



HISTORIC ENVIROMENT
SCOTLAND
GAELIC CONSULTATION: ANALYSIS
REPORT

WHY RESEARCH, DECEMBER 2017

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Executive Summary

Introduction

Gaelic language and culture is an important aspect of our historic environment and Historic Environment Scotland (HES) has produced a Gaelic Language Plan for 2018 to 2023 that will *'promote greater understanding and ownership of the language and culture, both by the people of Scotland and those who visit'*.

A consultation on the Plan was launched on 15 August and ran until 31 October 2017.

In addition to an online survey available in English and Gaelic, HES also ran a series of Twitter polls and conversations as well as holding 3 consultation meetings in Iona, Stornoway and Stirling. Information from all of these strands of the consultation, along with additional information submitted by consultation respondents, is included in this report.

Respondent Profile

The survey was available for completion in English or Gaelic. Almost a quarter of respondents either said that they speak Gaelic or replied using the Gaelic language version of the survey.

There were 195 responses to the consultation survey: 14 from organisations and 181 from individuals. 193 of these respondents replied via the online survey while, two others (a local authority / government organisation and a public body) submitted comments by email.

	Respondent Groups	
	Number	% (Base 195)
Member of the public / Ball a' phobail	129	66%
Historic Scotland member / Ball de dh'Àrainneachd Eachdraidheil Alba	30	15%
Member of Gaelic community / Ball de choimhearsnachd na Gàidhlig	13	7%
Others with an interest in Gaelic / Daoine eile le ùidh ann an Gàidhlig	9	5%
Total Individuals	181	93%
Public body, charity or similar organisation / Buidheann Poblach, Carthannas, no buidheann eile	11	6%
Local authority or government / Ùghdarras Ionadail no Riaghaltas	3	2%
Total organisations	14	7%*
Total respondents	195	100%

* Does not add to total due to rounding

Main Findings

12 of the 14 organisations that responded have their own Gaelic Plans; one is in the process of creating a new Plan and one does not have a Gaelic Plan. All except one of the existing Plans have areas of synergy with the HES Plan.

Almost half of those who replied said they strongly agree with the **HES statement of priorities**; over two-thirds agreed to some extent.

Almost half those who replied said the **five priority areas** are very appropriate; three-quarters felt they were appropriate to some extent.

The main suggestions for additional priority areas included:

- Education both within schools and through other avenues.
- Making Gaelic more visible, bringing it into everyday usage.
- Making Gaelic more accessible.
- Involving Gaelic communities.

Almost a third said they strongly agree with the **Plan format**; over three-quarters agreed to some extent.

A quarter saw the Plan as very clear in **what it intends to achieve**; over three-quarters felt it was clear to some extent.

The main areas where respondents felt **more could be done to support Gaelic development, integration or new initiatives** were:

Individuals:

- Appealing to domestic and international visitors.
- Communities.
- Gaelic Medium Education.
- Gaelic at Historic Environment Scotland attractions and within our visitor experiences.

Organisations:

- Collaborations with sector partners and Gaelic organisations.
- Communities.
- Gaelic at Historic Environment Scotland attractions and within our visitor experiences.
- Appealing to domestic and international visitors.

Almost three-quarters felt that **the HES Gaelic Language Plan does enough to help safeguard and promote Gaelic language and culture**. Just over a quarter said it does not.

In summary, the quantitative data shows:

76.25% of responses somewhat agreed, to strongly agreed to all questions in the survey.

86% of responses from members of the Gaelic community agreed, or strongly agreed to all questions in the survey.

72% indicated that overall they thought the plan did enough to help safeguard and promote Gaelic Language and culture in Scotland.

13 organisations with Gaelic Plans indicated areas of synergy, suggesting good potential for further partnership working.

Suggestions for areas where the Plan could do more included:

- The need for more a widespread focus or more widespread promotion.
- The need to focus on raising awareness and understanding of the importance of Gaelic, or on countering negative attitudes.
- The need for more detail or work on implementation.
- General comments that more could be done (without specific suggestions).

The main suggestions for **ways in which the Plan could be improved** related to:

- The need for more on Gaelic education, for Gaelic to be included in the mainstream curriculum, or for more opportunities to learn Gaelic.
- The need for more on bilingual signage or on other ways to introduce Gaelic to a wider audience.
- Suggestions relating to Gaelic-speaking staff.
- Comments on the need to involve communities.

35 individuals (32 members of the public and 3 members of Historic Scotland) gave consistently low scores alongside comments indicting that they do not support the promotion of Gaelic for three main reasons:

- That they feel Gaelic is not relevant to the whole of Scotland.
- That they object to public funds being spent on what they see as a 'dead' language or a language with relatively few speakers.
- That the promotion of Gaelic is politically motivated.

Inevitably, scores from these 35 individuals suppress overall agreement levels throughout the consultation.

However it should be borne in mind that the majority of those who commented made positive comments or constructive suggestions.

Introduction

Background

Gaelic language and culture is an important aspect of our historic environment and Historic Environment Scotland (HES) has produced a Gaelic Language Plan for 2018 to 2023 that will *'promote greater understanding and ownership of the language and culture, both by the people of Scotland and those who visit'*.

A consultation on the Plan was launched on 15 August and ran until 31 October 2017. Responses were invited to the consultation via an online survey available in English and Gaelic.

Respondent Profile

There were 195 responses to the consultation: 14 from organisations and 181 from individuals. 193 of these respondents replied via the online survey while, two others (a local authority / government organisation and a public body) submitted comments by email.

Respondents were assigned to respondent groupings to enable analysis of any differences or commonalities across different types of organisations and individuals. The following table shows the numbers of responses in each analysis group.

	Respondent Groups	
	Number	% (Base 195)
Member of the public / Ball a' phobail	129	66
Historic Scotland member / Ball de dh'Àrainneachd Eachdraidheil Alba	30	15
Member of Gaelic community / Ball de choimhearsnachd na Gàidhlig	13	7
Others with an interest in Gaelic / Daoine eile le ùidh ann an Gàidhlig	9	5
Total Individuals	181	93
Public body, charity or similar organisation / Buidheann Poblach, Carthannas, no buidheann eile	11	6
Local authority or government / Ùghdarras Ionadail no Riaghaltas	3	2
Total organisations	14	7*
Total respondents	195	100

* Does not add to total due to rounding

The online survey asked respondents whether they speak Gaelic; almost a quarter of respondents said they are Gaelic speakers:

- 25 of those who replied using the English version of the survey said that they are Gaelic speakers.
- 20 further respondents completed the Gaelic version of the survey.

Other consultation engagement

One public body and an individual who had replied via the online survey also submitted additional comments via letter and email.

HES also ran a series of **Twitter polls and conversations** as well as holding **3 consultation meetings** in Iona, Stornoway and Stirling.

Information from Twitter, the consultation meetings and from comments submitted by letter or email is included in this report at relevant questions or in the 'other comments' section.

Methodology

Responses to the consultation were submitted using a Survey Monkey online survey.

Respondents were asked whether they speak Gaelic and those who replied yes were offered the chance to complete a Gaelic version of the survey:

- 20 respondents completed the Gaelic language version of the survey.
- 173 respondents completed the English language version.

Comments provided by those completing the Gaelic language version were translated into English by HES.

It should be borne in mind that the number responding at each question is not always the same as the number presented in the respondent group table. This is because not all respondents addressed all questions; some commented only on those questions or sections of relevance to their organisation, sector or field of interest. The report indicates the number of respondents who commented at each question.

Some of the consultation questions contained closed, tick-boxes with specific options to choose from.

