



Taighean-tasgaidh
Nàiseanta Alba
National Museums Scotland



National Museums Scotland

Gaelic Language Plan 2017-2022

Prepared under section 3 of the Gaelic Language (Scotland) Act 2005

CONTENTS

Foreword	3
Summary	
1. Introduction	4
1.1 About National Museums Scotland and our audiences	4
1.2 The Gaelic Language (Scotland) Act 2005	5
1.3 Consultation	6
1.4 Use of Gaelic in Scotland	6
1.5 Gaelic Language Plan requirements	7
1.6 Use of Gaelic in National Museums Scotland	7
2. Achievements and reflections	7
2.1 Achievements to date	7
2.2 Lessons learnt	9
2.3 Developing our second iteration Plan	10
3. High level aims	12
3.1 Bòrd na Gàidhlig's high-level aims	12
3.2 Minimum and enhanced levels of provision	15
4. Actions 2017-2022	16
4.1 National Museums Scotland's actions	16
4.2 Responsibilities and timescales	17
5. Implementation and Monitoring	26
5.1 Timetable	26
5.2 Publicising the Plan	26
5.3 Implementation	26
5.4 Monitoring the Implementation	26

Foreword

I am pleased to present the second iteration Gaelic Language Plan for National Museums Scotland, covering our commitments as an employer, and our work as a museum service provider across all our sites.

In presenting this Plan, National Museums Scotland is demonstrating its commitment to the aspirations and objectives included in the National Gaelic Language Plan and the Gaelic Language (Scotland) Act 2005. Our aim is to contribute to the sustainability of the Gaelic Language in the context of our vision – *Inspiring people, connecting Scotland to the world and the world to Scotland* – and in relation to the breadth of the collections in our care, one of the largest multidisciplinary collections in the UK.

Our Plan sets out our achievements to date, reflections on this progress, and our plans for the next five years. This Plan demonstrates how National Museums Scotland plays its part in creating a sustainable future for Gaelic by raising its status and profile. We are excited by the new opportunities and initiatives it contains - Gaelic-speaking tours for instance - and are committed to continuing to develop our current service and outputs.

Dr Gordon Rintoul

Director

1. INTRODUCTION

1.1 About National Museums Scotland and our audiences

At National Museums Scotland, we care for collections of national and international importance. Our wealth of treasures represent more than two centuries of collecting and our collections are a legacy which we look after on behalf of all Scots: from Scottish and classical archaeology to decorative and applied arts; from world cultures and social history to science, technology and the natural world.

The Board of Trustees is National Museums Scotland's governing body. They are responsible for setting the organisation's vision, strategy and policies and for monitoring progress to achieve these. The Director is responsible for the day-to-day operation of National Museums and for the implementation of strategy and policies.

Our current Strategic Plan runs from 2016 to 2020, and our strategic priorities are:

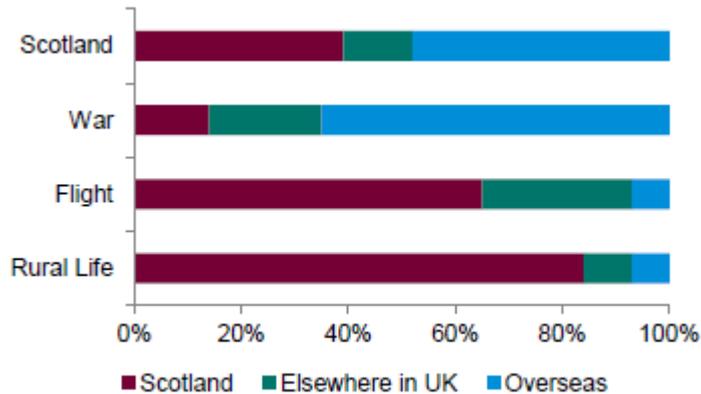
- Creating inspiring visitor experiences at our Museums and elsewhere
- Developing, preserving and increasing access to the National Collections
- Strengthening and sharing collections knowledge and research
- Reaching out to people across Scotland and the world
- Transforming our digital engagement
- Valuing, supporting and developing our people and empowering them to work together in new ways
- Growing and diversifying our income

National Museums Scotland employs 450 staff, dedicated to informing, educating and inspiring our visitors at five sites across Scotland. Our collections are displayed across four museum sites: the National Museum of Scotland and National War Museum in Edinburgh; the National Museum of Flight in East Lothian, and the National Museum of Rural Life in East Kilbride. We also operate the National Museums Collections Centre in Granton, north Edinburgh - our storage, conservation and research centre.

