

GAELIC LANGUAGE PLAN 2018-2023

THIS PLAN HAS BEEN PREPARED UNDER SECTION 3 OF THE GAELIC LANGUAGE (SCOTLAND) ACT 2005



HISTORIC ENVIRONMENT SCOTLAND

ÀRAINNEACHD EACHDRAIDHEIL ALBA



CONTENTS



Welcome	3
Foreword	4
About Historic Environment Scotland	5
Our success with Gaelic	6
Our priorities for Gaelic	7
How we promote Gaelic	10
Our core commitments	11
Measuring our success	15
Implementing and monitoring our Gaelic plan	17
Contact us	19



© Historic Environment Scotland 2018 You may re-use this information (excluding logos and images) free of charge in any format or medium, under the terms of the Open Government Licence v3.0 except where otherwise stated.

To view this licence, visit http://nationalarchives.gov.uk/ doc/open-government-licence/version/3/ or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: psi@nationalarchives.gov.uk

Where we have identified any third party copyright information you will need to obtain permission from the copyright holders concerned.

Any enquiries regarding this document should be sent to us at:

Historic Environment Scotland Longmore House Salisbury Place Edinburgh EH9 ISH +44 (0) 131 668 8600 www.historicenvironment.scot

You can download this publication from our website at www.historicenvironment.scot

Gaelic cover image translation: Dunstaffnage of the high walls Where the King of the Gaeltachd lived Many earls would come on their boats With white sails to see it. Beautiful Oban by Calum Campbell MacPhail, 1878



Welcome to Historic Environment Scotland's (HES) *Gaelic Language Plan 2018-2023*.

In this plan, we outline our commitment to acknowledging and promoting Gaelic language and culture as an important and valuable part of Scotland's historic environment.

Our priorities, commitments and measurements have been developed over the course of a yearand-a-half, taking into consideration feedback from internal and external stakeholders, partner organisations, Bòrd na Gàidhlig and the public via a 12-week consultation exercise, the results of which can be accessed via our website. The plan's structure of core commitments are aligned to our five strategic themes: **Lead**, **Understand**, **Protect**, **Value** and **Perform**.

This fresh approach to Gaelic planning will support integration of Gaelic policy throughout the organisation, and will give greater understanding for our staff as to how Gaelic can be applied within their roles.





FOREWORD

Gaelic

history

As the lead public body for Scotland's historic environment, we want to ensure that we are doing all that we can to acknowledge and promote Gaelic's place within Scotland's historic environment.

This is in recognition of a language that has helped to define and shape our nation's history, including many of its communities, historic sites, landscapes arts, stories and ways of life. It is also a valuable culture that is an important aspect of Scotland's heritage sector, drawing visitors from across the country, and the wider world.

With our first Gaelic Language *Plan* since forming as Historic Environment Scotland (HES), we detail our intentions to build upon past success by outlining six priority areas where we will focus organisational resources over the course of five years. These areas have been established to

promote awareness, use and application of Gaelic internally for our staff, and to support engagement with Gaelic outwardly within Scotland's communities, and to its many visitors.

This is a modern plan that takes account of the many new opportunities for language promotion, both in-house and in co-production with other organisations. We will focus our energies on creating original language and and exciting Gaelic content, culture has shown resources and services for online and digital use. This resilience throughout will extend the reach of our the course of promotional activities, and contribute to public awareness of the language and its links with Scotland's history and heritage.

> Across our estate and at a number of our sites, we will seek to enrich our visitor experiences with the promotion of Gaelic language and culture through our interpretation, cultural resources, learning and retail teams.

> Gaelic language and culture has shown resilience through the course of history. We hope that by supporting the National Gaelic Language Plan 2018-2023 through the delivery of this plan, we can contribute towards its future development.

Alex Paterson Chief Executive





We are the lead public body for Scotland's historic environment.

Scotland's historic environment is part and parcel of our daily lives: it's our castles, standing stones and landscapes; our factories, mills and shipyards; our homes, our streets and other stories. It is a catalyst for economic growth, driving tourism, regeneration and sustainable development and fuelling improvements.