The researchers examined all comments made by respondents at each open question and noted the range of issues mentioned in responses including reasons for opinions, specific examples or explanations, alternative suggestions or other related comments. Grouping these issues together into similar themes allowed the researchers to identify whether any particular theme was specific to any particular respondent group or groups. When looking at group differences however, it must be also borne in mind that where a specific opinion has been identified in relation to a particular group or groups, this does not indicate that other groups did not share this opinion, but rather that they simply did not comment on that particular point.

While the consultation gave all who wished to comment an opportunity to do so, given the self-selecting nature of this type of exercise, any figures quoted here cannot be extrapolated to a wider population outwith the respondent sample.

A small number of anonymised verbatim comments have been used in the report to illustrate themes or to provide extra detail for some specific points.

Gaelic Language Plans

The consultation began by asking about Gaelic Language Plans.

Does your organisation currently have a Gaelic language plan?

13 respondents replied: 12 organisations and one member of the public. Of these, 12 said that they did have a Gaelic language plan:

- Nine from the public body, charity or similar organisation group.
- Two local authorities.
- One member of the public.

One public body, charity or similar organisation said they did not have a Gaelic language plan.

One further respondent (from the local authority / government group) who replied by email, said they were in the process of writing their organisation's latest Gaelic Plan.

The 12 respondents who said that their organisations do have a Gaelic language plan were then asked:

Are there areas of synergy between our Gaelic Language Plan and your organisation's?

11 respondents said there were areas of synergy:

- Eight from the public body, charity or similar organisation group.
- Two local authorities.
- One member of the public.

One public body, charity or similar organisation said that there are not any areas of synergy.

These respondents were also asked:

Would you be willing to share information pertaining to the access and use of your Gaelic content, products or services?

Three respondents from the public body, charity or similar organisation group and one local authority / government organisation said yes and provided contact details.

Two respondents from the public body, charity or similar organisation group said yes but did not supply contact details.

Four respondents from the public body, charity or similar organisation group and one local authority / government organisation said no.

Priorities for Gaelic

The consultation presented the HES statement of priorities:

'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 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.'

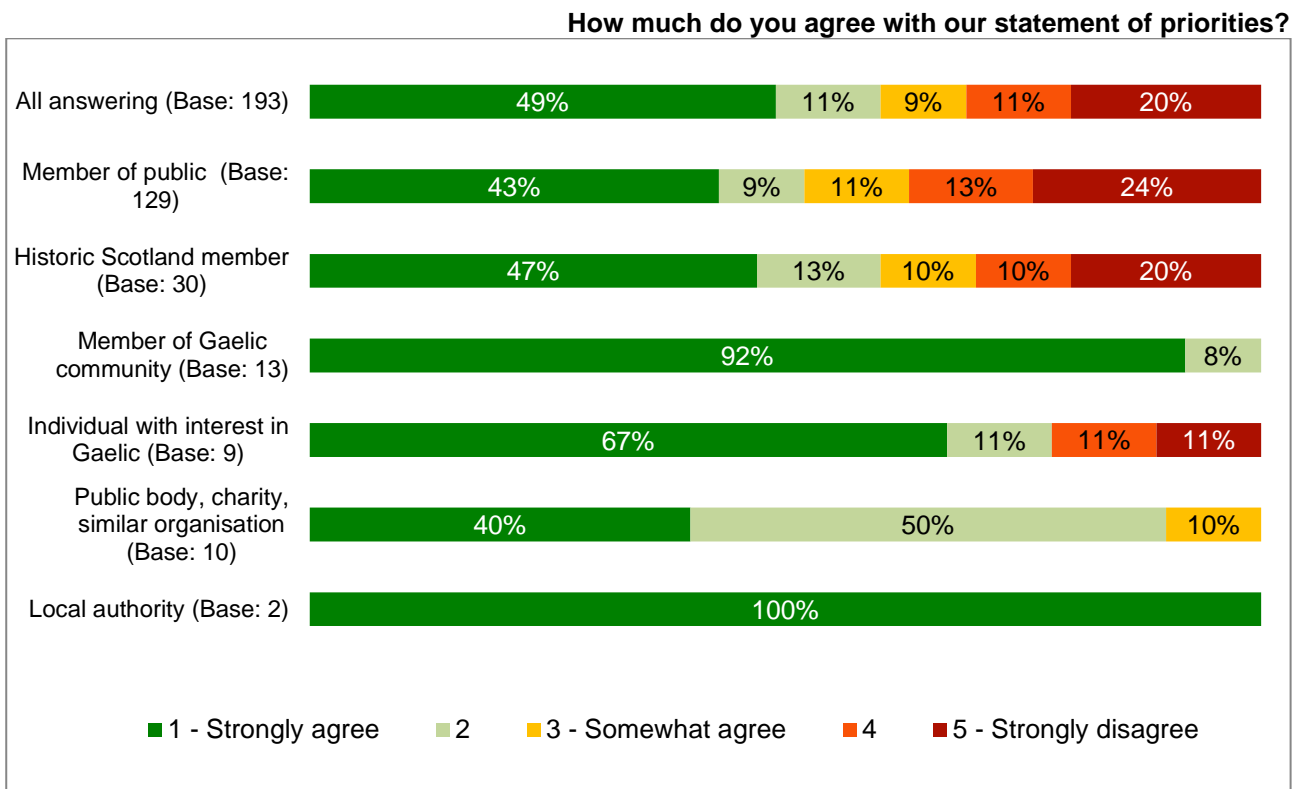
Respondents were asked:

How much do you agree with our statement of priorities?

Respondents were given a rating scale from 1 (strongly agree), 3 (somewhat agree) to 5 (strongly disagree).

As shown in the chart below, almost half said they **strongly agree** (49% or 94 of the 193 respondents who replied to this question).

Over two-thirds agreed to some extent (69% or 134 respondents).



The data shows differences between some of the respondent groups:

Members of the public (129 replied):

- 63% or 81 agreed to some extent (giving a score of 1, 2 or 3).
- 37% or 48 disagreed (giving a score of 4 or 5).

Historic Scotland members (30 replied):

- 70% or 21 agreed to some extent.
- 30% or 9 disagreed.

Members of the Gaelic community (13 replied):

- 100% agreed to some extent.
- 12 strongly agreed.

Other individuals (9 replied):

- 78% or 7 agreed to some extent.
- 2 disagreed.

Organisations (12 replied):

- 100% agreed to some extent.

Respondents were also offered the opportunity to provide further detail and 67 did so. The main points made by these respondents are outlined in the following paragraphs.

Support for the statement of priorities and other general supportive comments

28 respondents voiced support for one or more of the priorities or made other general comments on their support for the Gaelic language.

5 respondents voiced support for the priorities overall.

One of these, from the public body, charity or similar organisation group, said they particularly support priorities 1 (Promoting Gaelic as part of the historic environment), 2 (Supporting the National Gaelic Language Plan 2017-2022) and 4 (Establishing and promoting the value of Gaelic).

Another respondent, from the Gaelic community, voiced support specifically for priority 1 (Promoting Gaelic as part of the historic environment).

A respondent from the public body, charity or similar organisation group made the following suggestions: *“Would be good to mention your support for the developing Gaelic Tourism Strategy”* and, in relation to the Experiencing Gaelic scheme *“Much more needs to be done to engage the industry with this so any help you can give will be great”*.

General supportive comments, mainly from members of the public included the following main themes, with examples of typical comments:

- The importance of supporting Gaelic, for example: *“Gaidhlig is fighting for survival and needs as much development and protection as possible”* (member of the public).
- The importance of Gaelic as part of our heritage, for example: *“The Gaelic is responsible for most of the place names of Scotland. We can't connect with our history if we can't understand the names in our landscape.”* (member of the public).

Some of the **other points** made by respondents included the following:

A respondent from the public body, charity or similar organisation group said: *“It’s important that Gaelic is for everyone and your Gaelic plan confirms that this is your approach.”*

One member of the public highlighted the importance of bilingual signage as a tool in promoting Gaelic: *“bilingual signage and information promotes interest and understanding not only to natives but increasingly to folk from outwith Scotland”.*

Another member of the public said they thought Gaelic should be taught in all schools.