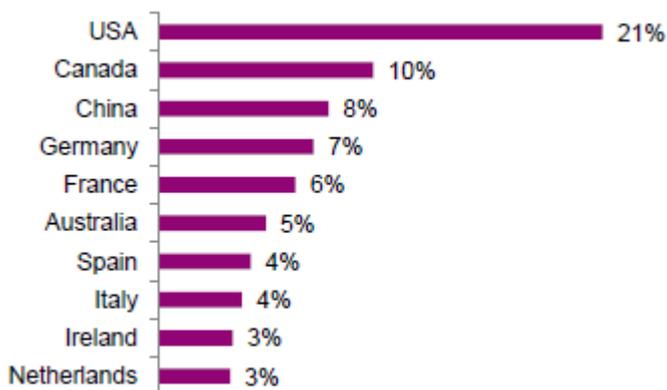
Although we have no formal responsibilities under our founding Act, we provide advice, expertise and support to museums across Scotland to help them enhance their own collections and displays. We also work closely with many museums and other organisations across Scotland, the UK and internationally. Thus we take both a thematic and geographical view of where it is appropriate to use Gaelic in our service provision.

National Museums Scotland welcomed in excess of 2.4 million visitors in 2015/16 across all the sites.

In relation to where visitors come from, the audience profiles of the National Museums Scotland sites are very different, as illustrated below. The National Museum of Rural Life and National Museum of Flight are predominantly visited by local and Scottish visitors, while the National Museum of Scotland and the National War Museum, in particular, receive significant numbers of UK wide and international visitors.



At the National Museum of Scotland, a large proportion of overseas visitors are from English speaking countries, however there is a large variety of languages spoken amongst the non-English speaking overseas visitors. The table below shows the breakdown of overseas visitors by country, in 2015/16.



Appendices A to C show the current situation for Gaelic education. Information required on Gaelic classes is available at www.learnghaelic.scot

With this in mind, as we go forward we aim to give equal respect to the language needs of all our visitors, responding to the Gaelic Language (Scotland) Act 2005 and the needs of our broad range of visitors.

1.2 The Gaelic Language (Scotland) Act 2005

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

One of the key features of the 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, developing practical opportunities for its use and helping to ensure the continuity of Gaelic language and culture.

National Museums Scotland drafted its first Gaelic Language Plan in May 2011, and it was approved by the Bòrd in December 2012. It was a three year Plan that was extended by a further year in 2015 due to organisational capacity issues (relating in particular to a series of major capital projects) and staff changes. Annual Monitoring reports were submitted to the

Bòrd na Gàidhlig throughout the Plan, and their feedback responded to in a timely manner. This first Plan concluded in March 2016, with a final Monitoring report issued in April 2016.

1.3 Consultation

The Act requires public authorities to bring the preparation of their Gaelic Language Plan to the attention of all interested parties.

National Museums Scotland consulted with public, staff and volunteers for a six week period from September to November 2016 asking for responses to help develop our second iteration. We received little response from this consultation despite broadly communicating the announcement of the Consultation in both English and Gaelic. However, all feedback received was considered during the process of developing our Plan.

Upon the review of the Second Iteration Gaelic Language Plan, Bòrd na Gàidhlig requested that National Museums Scotland undertake public consultation again, this time asking the public for specific responses to the draft Plan. The Bòrd na Gàidhlig's helpful feedback on the Second Iteration Plan was taken into consideration before the Plan was made public.

The consultation ran for six weeks from Monday 27 February to Monday 10 April 2017, and aimed to gather responses about the draft Plan from both the public and National Museums Scotland's employees and volunteers. Individuals could respond using a dedicated email address, and the consultation was promoted on our intranet, web site and through the Bòrd na Gàidhlig's networks. 26 responses were made during this time – a much higher level of engagement than with our previous consultation exercise.

