For this reason, each of the sections in the tables outlining core commitments in this chapter indicate the Strategic Objectives to which they are linked. These are listed as follows:

1. Wealthier and Fairer
2. Smarter
3. Healthier
4. Safer and Stronger
5. Greener

### 2.2 Historic Scotland's Current Gaelic Language Policy

After this Plan has been amended to accommodate feedback from the official consultation, and once it has been endorsed by Bòrd na Gàidhlig and Scottish Ministers, it will constitute the Gaelic Language Policy of Historic Scotland.

### 2.3 Key Areas of Service Delivery

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 therefore identified four key areas of service delivery that public bodies need to address when preparing Gaelic Language Plans. These have been incorporated into the associated action plan tables under the headings listed below:

#### 2.3.1 Identity

- Corporate identity
- Signage

#### 2.3.2 Communications

- Reception
- Telephone
- Mail and e-mail
- Forms
- Public meetings
- Complaints procedures

#### 2.3.3 Publications

- Public relations and media
- Printed material
- Resources for schools
- Websites
- Exhibitions

#### 2.3.4 Staffing

- Training
- Language learning
- Education and outreach
- Recruitment
- Advertising

### 2.3.1 Identity

The presence of Gaelic in the corporate identity and signage 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 recognised. 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.

The presence of Gaelic indicates to speakers that use of the language is facilitated.

#### Historic Scotland recognises the importance of extending the visibility of Gaelic and increasing its status

Development Function	Actions	Lead Directorate/Department	Timescale
<b>Corporate Identity</b>			
<b>Current Practice:</b> Historic Scotland now has a bilingual logo with a set of guidelines in place for its use	We will develop guidelines for the use of a bilingual version of the Historic Scotland logo as the norm across all areas of our operation, in electronic and other forms	Communications Unit, Commercial & Tourism	Commencing on approval of the Plan
	We will audit all electronic forms used by Historic Scotland and revise those most used to include bilingual versions	All Directorates	October 2012
	Wherever the Historic Scotland logo appears, it will be in its bilingual form. This will happen as part of our normal replacement and upgrading process and will cover such items as uniforms, protective clothing, stationery, and vehicles	All Directorates	Commencing on approval of the Plan
<b>Relevant Strategic Objectives assisted: 1 and 2</b>			

Development Function	Actions	Lead Directorate/Department	Timescale
<b>Signage</b>			
<p><b>Current Practice:</b> Historic Scotland does not yet have an agreed policy for the use of Gaelic on signage</p>	<p>We will audit Historic Scotland's current provision of external and entrance signs for the use of Gaelic. We will continue to work with Bòrd na Gàidhlig to agree the most effective way to provide Gaelic/English signage. The agreed approach will increase the use of Gaelic in external and entrance signage at our sites across Scotland where appropriate, and the bilingual Historic Scotland logo will be used at all sites. This will initially be carried out through a prioritisation programme, the remainder being introduced as part of our normal replacement and upgrading process. Examples include the use of a bilingual logo, visitor information boards, and road signs</p>	<p>Commercial &amp; Tourism, Human Resources (Office Services Team)</p>	<p>October 2012</p>
<b>Relevant Strategic Objectives assisted: 1 and 2</b>			

### 2.3.2 Communications

The use of Gaelic at the initial point of contact that members of the public have with a public organisation increases the visible and audible presence of the language, and contributes to the perception 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. Historic Scotland will actively encourage the use of Gaelic in dealings with the public.

The use of Gaelic in interactions with the organisation by mail, e-mail and by telephone is important in creating practical opportunities for the use of the language, and in contributing to the sense that its use is welcome. The presence

of Gaelic in a wide range of bilingual forms and Gaelic-only 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 corpus of language itself.

**Historic Scotland recognises the importance of creating opportunities for the practical use of Gaelic in a wide range of everyday situations and is committed to increasing its level of provision in this area**