One individual with an interest in Gaelic suggested the need to look at the steps Eire has taken while another pointed out that in both Eire and Wales their languages are widely spoken.

A member of the public voiced concern over the possibility that Gaelic could be lost, saying: *“We lose too many heritage languages. I live in the US where 400+ Native languages, according to some experts, have been lost. Don’t lose Gaelic!”*

One member of the Gaelic community said *“It would be good to have more information regarding what you mean by the value of Gaelic”.*

A member of the public felt that public bodies have *“on the whole been reluctant or unable to meet their responsibilities re: minority and heritage language status”.*

One respondent from the public body, charity or similar organisation group commented on the need for more focus on development: *“We feel that there is not enough recognition of the proactive role HES has taken in the development of resources and engaging with communities and stakeholders in this joint agenda”.*

Another from the same group suggested *“Something related to using community resources that exist now would be useful (traditional communities full of folklore) to promote and help understand the historic environment”.*

Concerns about the priorities and other general concerns

8 respondents raised queries or concerns; these mainly related to:

- The fact that many Scots may not relate to Gaelic as it has never been spoken in some regions.
- That the widespread use of bilingual signage could be counter-productive; making people think Gaelic is being ‘forced’ on them.

One member of Historic Scotland commented: *“I am also dubious about 'ownership' of a language and culture. To own can be to exclude. I'd prefer something more nuanced about understanding the contribution of Gaelic language and culture, without claims of ownership.”*

Another, from the same group, said: *“If you meant that, there would be more guidebooks available in Gaelic”.*

A member of the public described the statement of priorities as “bland”.

General negative comments

31 respondents (mainly members of the public) made general negative comments. These respondents made similar comments at most questions in the survey.

These focused on three main areas:

- That they feel Gaelic is not relevant to the whole of Scotland, with objections or concerns that it is being ‘imposed’ on the whole of Scotland. An example of a typical comment on this subject is: *“Gaelic is only important for the heritage of a small geographical area of Scotland. Not the whole of Scotland”* (member of the public).
- That they object to public funds being spent on what they see as a ‘dead’ language or a language with relatively few speakers. An example of a typical comment on this subject is: *“A total waste of money. Money should be spent teaching people a language that will help them in a global marketplace rather than a language that was only ever spoken by a few folk in the highlands”* (member of the public).
- That the promotion of Gaelic is politically motivated. An example of a typical comment on this subject is: *“Gaelic is being promoted for narrow political posturing”* (member of the public).

Another individual asked why Gaelic was being promoted when Doric (which they said has 119,000 speakers to Gaelic’s 58,000) and Lallans is not being supported.

A member of Historic Scotland and a member of the public commented that lowland Scots is more widely understood and should be promoted.

The issue of funding was also raised at one of the consultation events with a comment on the need to ensure that spending on Gaelic is proportionate, and that funds are not being diverted from pot holes to providing for Gaelic.

The five priority areas

Respondents were also signposted to the Historic Environment Scotland Gaelic Language Plan which sets out the priorities in more detail:

1. Promoting Gaelic as part of the historic environment
2. Supporting the National Gaelic Language Plan 2017-2022
3. Supporting Gaelic medium education
4. Establishing and promoting the value of Gaelic
5. Honouring past commitments and forming new partnerships

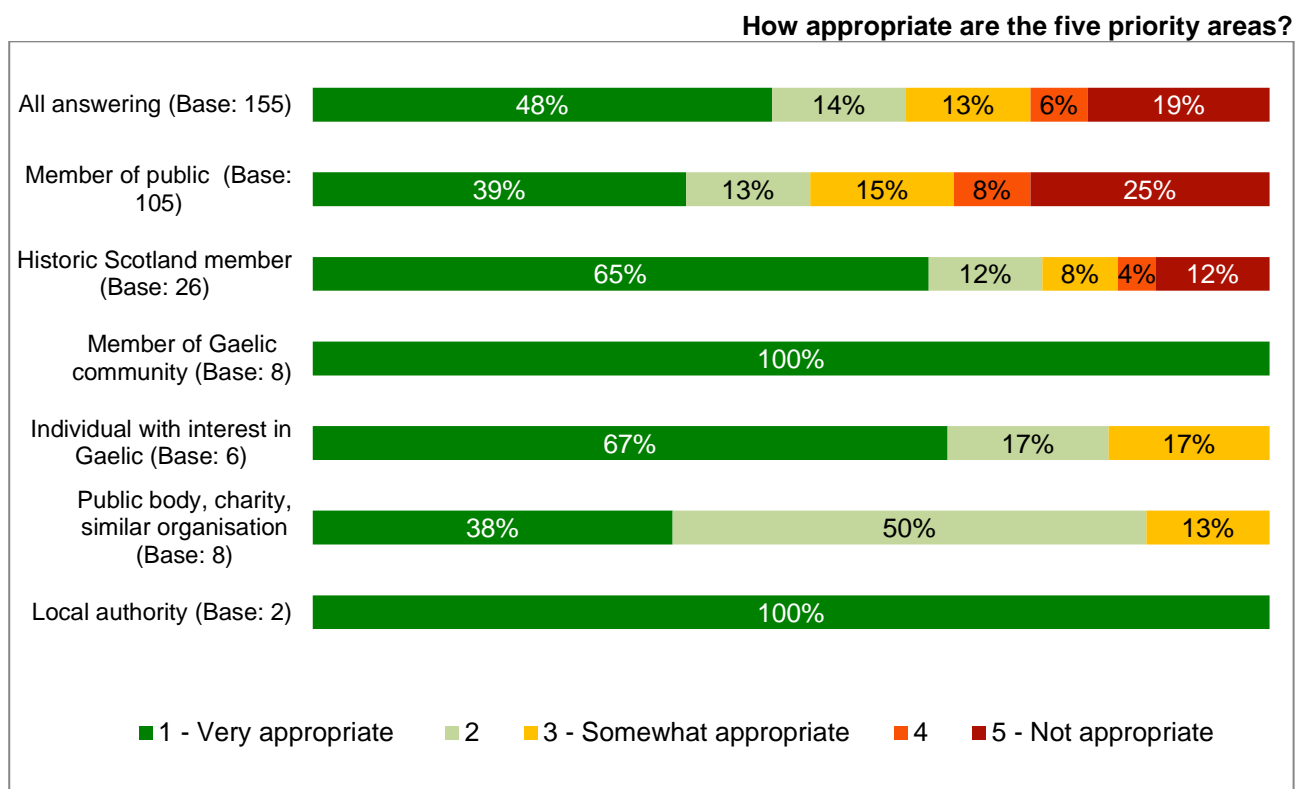
The consultation asked:

How appropriate are the five priority areas?

Respondents were given a rating scale from 1 (very appropriate), 3 (somewhat appropriate) to 5 (not appropriate).

As shown in the chart below, almost half said **very appropriate** (48% or 75 of the 155 respondents who replied to this question).

Three-quarters felt they were appropriate to some extent (75% or 117 respondents).



The data again shows differences between some of the respondent groups:

Members of the public (105 replied):

- 68% or 71 saw the priority areas as appropriate to some extent (giving a score of 1, 2 or 3).
- 32% or 34 respondents did not (giving a score of 4 or 5).

Historic Scotland members (26 replied):

- 85% or 22 saw the priority areas as appropriate to some extent.
- 15% or 4 did not.

Members of the Gaelic community (8 replied):

- 100% saw the priority areas as very appropriate.

Other individuals (6 replied):

- 100% saw the priority areas as appropriate to some extent.
- 4 said very appropriate.

Organisations (10 replied):

- 100% saw the priority areas as appropriate to some extent.