We:



are a charity dedicated to protecting Scotland's places now and sustaining the historic environment and its benefits for future generations



lead the delivery of Scotland's historic environment strategy *Our Place in Time* working with our partners to understand, protect and share the immense value the historic environment generates



are at the forefront of researching and understanding the historic environment and addressing the impact of climate change on its future



care for more than 300 properties of national importance all across the country



look after internationally significant collections of archive material relating to the historic environment, including more than five million drawings, photographs and manuscripts



are the largest operator of paid visitor attractions in Scotland, with 75 sites operated commercially



provide grants in excess of £14 million a year, stimulating regeneration, delivering benefits for communities, promoting sustainable economic and rural development and reinforcing local identity and a sense of place



protect our places and promote sustainable development through the designation of historic environment assets, consents relating to scheduled monuments, and our role as a statutory consultee



provide advice, guidance and training and promote participation through programmes of education, engagement and skills-sharing.





OUR SUCCESS WITH GAELIC

Over the past five years, we have been committed to the promotion of Gaelic through Historic Scotland's *Gaelic Language Plan 2012-2017.*

Identity and branding

We have committed to a bilingual corporate logo, Historic Scotland sub-brand and signage that appears on all of our staff uniforms, vehicles and stationery.

Communications

We issue bilingual local, national and regional releases and feature original and fun Gaelic material on our online platforms.

Publications

We have 45 Gaelic publications related to the historic environment available on our website and 77 Gaelic resources in our library.

Staffing

In 2012, 70 per cent of Historic Scotland staff were aware of its organisational commitments towards Gaelic, and 30 per cent had some form of ability in Gaelic. It is thought that this number is now far higher within our new organisation.

Gaelic learning and outreach

We support Gaelic learning and education in Scotland by offering projects, activities and resources for Gaelic medium and learner education schools. We have also developed partnerships with local authorities to offer CPD training opportunities for teachers involved in Gaelic education.

Online use of Gaelic

We incorporate Gaelic into our online content via our social and blog channels, as well as through fun and creative online media.

Gaelic interpretation at sites

We have incorporated Gaelic into the interpretation of 29 of our sites. This takes the form of a variety of media including events, audio tours, exhibitions, signage, guidebooks and digital content. When planning visitor interpretation, the requirement for Gaelic and level of inclusion is assessed on a case-by-case basis. If Gaelic language interpretation is included, it is done so on either fully bilingually, or with a level of Gaelic incorporation. In our Gaelic interpretations, we strive to present a view of Gaelic culture that is based on the best available evidence.





YOUTUBE VIDEOS OF ALL TIME ARE GAELIC RELATED! SITES WITH A HIGH LEVEL OF GAELIC INTERPRETATION INCLUDE: > ARNOL BLACKHOUSE

- > IONA ABBEY
- > CALANAIS STANDING STONES
- > **KILDALTON CROSS**





OUR PRIORITIES FOR GAELIC

Gaelic has an important role in shaping Scotland's history and heritage, including many of its landscapes, communities, arts and ways of life. Through this plan, and the delivery of our priorities for Gaelic, we aim to promote greater understanding and ownership of the language and culture, both by the people of Scotland and those who visit.

1. Promoting Gaelic as part of the historic environment

We acknowledge the place of Gaelic language and culture as a distinct and unique part of Scotland's history and living culture, as well as its association with many of the properties and archives we have in our care. We are committed to continuing to encourage a greater understanding of the role of Gaelic within our historic environment and to initiate new activities that will further enhance the promotion of Gaelic.

2. Supporting Gaelic communities

Supporting Gaelic communities is key to promoting resilience and growth for the language and culture. We will build upon our Gaelic outreach activities, connecting with communities through our Learning, Events and Volunteers programme.

3. Supporting Gaelic learning

We will review our Gaelic learning programme to improve relevance and impact in order to support Gaelic medium education, in turn securing the brightest future for Gaelic in Scotland.