1.4 Use of Gaelic in Scotland

The total number of people in Scotland recorded as having 'any Gaelic skill' in the 2011 census was 87,056 (1.7% of the Scottish population). This is a 5.8% reduction since the last census in 2001.

Of these, the total number of people who speak Gaelic is 57,602; read Gaelic is 38,636, and are Gaelic-literate is 32,418. There is a decline in numbers across all three of these categories since the last census, ten years ago.

Importantly however, and encouragingly, there is a growth in the number of young people engaged with Gaelic. Our Plan and future activities focusses attention on this audience, for instance working with Gaelic medium schools and increasing our Gaelic programming.

The number of people who use Gaelic in the home is 24,974, 0.5% of Scotland's population.

Our largest and most visited sites are based in Edinburgh. The catchment areas for these museums are in Edinburgh and the surrounding council areas. The statistics for spoken Gaelic are:

- City of Edinburgh Council Area - 0.7%
- West Lothian - 0.4%
- East Lothian - 0.4%
- Midlothian - 0.4%
- Scottish Borders - 0.3%
- Fife - 0.4%

1.5 Gaelic Language Plan requirements

In developing our Gaelic Language Plan for National Museums Scotland, and in line with section 3 (5) of the Gaelic Language Act, we took account of:

- The National Gaelic Language Plan and its four priority action areas: language acquisition; language usage; language status, and language corpus.
- Our internal capacity for use of the Gaelic language (see section 1.6).
- Feedback from the public and staff during two six week consultation periods from September to November 2016 and February to April 2017 (see section 2.3)
- Feedback from the Scottish Government and/or the Bòrd na Gàidhlig.

In addition we took account of:

- The Bòrd na Gàidhlig's high level aims (see section 3.1).
- Scottish Government emphasis that public authorities prepare their Gaelic Language Plans with a view to facilitating the use of Gaelic to the greatest extent that is appropriate to their individual circumstances.
- Our current strategic priorities as outlined in our Strategic Plan 2016-2020.
- The demographic information on Gaelic speakers in Scotland and in the catchment area of our museums.
- The Bòrd na Gàidhlig's emphasis on proportionality and flexibility.

1.6 Use of Gaelic in National Museums Scotland

In Autumn 2016 our staff capabilities extended to:

- Nine staff members with the ability to understand and respond to simple greetings in Gaelic.
- Knowledgeable and competent relevant staff in procuring Gaelic translation services.
- Knowledgeable and competent relevant staff in the correct 2D design usage of the bilingual logo.

2. ACHIEVEMENTS AND REFLECTIONS

2.1 Achievements to date

Guided by our Gaelic Language Plan 2012-2015, we have significantly improved our core service for Gaelic users. Some of our achievements are listed below using the four core areas of service for public bodies, as set out by the Bòrd na Gàidhlig:

2.1.1 Identity (corporate identity and signs):

- A Gaelic logo was designed and has been in use since March 2013. It is used on all Gaelic related material, e.g. press releases and strategic documentation.

2.1.2 Communications (receptions, telephones, mail and email, forms, public meetings, complaints procedures):

- We have developed some conversational Gaelic capabilities, especially amongst our Visitor Experience team.

- A recorded welcome telephone message in Gaelic was implemented in July 2013.
- Annual Reports and Strategic Plans have been available in Gaelic as downloads on our website since 2013.
- Guidelines were established in March 2015 to support our consistent use of Gaelic in our external communications.
- All comments, complaints and compliments received in Gaelic are responded to in Gaelic.
- Since 2013, all emails and letters received in Gaelic are translated and responded to in Gaelic.
- Gaelic media sources and contacts were added to our media distribution lists in April 2013.
- We hosted BBC Alba at the press view for our major new galleries project in July 2016, facilitating bespoke content for their broadcasts.