Suggestions for other priority areas

Respondents were also asked:

In your opinion, are there any priority areas that we have missed? If so, please provide information in the box provided.

149 respondents commented and 68 of these respondents simply said 'no', 'not applicable' or that no priority areas have been missed while 2 respondents said they did not know. Other comments included:

- General comments.
- Suggestions for priorities.
- Negative comments.

General comments

17 respondents made general comments.

2 of these respondents made general comments in support of promoting Gaelic.

One respondent from the public body, charity or similar organisation group said that no priorities had been missed but added: *"it is important that there is support for the National Gaelic Language Plan from organisations such as HES and that support is there for children in Gaelic education"*.

One member of the public said no priorities had been missed as there are too many adding: *"Some recognition of its importance historically would be appropriate"*.

3 voiced support for priority 3 (Supporting Gaelic medium education); one also mentioned priority 5 (Honouring past commitments and forming new partnerships). A further respondent voiced support for priority 1 (Promoting Gaelic as part of the historic environment).

3 respondents commented on specific priorities:

“As someone who works in the uplands and mountains of Scotland and refers to Gaelic place and feature names on maps a lot, I think it is important that point 1 covers the living (and future) landscape and environment, as well as the historic environment” (Historic Scotland member).

“I would have liked to have seen GLE given more of a mention within the 5 priority areas” (other individual).

“Only if number 1 is only used in areas of Scotland where Gaelic is actually spoken and understood. Gaelic has never been spoken in the East of Scotland or North East” (member of the public).

A further 3 members of the public also felt that Gaelic should only be promoted in areas with a Gaelic speaking population or tradition.

2 respondents wanted to see promotion for other Scots languages and dialects while a member of the public stressed that English should be recognised as the primary language of Scotland.

At one of the consultation events, there was a comment on the Language Key Performance Indicator: that it could be bolder than a 10% increase over 5 years. At another there was support for the commitments relating to promoting Gaelic language and culture through visitor experiences, and to international visitors.

Suggestions for priorities

34 respondents commented on priorities that, they felt, had been omitted or where they felt more focus is required. Suggestions related to the following main areas:

- Education both within schools and through other avenues.
- Making Gaelic more visible, bringing it into everyday usage.
- Making Gaelic more accessible.
- Involving Gaelic communities.
- Other suggestions.

Some of the suggestions relating to these themes are given below.

Education both within schools and through other avenues

“Supporting and cementing GME in Scotland, especially Edinburgh which is lacking behind the spend and acceptance it gets in Glasgow” (member of the Gaelic community).

“Evening & distance learning provision” (member of the public).

“Gaelic should be taught in local nurseries. We teach kids Spanish and French at young age but not our own language” (member of the public).

“Is Gaelic in elementary music included? That was a great way to learn Japanese” (member of the public).

At one of the consultation events it was suggested that there should be more in-service / CPD opportunities for Gaelic teachers.

Making Gaelic more visible, bringing it into everyday usage

“I think that visibility of Gaelic should be in as a separate priority. Visibility of Gaelic is important to demonstrate the value of Gaelic and to promote learning” (member of the public).

“Media available in Gaidhlig as well as english” (member of the public). Another member of the public stressed the need to use technology and online media.

“Making Gaelic highly visible in public life i.e. all govt. info billboards in cities should be bilingual English/Gaelic” (member of the public).

“Using Gaelic as a greeting when welcoming visitors” (member of the public).

“Bilingual information boards” (Historic Scotland member).

A respondent from the public body, charity or similar organisation group suggested: *“I wondered if more could be done with the HES events programme to promote Gaelic. I know you organise a number of high profile/high footfall events – maybe a chance to highlight Gaelic particularly next year in the Year of Young People”*.

There was also a suggestion made at one of the consultation events that Gaelic choirs could be used at HES events.

Making Gaelic more accessible

“Part of difficulty in learning Gaelic is the different spelling system. I would benefit from a simple phonetic spelling guide being available, online and/or posters, wallet sized guide etc. And then all of the above should be applied to Scots as well” (Historic Scotland member).

“Personally, I would like to see education of Scots Gaelic to the wider world, perhaps through language based programs like Duolingo, which has Irish, but not Scots Gaelic. Workshops in areas around the world would also be fabulous. The Irish do a much better job at this, and I have learned a great deal about the language through programs like this” (member of the public).

The need to involve communities

“.. it would be good if communities were named as a priority also” (member of the Gaelic community).

“Gaelic communities are just as important, if not more important than eg. Education in Gaelic for the primary aims of National Gaelic policy. In order to expand the number of Gaelic speakers, and those who use Gaelic consistently” (public body, charity or similar organisation).

Other suggestions

“I would suggest supporting Gaelic publishing too, although that could be a part of Gaelic education anyway” (member of the Gaelic community).

“We need to make Parents more aware of how important GAIDHLIG is to the country, historically, culturally, too and can be economically vital as part of our Heritage” (other individual).

“Promoting Gaelic from an anthropological sense, not just historic environment” (member of the public).

Negative comments

28 respondents made general negative comments about Gaelic or the promotion of Gaelic and these are similar to the comments seen at the earlier question.

The main theme from these responses related to **objection to public funds being spent** on what respondents see as a ‘dead’ language or a language with relatively few speakers. Examples of typical comments include:

“A total waste of money. Money should be spent teaching people a language that will help them in a global marketplace rather than a language that was only ever spoken by a few folk in the highlands” (member of the public).

“Why are we spending money on this when national monuments need to be actively managed and promoted for those that don't speak this irrelevant language” (Historic Scotland member).

“At a time of austerity this is of highly questionable benefit” (member of the public).

Other negative themes from a small number of respondents included:

- Comments that the money would be better spent in other areas such as the NHS, Social care or education, for example: *“We need to address Hospitals and Education. If Gaelic is so popular it will sustain itself”* (member of the public).
- Simply, that Gaelic should not be a priority.

Plan format

The consultation explained that HES has opted for a new approach by aligning the Gaelic Language Plan objectives to the HES Corporate themes in order to further support integration of Gaelic policy throughout HES and provide greater understanding to HES staff as to how Gaelic can be applied within their roles. These themes are:

- Value
- Protect
- Understand
- Lead
- Perform

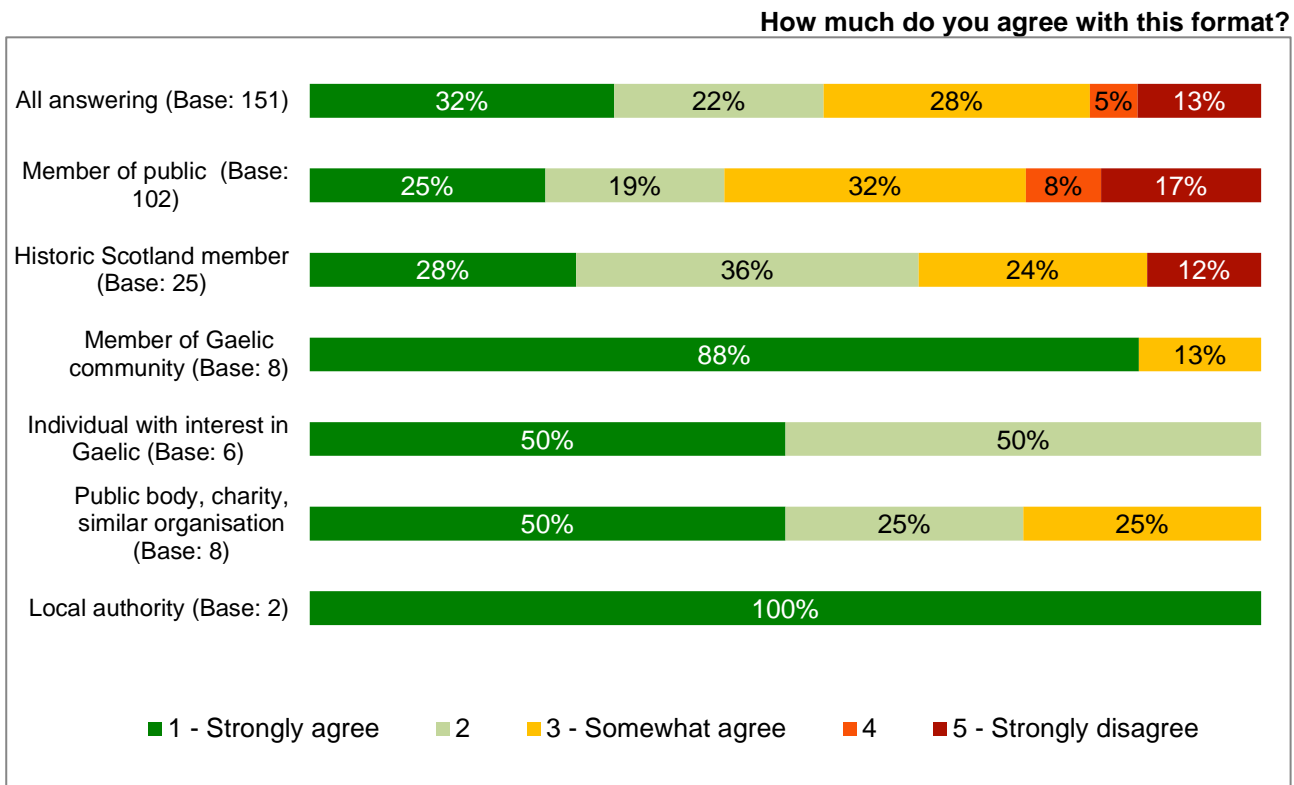
Respondents were asked:

How much do you agree with this format?

Respondents were given a rating scale from 1 (strongly agree), 3 (somewhat agree) to 5 (strongly disagree).

As shown in the chart below, almost a third said they **strongly agree** (32% or 48 of the 151 respondents who replied to this question).

Over three-quarters agreed to some extent (81% or 123 respondents).



The data again shows some differences between respondent groups:

Members of the public (102 replied):

- 75% or 77 agreed to some extent (giving a score of 1, 2 or 3).
- 25% or 25 disagreed (giving a score of 4 or 5).

Historic Scotland members (25 replied):

- 88% or 22 agreed to some extent.
- 12% or 3 strongly disagreed.

Members of the Gaelic community (8 replied):

- 100% agreed to some extent.
- 7 strongly agreed.

Other individuals (6 replied):

- 100% agreed to some extent.
- 3 strongly agreed.

Organisations (10 replied):

- 100% agreed to some extent.
- 6 strongly agreed.

A respondent from the public body, charity or similar organisation group commented: *“We welcome the commitment to promote an evidence based understanding of Gaelic, and we would hope that this commitment includes economic as well as social benefits associated with the use of the Gaelic language”.*

Plan clarity

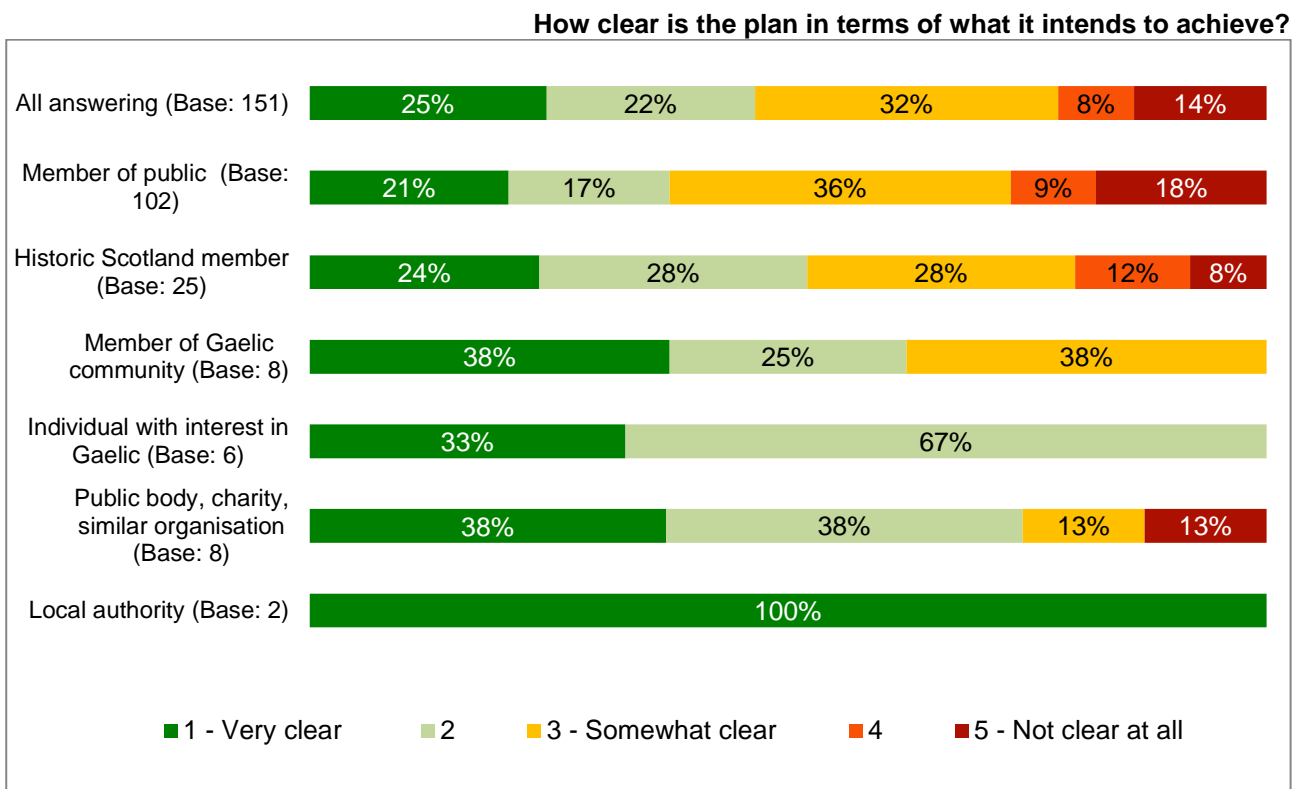
Respondents were then asked:

How clear is the plan in terms of what it intends to achieve?

Respondents were given a rating scale from 1 (very clear), 3 (somewhat clear) to 5 (not clear at all).

As shown in the chart below, a quarter said **very clear** (25% or 37 of the 151 respondents who replied to this question).

Over three-quarters felt it was clear to some extent (78% or 118 respondents).



The data again shows differences between some of the respondent groups:

Members of the public (102 replied):

- 74% or 75 saw the plan as clear to some extent (giving a score of 1, 2 or 3).
- 26% or 27 respondents did not (giving a score of 4 or 5).

Historic Scotland members (25 replied):

- 80% or 20 saw the plan as clear to some extent.
- 20% or 5 did not.

Members of the Gaelic community (8 replied):

- 100% saw the plan as clear to some extent.
- 3 said very clear.

Other individuals (6 replied):

- 100% saw the plan as clear to some extent.
- 2 said very clear.

Organisations (10 replied):

- 90% or 9 saw the plan as clear to some extent
- Only one (from the public body, charity or similar organisation group) did not, saying it is not at all clear.