Development Function	Actions	Lead Directorate/Department	Timescale
<b>Corporate Identity</b>			
<b>Current Practice:</b> We have begun to recruit a number of Gaelic-speaking members of staff at our visitor properties and we plan to increase the number of Gaelic-speaking staff at sites where appropriate and possible, as well as to support existing staff's Gaelic awareness development. All staffed properties have been provided with Gaelic learning resources	Reception staff at head office will direct Gaelic enquiries to the Gaelic Language Officer	Human Resources (Office Services Team)	Commencing on approval of the Plan
	Bilingual signs – 'Welcome/Failte' – will be introduced into the foyer of our Head Office and key properties	Human Resources (Office Services Team) and Commercial & Tourism	Commencing on approval of the Plan
	We will use the results of our Gaelic skills audit to identify where we can enable reception and front-of-house staff to have access to a Gaelic speaker in our key and most appropriate properties. We will identify where there are skills gaps and where training provision is required	Commercial & Tourism, Human Resources (Office Services Team)	After completion of Gaelic Skills audit 2012
	Learning opportunities will be created for staff working in or visiting the Highlands and they will receive guidance encouraging them to learn and use Gaelic in greetings and wherever else possible	All Directorates, with assistance from Human Resources (Training & Development)	Commencing on approval of the Plan

Development Function	Actions	Lead Directorate/Department	Timescale
<b>Telephone</b>			
<b>Current Practice:</b> Historic Scotland does not, at present, make any provision for handling telephone calls in Gaelic	We will promote 'positive choice' and Head Office staff and staff at all properties will be able to transfer calls to the Gaelic Language Officer to assist with enquiries	Human Resources (Office Services Team), Commercial & Tourism	After completion of Gaelic Skills audit 2012
	Targeted Gaelic training for front-of-house staff	Human Resources (Training & Development/ Office Services Team)	Commencing on approval of the Plan
	Welcome voicemail messages will be bilingual for staff with Gaelic in their job remit, job titles or in areas with more than 20% Gaelic speakers	All Directorates, with assistance from Human Resources (Office Services Team and Training & Development)	Commencing on approval of the Plan



Development Function	Actions	Lead Directorate/Department	Timescale
<b>Post and Email</b>			
<b>Current Practice:</b> Gaelic enquiries are replied to in Gaelic but there are no formal guidelines or policy for this	When a member of the public writes to Historic Scotland in Gaelic, s(he) will receive a reply in Gaelic within normal timelines	Communications Unit (Gaelic Language Officer)	Commencing on approval of the Plan
	Historic Scotland will compile and maintain contact information on those individuals or organisations who prefer to receive communications in Gaelic	Communications Unit	Commencing on approval of the Plan
	Bilingual email signatures and automatically-generated messages will be provided for staff, who will be encouraged to use them	All Directorates	Commencing on approval of the Plan
	We will advertise on our website that Historic Scotland is happy to receive correspondence in Gaelic	Communications Unit	Commencing on approval of the Plan
	The Gaelic Language Officer will establish systems to deal with all Gaelic correspondence, including clear guidance on the service people can expect to receive	Communications Unit	Commencing on approval of the Plan
	Historic Scotland will facilitate the use of Gaelic at public meetings where there is a demand, and will actively offer this provision		

Development Function	Actions	Lead Directorate/Department	Timescale
<b>Forms</b>			
<b>Current Practice:</b> Historic Scotland does not currently make explicit provision for the use of Gaelic in forms, but has accepted Gaelic submissions on an individual basis	Historic Scotland will audit existing forms, translating its most commonly-used forms	All Directorates	October 2012
	Historic Scotland will encourage the completion of forms in Gaelic	All Directorates	Commencing on approval of the Plan

Development Function	Actions	Lead Directorate/Department	Timescale
<b>Complaints Procedure</b>			
<b>Current Practice:</b> Historic Scotland does not make any provision for including Gaelic in its complaints procedures at present	A Gaelic translation of our complaints leaflet, 'Raising the Standards', will be made available and advertised on our website	Communications Unit	Commencing on approval of the Plan
<b>Relevant Strategic Objectives assisted: 1 and 2</b>			

### 2.3.3 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 and promulgate existing terminology. The growth of Gaelic-Medium Education has been identified by Bòrd na Gàidhlig as key to the future of the development of the language; Historic Scotland is ideally placed to support this development through

provision of resources for formal education. School resources will also be suitable for use by families and therefore would also support Bòrd na Gàidhlig's strategy of intergeneration transmission.

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. Historic Scotland's many publications highlight the extensive contribution the historic environment makes to the quality of life in Scotland, which can include improvements to the sustainability and safety of communities as well as significant benefits to the natural environment.