4. Establishing and promoting the value of Gaelic

Research undertaken by VisitScotland and Highlands and Islands Enterprise has indicated that Gaelic language and culture is a popular draw for Scotland's many visitors, and can be a potential income generator for business. We will gather, analyse and share audience research data, as well as information pertaining to the access and use of our Gaelic content, products and services with partner organisations.

5. Supporting the *National Gaelic Language Plan 2018-2023*

We have aligned our plan Key Performance Indicators to support Bòrd na Gàidhlig's *National Gaelic Language Plan 2018-2023*, which includes:

- promoting a positive image of Gaelic
- increasing the learning of Gaelic
- increasing the use of Gaelic.

6. Honouring past commitments and forming new partnerships

We will carry over key commitments from the Historic Scotland *Gaelic Language Plan* 2012-2017 that relate to our bilingual offer of public services, including signage, and we will continue to cultivate new relationships across our sectors, and to form partnerships that will enable us to share resources and information.

BÀTA FO OITE CAISTEAL AI TEAGHLAICHE AIRSON TÌR N

English translation: Boat under sail and The castle to its back Families leaving For the land of trees

Poem by Daibhidh Eyre Image taken by Double Take Projections



AG AGUS AN R A' CHÙL-AN A' FÀGAL AN CRAOBH.

戰

10日日の日日の日本 10日本





HOW WE PROMOTE GAELIC

We will promote Gaelic through:

Our staff

We recognise that our efforts to support Gaelic are only as effective as the capacity, knowledge, skills and awareness of our staff.

That is why we will lead in developing a new training programme with courses and resources that will identify opportunities for the application of Gaelic to daily operations and to projects within heritage and tourism.

Our resources

We have developed excellent Gaelic resources including a thesaurus of terms relating to heritage terminology. We will do more to develop and promote learning resources for our staff and for our many audiences.

Our visitor experience

Telling the stories of Scotland through our sites must include the cultural and linguistic context in which they are situated.

Gaelic is very much part of this and, as is the case for Kisimul castle in Barra or Arnol Blackhouse in Lewis, it would be impossible to give an idea as to the true identity of these historical sites without making the connection to Gaelic language and culture apparent.

A number of HES properties are located within areas that are commonly associated with Gaelic culture and this is recognised through our visitor experiences. However, the reach of Gaelic historically extends beyond what is commonly understood, and further associations are waiting to be discovered. Through new research commissions, we will investigate and promote the links between our sites and their linguistic heritage, the aim being to demonstrate the influence of Gaelic culture on Scotland's history and living heritage through our visitor experiences.

At Urquhart Castle, this will take the form of a project involving the expertise and resources of HES learning services, retail, interpretation and training. By working in collaboration with the staff of Urquhart Castle, and with solid evaluation of what works, we aim to create a templated way of working that can be emulated at other sites across the country.

Our archives and collections

Items significant to Gaelic culture form part of thousands of objects and more than five million other items under our care and protection as part of collections and the National Records.

We aim to identify those items that are of particular relevance to Gaelic language and culture, and to promote these unique connections wherever they are exhibited.

Our communications

Gaelic content consistently performs well on our social and online media and communication platforms.

We will use analytics to build a picture of the demand for high-quality Gaelic content online. By understanding the demographics both domestic and international, we can create rich and creative Gaelic media that will promote Gaelic language and culture to new audiences.







/

Below are our core commitments that detail how we will deliver our *Gaelic Language Plan.* By choosing to align our commitments to the organisation's strategic themes, we maximise the integration of Gaelic policy through the work of HES.