A respondent from the local authority / government group said: *“People don’t have the time to read lengthy plans, and as such this plan is informative, interesting – and short!”*

Areas for improvement

Respondents were then asked:

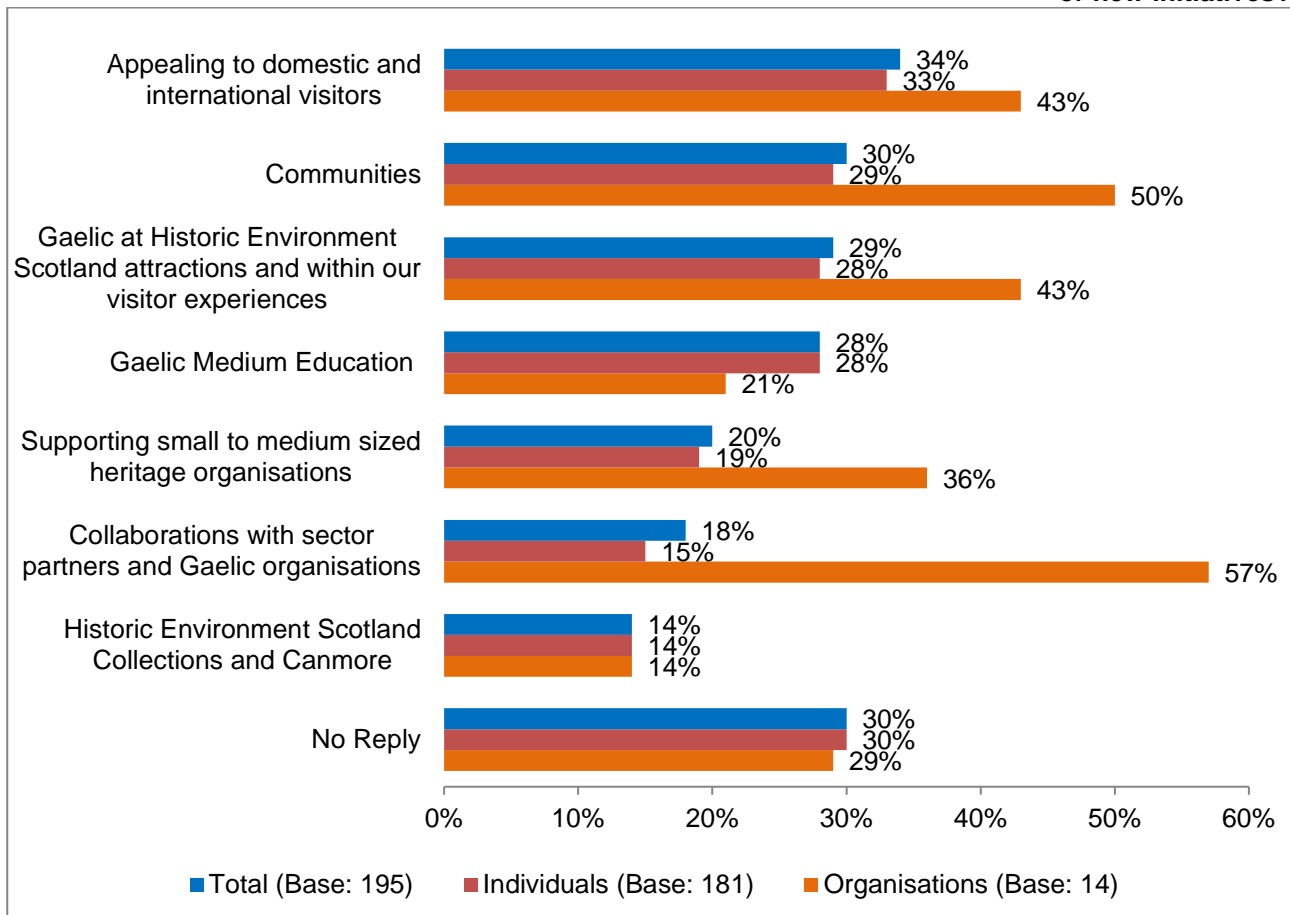
Are there any areas of the plan where we could do more to support Gaelic development, integration or new initiatives?

- **Communities**
- **Gaelic Medium Education**
- **Collaborations with sector partners and Gaelic organisations**
- **Supporting small to medium sized heritage organisations**
- **Gaelic at Historic Environment Scotland attractions and within our visitor experiences**
- **Historic Environment Scotland Collections and Canmore**
- **Appealing to domestic and international visitors**

As shown in the chart below, the area where the largest proportion of respondents wanted to see more done was ‘**Appealing to domestic and international visitors**’ (34% or 66 respondents selected this area).

Just under a third did not select any of the areas (30% or 58 respondents)

Are there any areas of the plan where we could do more to support Gaelic development, integration or new initiatives?



There were differences between the areas highlighted by individuals and organisations:

Individuals: The 4 main areas selected by individuals were:

- Appealing to domestic and international visitors (33% or 60 respondents).
- Communities (29% or 52 respondents).
- Gaelic Medium Education (28% or 51 respondents).
- Gaelic at Historic Environment Scotland attractions and within our visitor experiences (28% or 50 respondents).

Organisations; The 4 main areas selected by organisations were:

- Collaborations with sector partners and Gaelic organisations (57% or 8 organisations).
- Communities (50% or 7 organisations).
- Gaelic at Historic Environment Scotland attractions and within our visitor experiences (43% or 6 organisations).
- Appealing to domestic and international visitors (43% or 6 organisations).

Twitter polls

As part of their wider consultation engagement, HES ran a series of Twitter polls and one of these (tweeted on the 11th October 2017) asked: **'Where would you like to see more #Gaelic in our services?'**

194 people voted:

- 46% said Learning resources
- 28% said Online (web / social media)
- 15% said Collections, e.g. Canmore
- 11% said Marketing / retail

In addition to the votes, there were a number of related tweets. The main themes expressed by those who tweeted were:

- That there should be more Gaelic in all of the HES services.
- The need for more opportunities for adults to learn the language (for example online learning).
- General negative comments against the promotion of Gaelic.

There were also suggestions made at the consultation events for including more Gaelic in HES services and these included:

- More to be done with linking Gaelic place-names of the area in with staff training and providing help and support with pronunciation especially in relation to Gaelic interpretation at sites when staff may be giving tours – they would like to know how to say what's on the panels.
- Gaelic immersion guided tours around Iona Abbey, and at other sites across the estate / Develop a Gaelic trail through HES Properties in Care.
- More Gaelic books in HES property shops or more Gaelic within guidebooks.