Historic Scotland is committed to increasing the use of Gaelic in those areas where the subject matter is of most interest to the general public or relates specifically to Gaelic issues

Development Function	Actions	Lead Directorate/Department	Timescale
<b>Published Material</b>			
<p><b>Current Practice:</b> Historic Scotland has produced a variety of materials in Gaelic, such as official souvenir guidebooks for some sites, including Edinburgh Castle. Currently 17% of our publications are available in Gaelic, we hope to increase this to 25% by 2017</p>	<p>We will increase the number of key advisory and educational documents we produce in Gaelic or bilingually, including:</p> <ul style="list-style-type: none"> <li>• Education material</li> <li>• Guide books for sites</li> <li>• INFORM Guides</li> <li>• News/press releases</li> <li>• Designations booklets</li> <li>• Managing Change guidance</li> </ul>	All Directorates	On approval of the Plan
	<p>We will develop guidelines, in discussion with Bòrd na Gàidhlig, for considering when a publication ought to be published in Gaelic</p>	Communications Unit	October 2012
	<p>We will use our membership magazine to promote Gaelic through the dissemination of Gaelic-related information and bilingual articles, where appropriate</p>	Commercial & Tourism	Commencing on approval of the Plan
	<p>We will audit current provision in Historic Scotland's library and increase the Gaelic language materials, provide a dedicated Gaelic Language section, including all Gaelic publications produced by Historic Scotland</p>	Human Resources (Office Services Team)	December 2012
	<p>The Historic Scotland bilingual logo will be used in all corporate publications and in the external use of the Historic Scotland brand by partners</p>	All Directorates	Commencing on approval of the Plan
<b>Relevant Strategic Objectives assisted: 1, 2, 4 and 5</b>			

Development Function	Actions	Lead Directorate/Department	Timescale
<b>Public Relations and Media</b>			
<b>Current Practice:</b> Historic Scotland produces approximately 200 press releases each year. Some of these are produced in Gaelic but at present there is no agreed policy for this	We will use Gaelic in Historic Scotland advertising and marketing campaigns	Commercial & Tourism	Commencing on approval of the Plan
	We will provide translations of press releases which are of particular interest to those living in areas with more than 20% Gaelic speakers, and at least two high-profile press releases per year	Communications Unit	Commencing on approval of the Plan
	The Gaelic Language Officer will be trained in media skills and, through the Communications Unit, will be available for interviews with Radio nan Gaidheal and BBC Alba	Human Resources, Communications Unit	Commencing on approval of the Plan
<b>Relevant Strategic Objectives assisted: 1, 2 and 5</b>			

Development Function	Actions	Lead Directorate/Department	Timescale
<b>Website</b>			
<p><b>Current Practice:</b> Historic Scotland has some provisions for Gaelic on the corporate website for visitors, which can be accessed by using the Fàilte link on the homepage or <a href="http://www.historic-scotland.gov.uk/gd/failte">www.historic-scotland.gov.uk/gd/failte</a> We already have a fully bilingual website for Iona available at <a href="http://www.ionahistory.org.uk">www.ionahistory.org.uk</a></p>	We will develop the Gaelic content on our official website by ensuring all Gaelic content is prominent, and building up to contain information in Gaelic about as many sites as possible <a href="http://www.historic-scotland.gov.uk/gd/failte">www.historic-scotland.gov.uk/gd/failte</a>	Communications Unit	Commencing on approval of the Plan
	The Gaelic section on Historic Scotland's official website will contain links to all Gaelic publications	Communications Unit	Commencing on approval of the Plan
	We will increase the number of Gaelic documents available on-line prioritising a glossary, and interpretive and educational material for children and families	All Directorates	Commencing on approval of the Plan
	All publications relating to the Historic Scotland Gaelic Language Plan will be bilingual	Communications Unit	Commencing on approval of the Plan
<b>Relevant Strategic Objectives assisted: 1, 2 and 5</b>			