2.1.3 Publications (PR and media, printed materials, websites, and exhibitions):

- Gaelic content in exhibitions:
 - Scotland Creates*, partnership project with five Scottish museums and creative partners Live Music Now Scotland, in 2014. Museum nan Eilean participated with an exhibition called *A Reir na h-Aimsir (Without Rain there would not be Magic)*.
 - Next of Kin*, a current touring exhibition, showing how families commemorate their loved ones during the First World War, goes to eight venues from 2015-2017 including Inverness Museum and Art Gallery in 2016 where it was translated into Gaelic. This touring exhibition is funded by the Scottish Government and the Heritage Lottery Fund.
 - Reflections on Celts*, a partnership tour with the British Museum of two Iron Age mirrors, toured to five venues in 2015/16, two in England and three in Scotland. The tour to Inverness Museum and Art Gallery had Gaelic translated interpretation.
- Gallery content
 - One third of the items on display in the new Lews Castle museum, have been lent to Museum nan Eilean by National Museums Scotland. National Museums Scotland staff worked also worked closely with the Lews Castle team to support them throughout the project in a wide range of ways. These long term loans are all interpreted bilingually using both word for word translations and Gaelic versioning techniques.
 - Gaelic language commentary is included in some permanent galleries, for example the commentary on the introductory film to *The Making of Scotland* in the National Museum of Scotland features the poem *Stéidhichean laidir* in *An Rathad Cian* by Ruaraidh MacThòmais.
 - Our *Scotland: a Changing Nation* gallery features a film *One Nation: Five Million Voices* which includes sections of people speaking in English, Scots and Gaelic.
 - Bilingual text panels titles in *Na Gaidheil* gallery, at National Museum of Scotland, a gallery devoted to Gaelic and West Highland culture in the Middle Ages and Highland culture after 1500.
- Learning resources
 - CPD session for Edinburgh's Gaelic medium school, involving all of their teachers,

in June 2016.

-Bespoke programming with Edinburgh's Gaelic medium school involving a *Celts* object handling session and a partnership project with BBC Radio nan Gàidheal in August 2016, where the whole-school visit to the exhibition was covered by the radio station and followed up with student blogs.

- Research classifications

-In 2014, a dynamic reading list of Gaelic-related resources was provided on the library online catalogue accessible by internal staff and external audiences via the web. Additional resources were also procured in 2016.

-Reclassification of some Gaelic-language related collections.

- Visitor support

- A Gaelic version of our printed Museum map continues to be available for visitors to the National Museum of Scotland (commenced 2011).

-Since 2014 we have Gaelic versions of our printed maps for the National War Museum, the National Museum of Rural Life and the National Museum of Flight. These maps were also made available as downloads on our website.

-In addition, since February 2015, the Gaelic map offer was broadened to become a new 'Plan Your Visit' to National Museum of Scotland page in Gaelic.

2.1.4 Staffing (training, language learning recruitment, advertising):

- In 2013/14, 80 members of National Museums staff attended one of the 15 all-day Gaelic awareness sessions, with priority given to frontline visitor-facing staff. This opportunity was funded by GLAIF and was a partnership project with National Library of Scotland and National Galleries of Scotland.

-Three further Gaelic Awareness sessions were delivered in 2014/15.

-Two beginners classes were provided in 2014/15 with 10 staff completing the 10 week course and one member of staff completing the intermediate level course.

-Ongoing review is built into our process when initiating recruitment to assess whether Gaelic skills are a key requirement.

-A new intranet page was launched in July 2014 as part of the Training & Development Strategy, and the National Collections Gaelic Language Initiative that identified and added new web site links as a staff resource.

2.2 Lessons learnt

The Bòrd na Gàidhlig have described National Museums' overall performance as "making good progress implementing the actions contained in its first iteration Gaelic Plan" (excerpt from the Bòrd na Gàidhlig's response to our *Monitoring Report 2014-15*, section 2), and they noted that we have achieved several areas of best practice including:

- Exhibitions / learning and education for creating resources and exhibiting collections using Gaelic.
- Complaints procedure being revised to include Gaelic as part of the renewal process.
- Gaelic maps created in 2014.

- Gaelic 'Plan Your Visit' webpage.