Safeguarding and promoting Gaelic language and culture

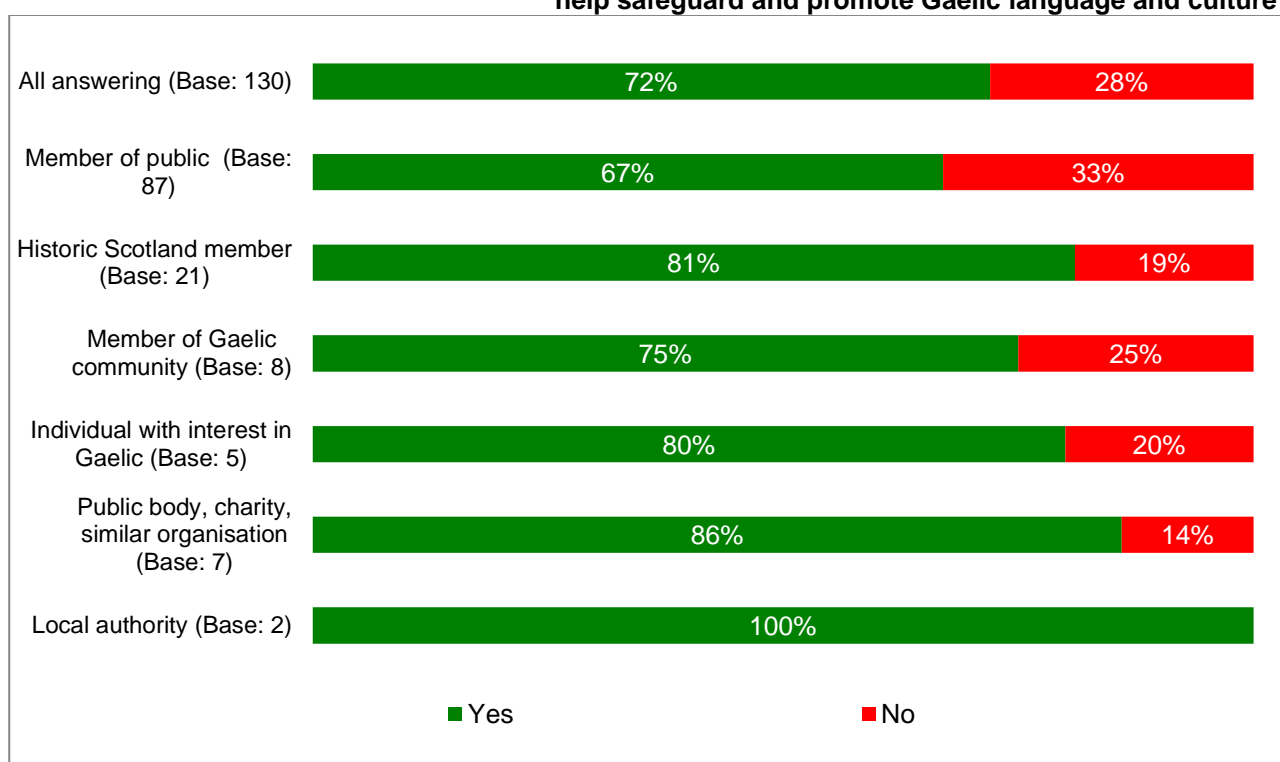
Respondents were also asked:

Overall, do you think that the Historic Environment Scotland Gaelic Language Plan does enough to help safeguard and promote Gaelic language and culture?

As shown in the chart below, almost three-quarters said **yes** (72% or 93 of the 130 respondents who replied to this question).

Just over a quarter said no (28% or 37 respondents).

Overall, do you think that the Historic Environment Scotland Gaelic Language Plan does enough to help safeguard and promote Gaelic language and culture?



The data again shows differences between some of the respondent groups:

Members of the public (87 replied):

- 67% or 58 said yes.
- 33% or 29 said no.

Historic Scotland members (21 replied):

- 81% or 17 said yes.
- 19% or 4 said no.

Members of the Gaelic community (8 replied):

- 75% or 6 said yes.
- 25% or 2 said no.

Other individuals (5 replied):

- 80% or 4 said yes.
- 22% or 1 said no.

Organisations (9 replied):

- 89% or 8 said yes.
- 11% or 1 said no.

Comments on whether the HES Gaelic Language Plan does enough to help safeguard and promote Gaelic language and culture

Respondents were invited to provide more information in respect of their answer and 76 did so (46 of the 93 who said yes and 29 of the 37 who said no).

Looking at the comments, however, shows that some themes are common in answers both from those who agreed and from those who disagreed and so the following paragraphs outline the main themes across all 75 comments. These included:

- General positive comments (from those who agreed).
- Concerns and/or queries (from those who agreed).
- Suggestions for areas where the Plan could do more (mainly from those who disagreed).
- General negative comments (both from those who agreed and from those who disagreed).

General positive comments

24 respondents, all of whom agreed that the HES Gaelic Language Plan does enough to help safeguard and promote Gaelic language and culture, made general positive comments.

Just under half of these simply reiterated their agreement that the HES Gaelic Language Plan does enough to help safeguard and promote Gaelic language and culture, for example: *“covers everything”* (Historic Scotland member).

A small number, while agreeing, also felt that more could be done, for example: *“You are doing very well, and you have lots of resources and keenness in the organisation. As usual you can always do more with traditional communities, as you did in Arnol”* (public body, charity or similar organisation).

The remainder submitted slightly more detailed comments indicating areas where, respondents felt, the Plan is successful. Examples include:

“It is a strong robust plan and although over ambitious in areas most objectives should be achieved” (public body, charity or similar organisation).

“The Plan is wide-ranging and has taken different communities into account” (member of the public).

“The plan is fuller and more nuanced than the policy currently adhered to by my organisation” (local authority / government).

Concerns and/or queries

6 respondents, all of whom agreed that the HES Gaelic Language Plan does enough to help safeguard and promote Gaelic language and culture, raised concerns or queries.

Most of these respondents said it was hard to assess whether the Plan does enough to help safeguard and promote Gaelic language and culture, or that it looks good on paper.

Other comments, from 2 members of the public, were:

“There is no demand. I read in the papers that the staff in NMS have never been asked for a leaflet or any interpretation of an exhibit in Gaelic.”

“Gaelic education is tending to overreach itself: Gaelic road signs for the tourists across a ridiculously wide part of Scotland; preference given to Medics in Lewis for Gaelic speakers; suggestion from the head of BBC Radio Highland that citizens of Inverness were “no good” without Gaelic; ever seen a town where 95% were no good?”

Areas where the Plan could do more

20 respondents, 19 of whom disagreed that the HES Gaelic Language Plan does enough to help safeguard and promote Gaelic language and culture, suggested areas in which the Plan could do more. The main themes from these responses included:

The need for more a widespread focus or more widespread promotion. For example:

“It needs to be a whole countrywide/aligned with all national bodies” (member of the public).

“Within the Plan, there is a focus on the visitor and education but the wider role of Gaelic in local communities of interest such as academia and other practitioners nationally and internationally should also be acknowledged” (public body, charity or similar organisation).

The need to focus on raising awareness and understanding of the importance of Gaelic, or on countering negative attitudes. For example:

“I think still a lot of work to be done- still a lot of negative attitudes out there & feeling a connection with it” (member of the public).

“In the central belt - only a few people have knowledge or information regarding Gaidhlig” (other individual).

The need for more detail or work on implementation. For example: *“The Plan is very clearly laid out but I would recommend that in order for organisations to implement the Plan more could be done to help implement this guidance”* (public body, charity or similar organisation).

General comments that more could be done (without specific suggestions).

Other specific suggestions included:

“Set targets for bilingual visitor attractions eg signage, visitor books, websites, guidebooks” (member of the public).

“Staff at attractions have to be encouraged to use Gaelic wherever practicable. As a minimum greeting with Hallo, Latha Math or Hallo, Feasgar Math” (member of the public).

“There needs to be more Gaelic Guide books” (Historic Scotland member).

“No back up. There is not enough GME available. Why promote something that can't be supported” (member of the public).

Suggestions from one of the consultation events included:

- In Iona we need to relate and link the art work as deriving from Gaelic culture (and not just generic Celtic art) and that Iona and Gaelic culture provided the basis for a flourishing of art and culture at that time.
- Interpretations that incorporate place-names, visual art & Gaelic music together.

Negative comments

25 respondents, from those who agreed and those who disagreed that the HES Gaelic Language Plan does enough to help safeguard and promote Gaelic language and culture, included negative comments.

As seen previously, these respondents mainly focused on the following:

- Objections to public funds being spent, especially in a time of austerity, on what they see as a 'dead' language or a language with relatively few speakers. For example: *“if native speakers are appalled at how Gaelic is being inappropriately funded surely we really need to consider how beneficial the overall promotion is”* (Historic Scotland member).
- That Gaelic is not relevant to the whole of Scotland. For example: *“But it goes too far and tries to create a false heritage of Gaelic culture in parts of Scotland the language has never existed”* (member of the public).
- That there is too much of a focus on Gaelic; that the Plan goes too far. For example: *“I think the focus on Gaelic should not be the apparent priority that is given”* (member of the public).

In addition, one individual commented: *“Does far too much by giving Gaelic an unfair preference when compared to other Scots languages/dialects”*.