Development Function	Actions	Lead Directorate/Department	Timescale
<b>Interpretation, Presentations and Events</b>			
<p><b>Current Practice:</b> Historic Scotland has begun to include Gaelic in its site interpretation material, presentations and events, and has begun to develop an agreed methodology/guidelines for doing so</p>	<p>We will provide a methodology to agree the level of Gaelic to be included (up to bilingual provision) in heritage interpretation, publications and signage at or about Properties in Care, on a new or replacement basis. This methodology will take account of: impact both ‘symbolic’ and physical, as well as potential demand; localities with a concentration of Gaelic users; bilingual policies of other public authorities; sites serving schools providing Gaelic-Medium Education (GME); and the importance of sites in the history or heritage of the Gaels. This methodology will be based on the results of the Interpret Scotland report, due to be published in 2012. Until this is available we will ensure that new interpretation material for all sites takes the Gaelic Language Plan into account and that an appropriate level of Gaelic is included. The development of corporate bilingual signage, corporate publications and any other non-interpretive materials will not be dependent on content or publication of the Interpret Scotland report</p>	<p>Commercial &amp; Tourism, Communications Unit</p>	<p>October 2012, then ongoing implementation</p>
	<p>We will work with the National Trust for Scotland on the new Visitor Centre at Bannockburn to explore funding opportunities for the development of a potential bilingual microsite, and Gaelic provision on-site for Gaelic-Medium Schools and visitors</p>	<p>Major Projects, Bannockburn, Communications Unit</p>	<p>2014</p>

Development Function	Actions	Lead Directorate/Department	Timescale
<b>Formal education and community engagement</b>			
<b>Current Practice:</b> Two freelance Gaelic speaking local learning officers have been contracted on a part-time basis, one for sites on the Isle of Lewis and a second at Edinburgh Castle, which has the greatest demand from GME and Gaelic learners amongst Historic Scotland sites. Teacher packs for most of our sites have been translated into Gaelic and are available on our website	We will liaise with Storlann and Education Scotland to ensure that the development of activities and resources to support GME learners reflects the Curriculum for Excellence practices and principles, and are made available through Scotland's national online education service, Glow and the Creativity Portal. We will ensure that Storlann and Comhairle nan Leabhraichean are made aware of any of our Gaelic publications and liaise with them to reach as wide an audience as possible	Commercial & Tourism with support from Communications Unit (Gaelic Language Officer)	Commencing on approval of the Plan
	Gaelic learning officers on the Isle of Lewis and at Edinburgh Castle will continue to support GME and Gaelic learners through the provision of education tours, activities, resources and community projects at specified sites. With support from the Gaelic Language Officer resources will be developed for GME, initially targeting Kisimul Castle, Urquhart Castle, Iona and Bothwell castle. Outreach work will encourage and facilitate the use of these resources both by local Gaelic-Medium Schools and organisations such as Comann nam Pàrant and Fèisean nan Gaidheal	Commercial & Tourism, Communications Unit (Gaelic Language Officer), Human Resources	Commencing on approval of the Plan
	Gaelic learning officers on the Isle of Lewis and at Edinburgh Castle will give advice and assistance to HS Education Officers where there is demand from GME and Gaelic learners at other HS sites	Commercial & Tourism	Commencing on approval of the Plan
<b>Relevant Strategic Objectives assisted: 1 and 2</b>			



### 2.3.4 Staffing

In order to deliver services through the medium of Gaelic, it is necessary to develop the requisite job and language skills of staff. The provision of language learning for staff helps to encourage 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 speakers have an important role to play within a public authority. Whatever the

level of Gaelic skills required, it is important that authorities ensure 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.

**Historic Scotland recognises the significance of seeing Gaelic as an important job skill and of identifying situations in which its use is essential or desirable. Historic Scotland also recognises the importance of enabling staff to develop their Gaelic skills if they wish to do so**

Development Function	Actions	Lead Directorate/Department	Timescale
<b>Training</b>			
<b>Current Practice:</b> Historic Scotland has begun a series of Gaelic awareness training sessions for staff. Learning materials such as books, tapes and DVDs are available to all staff at Longmore House, and materials have also been sent to all staffed properties	We will continue to provide a programme of Gaelic awareness training, which will be available to all staff. The associated learning materials will be made available online via the Historic Scotland intranet	Human Resources (Training & Development)	Commencing on approval of the Plan
	We will publicise the availability of Gaelic awareness training sessions organised by the Scottish Government, in which all Historic Scotland staff are eligible to enrol	Human Resources (Training & Development)	When these courses become available
	We will develop guidance notes for all staff on our Gaelic Language Plan and new policies and procedures as they develop, and will make them available to staff via the Historic Scotland intranet	Communications Unit	On approval of this plan, and thereafter
	We will ensure that front-of-house staff are able to take part in Gaelic awareness training	Human Resources (Training & Development)	Commencing on approval of the Plan
<b>Relevant Strategic Objectives assisted: 2</b>			