LEAD							
	Supporting, empowering and collaborating with others to secure the brightest future for Gaelic	Delivered in year				ar	
Commitments	Achieved by	1	2	3	4	5	
We will enable those with Gaelic skills to contribute to the historic	Collaborating with experts in the fields of Scotland's linguistic and intangible history and heritage, translations, the arts, place names, education and Government policy to inform HES's approach to increasing the contribution Gaelic culture makes to the historic environment	\$	\$	1	1	1	
environment	Empowering Gaelic communities through our Volunteers Strategy to be involved and contribute towards HES visitor engagement activity		1	1	1	1	
	Supporting VisitScotland by collaborating with sector partners and Gaelic organisations on the development and implementation of a national Gaelic tourism strategy	1	1	1	1	1	
We will promote the value of Gaelic to Scotland's historic environment	Targeting demographics and reaching new audiences with original and creative online content, Gaelic souvenir products, and through event workshops that aim to demonstrate the value of Gaelic culture to Scotland's past and present		5	1	1	\$	
	Supporting the Scottish Government's themed years with Gaelic content, projects, sponsorships and events	1	1	1	1	1	

	UNDERSTAND					
	Increasing knowledge and understanding of Gaelic and its application through investigation, research, recording and promotional activities	Delivered in year			ar	
Commitments	Achieved by	1	2	3	4	5
We will further understand and promote the links between Scotland's historic environment and its linguistic heritage	Commissioning new research that explores the links between HES historical sites and properties with the linguistic heritage of their surroundings. We will then promote these links through interpretative content on site, as well as through media and interactive online content	1	1	\$	1	√
We will provide clarity regarding the application of Gaelic to HES	Working in collaboration with National Museums Scotland and other partners, we will audit job roles within heritage and tourism to identify opportunities to apply Gaelic to roles, and to develop principles that underpin the development of training courses and resources across the sector		1	\$	5	1
content, services, projects and activities	Introducing a Gaelic sense check as part of HES business case procedure covering all notable HES projects and activities	1	1	1	1	1
	Developing and distributing sense check guidance in relation to bilingual signage across the HES estate	1	1	1	1	1
We will better understand the audience for Gaelic content, services, projects and activities	Collecting data pertaining to the access, use and engagement of HES Gaelic content, services, projects and activities to develop a picture of effective content. Sources include: • HES website • Gaelic social media content • SCRAN • site audience research • Gaelic internal forms • Gaelic publications • sale of Gaelic souvenir products	J	\$	J	1	J
	Investigating opportunities to share data and research with partner organisations across Scotland in order to understand visitor engagement with Gaelic nationally			\$	1	1
We will further understand the links between Gaelic and the historic environment including our estate, collections and records	Conducting an investigation into the National Records to ascertain which primary sources are related to Gaelic culture and how we capture and exhibit this as a unique collection				\$	1



	PROTECT					
OBJECTIVE 🛇		Deliv	ered	in ye	ar	
Commitments	Achieved by	1	2	3	4	5
We will invest in Gaelic language acquisition	Investing in language skills development and acquisition by way of a <i>Gaelic improvement</i> <i>bursary</i> for staff who have demonstrated an interest to develop their Gaelic language skills and how this will relate to their work	1	1	1	1	\$
We will support communities to engage with Gaelic heritage projects	Using our Organisational Support Fund guidance and examples, we will reach out to communities who use Gaelic and Scots to encourage community groups to develop projects with a linguistic and cultural benefit. We will employ a Gaelic outreach officer to enable us to communicate with these groups in Gaelic	1	1	1	5	1
	VALUE					
OBJECTIVE 📀	Promoting the value of Gaelic through our assets, learning, outreach and skill-sharing activities		Deliv	ered	in ye	ar
Commitments	Achieved by	1	2	3	4	5
We will share resources that promote the value of Gaelic to the cultural experience of Scotland	We will support the work of Highlands and Islands Enterprise to promote the value of Gaelic to Scottish businesses and tourism by providing evidence and case examples of how we engage audiences with Gaelic culture, content, services and products		1	5	5	\$
We will strengthen the HES visitor experience to	Establishing a pilot project at Urquhart Castle that brings together interpretation, learning, retail and training with the aim of strengthening the Gaelic visitor experience at the castle over the course of five years. The project will culminate in the production of a template plan in year 5 to be rolled out to further sites across the country	5	J	\$	\$	5
encourage use of Gaelic	Reviewing current Gaelic provisions related to our visitor experience including audio, visual and visitor publications and producing a new plan with key recommendations based upon: • increasing access to Gaelic interpretive content • incorporating Intangible cultural heritage			\$	\$	1
We will improve our support for Gaelic learning and education	Commissioning an independent review of HES Gaelic learning services, including audience and stakeholder engagement, to produce a report with key recommendations. These recommendations will form the basis for a new Gaelic learning programme to be carried forward in year four	5	J	\$	5	1
We will communicate the value of Gaelic to Scotland's historic environment	Developing interactive content online that communicates the story of Scotland's linguistic heritage; including the geographical spread, historical and cultural relevance of Gaelic and Scots		1	1	1	\$