Twitter polls

A Twitter poll (conducted on the 27th September 2017) asked: '**Does our Gaelic Language Plan do enough to help safeguard and promote #Gaelic language and culture?**'

24 people voted:

- 46% said yes
- 54% said no

Another poll (on the 4th October) asked: '**Which audiences need most support from our #Gaelic services?**'

There were 117 votes:

- 60% said Gaelic communities
- 17% said international visitors
- 16% said parents
- 7% said @welovehistory members

Ways to improve the Gaelic Language Plan

The final question in the consultation asked respondents:

Do you have any suggestions on how we could improve the Gaelic Language Plan?

60 respondents replied and their comments included:

- Suggestions for improvements to the Gaelic Language Plan.
- Negative comments.
- General supportive comments.

The main themes from these responses, with examples, are outlined below.

Suggestions for improvements to the Gaelic Language Plan

41 respondents made one or more suggestions for improvements to the Plan.

Almost half of these respondents commented on **the need for more on Gaelic education, for Gaelic to be included in the mainstream curriculum (and including support for parents), or for more opportunities to learn Gaelic**. Some typical examples include the following:

“I would place more emphasis on outreach - education and community education to encourage wider promotion of Gaelic language and culture” (member of the public).

“I would like to see more Gaelic language available in normal (non-Gaelic) primary to secondary schools” (Historic Scotland member).

“Offer free classes to the public, possibly via an online source” (member of the public).

“More local classes for those wanting to learn” (member of the public).

“Only by making Gaelic Learners a little more obvious in the overall plan. As a learner myself, I automatically look at how it is going to help me!” (other individual).

“Offering simple training to media outlets playing Gaelic music. Hearing Gaelic pronounced correctly would make a huge difference to understanding” (Historic Scotland member).

Several respondents wanted to see the Plan include more on **bilingual signage or on other ways to introduce Gaelic to a wider audience**. Examples included:

“Gaelic to be put on all road signs. Why do they stop when you come down past Stirling?” (Historic Scotland member).

“Make provisions to make Gaelic visible in daily life, incentivising organisations to openly display Gaelic translations and rolling out full governmental bilingualism in street names, road signs, information boards, public transport, even giving schools that don't provide formal Gaelic education bilingual posters or resources to print and use in classes or corridors” (member of the public).

“Wherever there is an English word there should be a Gaelic word above it. Maybe using some people who we know as of being proud Scots, speaking Gaelic in normal everyday settings, on TV or online or radio ad” (member of the public).

“I would like to see Gaelic at every site across Scotland. It would be good if there was more Gaelic products and books (taking into account educational resources) sold in your shops” (member of the public).

However, one member of the public said: *“Please don't cover the Historic sites and surrounding areas in bilingual signage. We don't want our beautiful country to look like a theme park”*.

Comments on **Gaelic-speaking staff** included:

“It would be good if there were more Gaelic jobs at HES, that would allow for more people with Gaelic skills to enter the organisation” (member of the Gaelic community).

“With regards to ‘strengthen the HES visitor experience to encourage use of Gaelic’ simple steps such as badges for staff that speak Gaelic and Gaelic signage would be relatively simple to implement” (Historic Scotland member).

“Make all posts in H&I area Gaelic preferred, and introduce a new pay grade for bilingual staff (any language) to encourage Gaelic speakers” (member of the public).

“.. we also recognise the need for upskilling staff and increasing confidence to communicate in Gaelic and we would welcome the opportunity to work with HES and other relevant partners to establish cohorts of staff with similar skill levels to undertake training relevant to them” (public body, charity or similar organisation).

A small number, mainly organisations, commented on **the need to involve communities**:

“It would be great if you worked alongside community organisations to explain what you intend to do, and to show them the place that Gaelic in your organisation. Further to just the council, local groups would be interested such as the Gaelic club in Aberdeen, to work with you to develop Gaelic in the area” (local authority / government).

“Following on from the example of Arnol, it would be far better if HES connected with Gaelic communities on projects, events, and even to deliver talks for the Gaelic communities. I would welcome working together with HES in our own community, if that was possible” (public body, charity or similar organisation).

Other suggestions, from one or 2 respondents, included:

- That the promotion of Gaelic should be limited to places where it has traditionally been spoken.
- The need for action and not simply a paper based Plan.
- That references to Scots should not include Doric or Lallans as: *“Doric is a dialect of Scots, and Lallans is another name for Scots or a literal name for Scots”* (member of the public).

- A pilot project at Urquhart Castle; a Historic Scotland member mentioned that they had seen little evidence of Gaelic there.
- *“Partner with Rosetta Stone, after convincing them to add Gaelic, not just Irish” (member of the public).*

A respondent from the public body, charity or similar organisation group said: *“An online help forum set up for frequently asked questions and exchange of knowledge and ideas would be good. How do other organisations intend to adhere to the guidance? An online tool would help share experiences”.*

A respondent from the Gaelic community said: *“I would urge you to support the Gaelic Books Council, Acair and others. I would say that historical books are needed and it would be great if you could support those who are involved in publishing”.*

Negative comments

17 respondents made negative comments. Most of these were general negative comments such as *“Scrap it”* (various respondents, mainly members of the public).

A small number again said that they feel the promotion of Gaelic is a waste of money. For example: *“In view of PISA rankings suggest resources be devoted to improving score of Scottish teenagers in English”* (member of the public).

A small number commented that Gaelic is a dead language or is not relevant today.

General supportive comments

2 respondents made general comments in support of the Plan.

Other comments

In addition to the online responses, one respondent from the public body, charity or similar organisation group and one individual submitted additional comments via letter and email. Two other organisations (from the local authority / government and public body, charity or similar organisation groups) submitted their comments by email rather than via the online survey.

HES also ran a series of Twitter polls and conversations as well as holding 3 consultation meetings in Iona, Stornoway and Stirling. Information from these strands of the consultation was supplied to the researchers.

Comments from these additional documents have been included wherever possible at the relevant sections in this report. Other comments not already included are outlined below.

Resources, joint working and initiatives

A respondent from the public body, charity or similar organisation group said: *“The Plan also highlights the range of resources developed through HES. We would be keen to understand what these resources are and if these could be of use to other organisations. Similarly, we would be happy to share any resources that we have developed. In developing these, it will be important to consider the role of new technologies and digital opportunities for the Historic environment, taking cognisance of initiatives such as #hellodigital”.*

A respondent from the local authority / government group commented on the importance of working in partnership with other organisations and saw the Plan as an opportunity to start a conversation concerning the historic environment of their local authority area: *“Regarding Gaelic Education, and any other developments that would be of benefit to you, and for us”.*

An individual suggested that their film archive could be of use in the promotion of Gaelic.

There were several mentions of, or suggestions for, resources, joint working and initiatives at the consultation events and these included:

- Better access to Gaelic resources online through the HES website.
- Create more opportunities in developing cross-sector projects and initiatives.
- With funding in mind, partnering with other organisations and pooling resources is the best way forward to achieving real change for Gaelic.
- Connect with E-sgoil in developing resources for beginner, intermediate and fluent Gaelic speakers.
- Link in with the GMòr Gaelic officer group.
- Better linkages to the Gaelic resources of other/partner organisations.
- Liaise with and support Gaelic choir networks.
- Keep Gaelic groups informed on HES Gaelic mailing list.
- Look to establish a Junior Tour Guide scheme in Iona using the Abbey – and with Gaelic being a part of this.
- Provide lists of all sites that have Gaelic inclusion.

Twitter polls

A Twitter poll (on the 18th October 2017) asked: '**At @welovehistory sites, what approach to Gaelic interpretation would you most like to see?**'

210 people voted:

- 90% said Integrated Gaelic / English.
- 10% said Gaelic only.