Development Function	Actions	Lead Directorate/Department	Timescale
<b>Language Learning</b>			
<b>Current Practice:</b> Historic Scotland has recently begun to offer Gaelic-related training for staff	Historic Scotland will undertake an audit of Gaelic linguistic skills to ascertain how many of our staff have Gaelic language abilities, and to what standard	Human Resources, Communications Unit	2012
	Gaelic training will be offered to Historic Scotland staff, based on the results of the survey	Human Resources (Training & Development)	2012
	We will enable staff who already speak Gaelic to develop their competencies further	Human Resources (Training & Development)	Commencing on approval of the Plan
	We will publicise the availability of Gaelic resources offered by the Scottish Government Resource Centre, which is open to Historic Scotland staff	Human Resources (Training & Development)	Commencing on approval of the Plan
	We will increase Historic Scotland's own Gaelic learning resources, including access to Gaelic language learning DVDs, books and other resources, such as the BBC Gaelic learning website, <a href="http://learngaelic.net">learngaelic.net</a> and Gaelic4Parents	Human Resources (Training & Development)	Commencing on approval of the Plan
<b>Relevant Strategic Objectives assisted: 2</b>			

Development Function	Actions	Lead Directorate/Department	Timescale
<b>Recruitment</b>			
<b>Current Practice:</b> All recruitment to Historic Scotland is carried out in accordance with the Civil Service rules on fair and open competition. This ensures that the best person is chosen to fill a vacancy. If the ability to speak Gaelic is an occupational requirement, then the candidates' linguistic ability is taken into account	We will develop policy guidelines ensuring that where a certain level of Gaelic skills is required for any post, this will be specified during the recruitment process. The results of the Gaelic skills audit will help identify skills gaps, and where Gaelic skills are necessary for the implementation of the Gaelic Language Plan this will be specified	Human Resources	Commencing on approval of the Plan
	We have appointed a Gaelic Language Officer to manage the implementation of the Gaelic Language Plan and to help manage and cover communication issues	Human Resources, Communications Unit	
<b>Relevant Strategic Objectives assisted: 1 and 2</b>			

Development Function	Actions	Lead Directorate/Department	Timescale
<b>Advertising</b>			
Historic Scotland does not make any provision for Gaelic advertising for staff at present	Where a certain level of Gaelic skills is part of the job description, we will advertise such a post bilingually	All Directorates	When appropriate
<b>Relevant Strategic Objectives assisted: 1</b>			



### 3. IMPLEMENTING THE NATIONAL PLAN FOR GAELIC (2007-2012)

## 3. IMPLEMENTING THE NATIONAL PLAN FOR GAELIC (2007 – 2012)

### 3.1 Policy Implications for Gaelic

Historic Scotland recognises the various priority areas identified in the National Plan for Gaelic, and will address them through the implementation of our Gaelic Language Plan, which also incorporates opportunities from existing policy measures and initiatives. We will, in particular, examine current policy commitments to identify areas where Gaelic can be pro-actively 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, Historic Scotland will ensure that the impacts on Gaelic will be in line with the National Plan for Gaelic.

### 3.2 The National Plan for Gaelic

Bòrd na Gàidhlig's National Plan for Gaelic (2007-2012) sets out clear targets for numbers of Gaelic speakers over the next 35 years as follows:

- 65,000 speakers and 4,000 children enrolled annually in GME by 2021;
- 75,000 speakers and 10,000 children in GME by 2031; and
- 100,000 speakers and 50,000 children in GME by 2041.

It is the aim of Historic Scotland to play a key role in helping to achieve these targets. The aims of the National Gaelic Language Plan (2012-2017) will also be fulfilled through the delivery of the Historic Scotland Gaelic Language Plan.

### 3.3 Commitment to the Objectives of the National Plan for Gaelic

Historic Scotland is committed to ensuring that the National Plan is implemented. In this section we set out how we will achieve this aim.

The National Plan identifies four interlinking aspects of language development that need to be addressed, and within them sets out a number of priority actions areas:

#### 3.3.1 Language Acquisition

Increasing the number of Gaelic speakers by ensuring the language is transferred within families and by securing effective opportunities for learning Gaelic through:

- increasing the use and transmission of Gaelic in the Home
- increasing the number of children acquiring Gaelic in the school
- increasing the uptake and availability of Gaelic-Medium Education
- increasing the number of adult Gaelic learners progressing to fluency

### Rationale:

Historic Scotland recognises that creating a sustainable future for Gaelic requires more people to learn the language and to have increased access to Gaelic learning materials and resources. A focus on the home, education and adult learning is a key means of achieving this. In the context of the Core Commitments outlined in Section 2.3 above, we will therefore take the following steps to create a supportive environment for increasing the number of Gaelic speakers in Scotland:

- The provision of Gaelic material and education programmes at our visitor sites which provides opportunities for family learning in Gaelic in the context of the historic environment. We will actively offer this provision to the Gaelic community and ensure that all resources are available in a prominent place at relevant sites
- An increase in our educational resources in Gaelic for schools
- The production of Gaelic publications and the development of our current Gaelic website, increasing the opportunity for the usage of Gaelic in the home by enabling speakers and learners access to more Gaelic resources

- A commitment to provide Gaelic classes and training for staff, increasing the number of adults learning Gaelic
- Making information about Gaelic-Medium Education available for members of staff who may be interested in Gaelic learning resources for their children and families

### 3.3.2 Language Usage

Encouraging greater use of Gaelic, providing opportunities to use the language, and promoting access to Gaelic forms of expression, through:

- increasing the use of Gaelic in communities
- increasing the use of Gaelic in tertiary education and places of work
- increasing the presence of Gaelic in the media
- increasing the promotion of Gaelic in the arts
- increasing the profile of Gaelic in the tourism, heritage and recreation sectors

### Rationale:

Historic Scotland recognises that creating a sustainable future for Gaelic requires not only increasing the number of people able to speak the language, but also increasing its actual usage.

We recognise the importance of enabling people to use Gaelic as their preferred and normal mode of communication in an increasingly wide range of daily activities, and therefore undertake to:

- Accept, encourage and respond to all Gaelic communications
- Make training and a range of Gaelic language resources available to staff
- Increase the use and prominence of Gaelic in the workplace through the introduction of Gaelic signage at Historic Scotland offices and sites
- Enhance our services to Gaelic education in communities throughout Scotland, particularly by creating site-specific material for schools and learners
- Provide a Gaelic service to the Gaelic media through a commitment to provide Gaelic news releases and to train Gaelic speakers in media skills
- Continue to expand the provision we make for visitors to our heritage sites through the introduction of more Gaelic information panels, Gaelic guided tours and the inclusion of Gaelic in our public performances

### 3.3.3 Language Status

Increasing the visibility and audibility of Gaelic, enhancing its recognition and creating a positive image for Gaelic in Scottish public life through:

- Increasing the number of bodies preparing Gaelic Language Plans
- Increasing the profile and prestige of Gaelic
- Increasing the visibility and recognition of Gaelic

#### Rationale:

Historic Scotland 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. Our commitment to promoting the visibility of Gaelic is demonstrated by:

- The creation of this Historic Scotland Gaelic Language Plan, which confirms our commitment to enhancing the status of the language
- The actions that we have outlined in our Plan, which aim to support a positive image of a living language
- Our commitment to increasing the visibility of Gaelic by its use in our logo, branding, website, signage, publications and at our visitor attractions

### 3.3.4 Language Corpus

Strengthening the relevance and consistency of Gaelic and promoting research into the language through:

- Increasing the relevance and consistency of the Gaelic language
- Increasing the quality and accessibility of Gaelic translations
- Increasing the availability of accurate research information

#### Rationale:

Historic Scotland recognises the need to strengthen the relevance and consistency of Gaelic, to facilitate development of high quality translation services and to promote research into the language. We will therefore:

- Seek to use Gaelic placenames in our publications and interpretation where appropriate
- Continue to engage with Bòrd na Gàidhlig and other public Agencies such as Scottish Natural Heritage and Forestry Commission Scotland as part of the inter-Agency initiative, Interpret Scotland, developing best practice for the use of Gaelic in Interpretation

- Continue to work with Ainmean-Àite na h-Alba (AAA) and use its guide as an authoritative source of information on Gaelic place-names ([www.gaelicplacenames.org](http://www.gaelicplacenames.org))
- Seek to engage with the Scottish Qualification Authority (SQA) and other orthographic bodies over the Gaelic interpretation and translation of Historical names
- Seek to strengthen Gaelic translation and interpretation through the increase in Gaelic material we publish and through the increased provision of Gaelic interpretation panels and guides at our sites
- Work with RCAHMS and the National Trust for Scotland to create a unique glossary of terms relating to the historic environment which can be used to create consistent translations for schools, learners and fluent speakers. Sound bites will accompany the glossary to help with pronunciation of words
- Conduct surveys and research in Gaelic, where appropriate



## 4. IMPLEMENTATION AND MONITORING AT HISTORIC SCOTLAND



## 4. IMPLEMENTATION AND MONITORING AT HISTORIC SCOTLAND

### 4.1 Timetable

This Gaelic Language Plan will formally remain in force for a period of five years from 19.06.2012 or until a new plan has been put in place. We have set out in Chapters 2 and 3 the individual target dates when we expect specific commitments to begin to be implemented.