13

PERFORM						
OBJECTIVE O	Improving the way we work to meet day-to-day and future challenges in respect of Gaelic	Delivered in year				ar
Commitments	Achieved by	1	2	3	4	5
We will improve	Conducting an audit of Gaelic Language Plans of heritage organisations, as well as local authorities to assess areas of synergy with the potential for partnership working	1				
our partnership working	We will integrate Gaelic culture more fully into our events programme through workshops, crafts, information stalls, music and the arts. We will also collaborate with partners to stage special Gaelic themed events every year		1	1	\$	1
We will improve our offer of bilingual services to the public	Increasing the presence and functionality of content in, or relating to, Gaelic across HES web- based platforms, with a particular focus on the corporate website and the SCRAN database	1	1	1	1	1
We will increase the use and prominence of Gaelic in our corporate identity and communications	 Mainstreaming Gaelic into our communications output by: issuing targeted bilingual national, regional and local press releases with use determined by location of story, direct referencing of Gaelic and inclusion of Gaelic within the activity we wish to publicise using our membership platforms to promote Gaelic to HES members incorporating Gaelic and bilingual content into HES-led national campaigns 	¥	✓	\$	J	J
	Implementing a survey and audit of HES staff to establish a baseline for Gaelic knowledge, skills, abilities and confidence to apply Gaelic to roles. Outcomes of the survey will inform the development of subsequent training	1				
We will increase staff capacity for Gaelic and encourage shared	 Integrating Gaelic further into the recruitment process by: involving Gaelic-speaking staff in recruitment drives and marketing and media content offering and providing translations of all HES job descriptions, and enabling returned applications in Gaelic 	1	1	5	5	1
ownership of the language	 Encouraging the use of Gaelic within HES activities by: translating the 10 most commonly used internal forms with the exception of travel and subsistence issuing an active offer to translate all HES job titles and staff collateral including business cards providing template resources and guidance regarding the implementation of Gaelic into communications and e-mail 	J	J	J	J	1





We have designed our Key Performance Indicators (KPIs) to measure along the three main aims of the *National Gaelic Language Plan 2018–2023* and to span across our five corporate themes.

- increasing the use and application of Gaelic
- increasing the learning of Gaelic
- promoting a positive image for Gaelic

Increasing the use and application of Gaelic							
KPI number	Measured by	Baseline set: year	Target outcome (year 5)				
KPI 1 – increased use of Gaelic in visitor operations	Urquhart Castle scheme and Volunteers Strategy outcomes	1	The report from year 5 of the Urquhart Castle scheme and the input of Gaelic volunteers will set a precedent for other sites in years to come				
KPI 2 - increased use and application of Gaelic within HES	Staff participation in Gaelic training	5	Staff confidence to apply Gaelic + 50%				
KPI 3 - increased support for Gaelic use and application in heritage and tourism	Support of cross-sector Gaelic use strategies	1	HES is involved and contributes fully to the Gaelic tourism strategy and other cross-sector strategies for Gaelic use				
KPI 4 - increased use and exhibition of Gaelic within our collections and our national records	Investigation and tagging procedures	3	We have devised methods of capturing and exhibiting Gaelic items as unique collections				