### 4.2 Publicising the Plan

Historic Scotland's Gaelic Language Plan will be published bilingually on our website. In addition we shall:

- issue a press release announcing the plan
- make copies of the plan available in our public offices and reception areas
- make the plan known to employees via Historic Scotland's Intranet
- distribute copies of the plan to non-departmental Public Bodies and Agencies, agents and contractors, and to other parts of Scottish Government
- distribute copies of the Plan to Gaelic organisations
- distribute copies of the Plan to other interested bodies
- make copies available on request and online

### 4.3 Administrative Arrangements

This Plan is the policy of Historic Scotland and has been endorsed both by our senior management team and the Historic Scotland Board.

#### Overall responsibility

The Chief Executive will be responsible to Scottish Ministers for ensuring that Historic Scotland delivers on the commitments set out in this Plan.

#### Individual staff members

Staff members will be made aware of the content of the Plan and what this means for them. Following the launch of the Plan we intend to provide the following support for staff:

- Flash cards/information sheets with key Gaelic phrases
- Visits to offices and sites to explain the plan to staff – project officer in attendance to answer questions
- Mini-guide booklet to what the plan involves – this can be used for staff and stakeholders
- A Gaelic presence on the intranet. This will include a copy of the Plan, information about Gaelic and why we need to protect it and learning opportunities
- Gaelic skills audit

We will seek to use the following methods to ensure staff are kept informed and respond to the impact of our actions:

- Training
- Continuous Professional Development (CPD)
- Active coverage on the Historic Scotland Intranet
- Monitoring of our sites through the Mystery Shoppers programme
- Monitoring the number of hits on our website, and downloads of Gaelic documents

#### Services delivered by third parties

Historic Scotland will ensure that, where appropriate, agreements or arrangements made with third parties relating to the delivery of services to the public are shaped by the terms of this Plan. This commitment includes services which may be contracted out or where use of the Historic Scotland brand is involved. Where the third parties do not have a Gaelic Language Plan of their own in place, we will encourage them to follow the terms of the Historic Scotland Gaelic Language Plan.

#### 4.4 Resourcing the Plan

Historic Scotland will meet the resource requirements for this Plan by allocation of core funds within baseline budgets. We are also grateful for the support we have already received from Bòrd na Gàidhlig in commencing the process of fulfilling many of the objectives identified within this Plan.

#### 4.5 Monitoring the Implementation of the Plan

Historic Scotland has set up a Gaelic Steering Group which will include the Gaelic Language Officer and identified Gaelic Action Officers from each directorate who will meet regularly to coordinate progress and oversee and evaluate progress on the Plan. The processes we have set in place to monitor the implementation and progress of the Plan therefore include:

- Routine work of the Gaelic Steering Group
- Annual progress reports to Bòrd na Gàidhlig
- The yearly cycle of Historic Scotland's Corporate Plan and Annual Report
- Inclusion of Gaelic within our Building for Success improvement programme
- Regular reports to the Historic Scotland Board

- External and internal surveys, questionnaires, course evaluations as appropriate
- Statistical reports on the numbers of hits on the Gaelic parts of our websites and the download of Gaelic documents

#### 4.6 Strategic Environmental Assessment (SEA)

Historic Scotland has applied the criteria specified in Schedule 2 of the Environmental Assessment (Scotland) 2005 Act to the draft plan and have determined that it is exempt from Strategic Environmental Assessment under Section 7(1). A copy of our determination can be viewed via the Scottish Government's SEA database.

#### 4.7 Equalities Impact Assessment

Historic Scotland considers it unlikely that our Gaelic Language Plan will have significant equalities impacts, but invites views on the draft Plan in that regard. We would also welcome any information which may assist us with an assessment. If responding to the consultation (Section 5), it would therefore be helpful to know what you consider the equality issues to be.

## 5. CONTACT DETAILS

The senior officer with responsibility for overseeing preparation, delivery and monitoring of Historic Scotland's Gaelic Language Plan is:

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

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