Increasing the learning of Gaelic							
KPI number	Measured by	Baseline set: year	Target outcome (year 5)				
KPI 5 - increased relevance, impact and sharing legacy of Gaelic learning programme	Benchmarking against parameters and recommendations of Gaelic review process	1-3	The HES Gaelic learning programme is an example of best practice of minority language learning initiatives within heritage sector				
KPI 6 - increased knowledge, ability and acquisition of Gaelic by HES staff	Audit of staff Gaelic skills	1	Knowledge of Gaelic: + 20% Language abilities: + 10% Acquisition: + 15 staff				

Promoting a positive image for Gaelic							
KPI number	Measured by	Baseline set: year	Target outcome (year 5)				
KPI 7 - increased promotion of an evidence-based understanding of Gaelic	Access and engagement with online content with positive messages regarding the value of Gaelic	2	The public and visitors are more aware regarding the place and extent of Gaelic within the historic environment				
KPI 8 - increased output of HES Gaelic content, services, projects and activities that engages new audiences	Collating and analysing information relating to access, engagement and purchase of Gaelic content, services and products	1	We have achieved a twofold increase in audience engagement with HES Gaelic output from baseline set in first year				





Gaelic Working Group: An Tional

The Gaelic working group *An Tional* will consist of *Gaisgich* (Gaelic champions) from across the organisation. They will be responsible for creating, disseminating and enacting a Gaelic implementation plan and will share the responsibility for promoting the plan to staff, and moving Gaelic policy forwards within their respective directorates and sub-teams.

Monitoring and evaluation

An annual monitoring report will be completed by the Gaelic officer and sent to Bòrd na Gàidhlig. This will assess progress of the plan against our KPI measures, and against our timetable for delivery.

Publicising plan achievements

We will have annual communications and promotion plans that will be aligned to the plan's objectives, with a drip-feed approach to our external and internal engagement for continuance promotion of plan outcomes and achievements with Gaelic more broadly.

Resourcing the plan

HES directorates will share the responsibility for plan resourcing by allocating core funds within baseline budgets. We will also advertise for an additional Gaelic outreach officer to deliver projects involving learning, events and communities. When additional resources are required to achieve project goals or bolster the ambition of our Gaelic projects, the Gaelic language and policy officer can assist with support and advice on external sources of funding.

Strategic Environmental Assessment (SEA)

With regard to the criteria specified in Schedule 2 of the Environmental Assessment (Scotland) Act 2005, we have determined that the HES *Gaelic Language Plan 2018-2023* will have no or minimal effects on the environment. Our determination to this effect was notified to the relevant SEA Consultation Authorities on 15 August 2016. Accordingly, under Section 7 of the Environmental Assessment (Scotland) Act 2005, an environmental assessment is not required prior to adoption of the plan.

Equalities Impact Assessment (EqIA)

We have completed a screening report in respect of our duties under the Equalities Act 2010. From this, it was concluded that there is little evidence in support of a full EqIA assessment; however, we will supply our findings along with our consultation documents and encourage public and sector partners to respond by suggesting changes, amendments or further investigation.

CEÒL NA CAIS AN RÌGH ANNS

English translation: Music of the march The King engaged in battle

Poem by David Eyre http://davideyre.co.uk Image taken by Double Take Projections 1



MEACHD, A' BHLÀR.



The senior officer with overall responsibility for plan preparation, development, launch, delivery, implementation and monitoring of HES's *Gaelic Language Plan* is:

Lisa McGraith

Director of Communications Historic Environment Scotland Longmore House, Salisbury Place Edinburgh EH9 1SH

Tel: 0131 668 8852 E-mail: lisa.mcgraith@hes.scot For enquiries relating to our *Gaelic Language Plan*, please contact our Gaelic Language and Policy Officer:

Ruairidh Greumach

Gaelic Language and Policy Officer Historic Environment Scotland Longmore House, Salisbury Place Edinburgh EH9 1SH

Tel: 0131 668 8985 E-mail: ruairidh.graham@hes.scot



HISTORIC ENVIRONMENT SCOTLAND

Scottish Charity No: SCO45925 VAT Number: GB 221 8680 15 ©Historic Environment Scotland