However, there is more to do and over the course of our first Plan we have learnt several lessons, including:

- Overcommitting ourselves to objectives that are beyond our resources (financial, staff time and our skills capacity).
- Not being sufficiently clear in our initial response to the high level aims or in our subsequent prioritisation of effort, about the areas which are less relevant to our organisational and the areas where we can make a particular and positive impact. Instead we have spread our resources too thinly, diminishing our potential impact.
- The issues created by imposing a niche Gaelic documentation category on our broad collections. We have learnt that this documentation category works well for Gaelic language-related collections and for oral history, and not for artefacts.
- Not addressing clearly enough that our organisational branding exercise had been completed and implemented before the commencement of the Gaelic Language Act in 2006. We had no plans to revisit this major investment within such a short period of time, and we do not have plans to redevelop our brand in the duration of this second Plan.
- We had underestimated the time and resources required to underpin the achievement of some objectives with the necessary critical processes required.

2.3 Developing our second iteration Plan

2.3.1 Consultation Phase 1

The consultation ran for six weeks from Monday 26 September to Friday 4 November 2016, and aimed to gather responses from both the public and National Museums Scotland's employees and volunteers. Individuals could respond via email, using a dedicated email address, or through participation in a group meeting: members of the public were invited to an open public meeting, whilst staff and volunteers were invited to a 'Listening Group', an internal style of informal group meeting.

2.3.2 Response

The number of respondents totaled eight: three staff and five public responses, two of which were from organisations.

However, their feedback to National Museums was useful and clear: they wanted to see a greater commitment to raising the profile and visibility of Gaelic; and our Museum service develop and deliver a broader range of Gaelic provision.

Key themes that arose with several respondents are:

- the perception that our first Language Plan is not proactive, meeting only minimum requirements, due to its tone of voice and use of language.
- current low/no demand for Gaelic services should not dissuade National Museums from being proactive.
- further consultation should be undertaken with Gaelic medium schools about what is most relevant and useful to them.

National Museums Scotland has sought to address the above themes in its second Language Plan. In addition, other areas of feedback have the potential to be of direct usefulness too, including:

- recruiting Gaelic speakers.
- demonstration of departmental responsibilities.
- increasing the promotion of our own learning resources for staff and volunteers.

It is also clear that at times we are not communicating clearly enough to both staff and public about provision we have in place. Some things that were commented on as gaps in our service are in fact part of our current core provision, for instance translated text in particular exhibitions (see section 2.1.3) and the availability of Gaelic Visitor Maps.

2.3.3 Consultation Phase 2

The consultation ran for six weeks from Monday 27 February to Monday 10 April 2017, and aimed to gather responses about the draft Plan from both the public and National Museums Scotland's employees and volunteers. Individuals could respond using a dedicated email address, and the consultation was promoted on our intranet, web site and through the Bòrd na Gàidhlig's networks.

26 responses were made during this time – a much higher level of engagement than with our previous consultation exercise. Only one of these responses was from a member of staff, and three were from organisations. The responses were wide ranging: some responses were encouraging and positive; some were critical making useful points, a few were only negative offering little to help guide next steps. As with the first phase of consultation however, all feedback received was considered during the process of developing our final version of this Plan.

2.3.4 Responses

It is encouraging that many respondees mentioned ideas that are already embedded in the Plan e.g.:

- development of Gaelic medium school resources
- displaying Gaelic books in our children's gallery
- developing organisational relationships with other public bodies

Other responses raised issues that will be either further developed or added into the Plan e.g.:

- make clearer our aspirations set out in the Director's foreword
- reference the growth as well as the decline in Gaelic use
- better capitalise on the language skills that our members of staff have already gained
- better training for our Visitor Experience team
- review how Gaelic can be used in our merchandising

Some respondees made requests that are beyond our current resources and not in our forward priorities, for example:

- a member of staff dedicated to teaching Gaelic language in our children's galleries
- a dedicated Gaelic Language Officer
- a new bilingual brand

3. HIGH LEVELS AIMS

3.1 Bòrd na Gàidhlig's high level aims

In November 2016, the Bòrd na Gàidhlig confirmed the high-level aims for National Museums Scotland, although we did not have the opportunity to discuss them in advance. Our responses to the Aims are listed below:

Bòrd na Gàidhlig High level aims	National Museums Scotland's response
<p><i>Continuation of all commitments from previous iterations of National Museums Scotland's Gaelic language plan</i></p>	<p><i>Render the corporate logo bilingual, demonstrating equal respect for the languages, for general use on a new or replacement basis.</i></p> <p>Our corporate logo was rendered bilingual and has been in use since March 2013.</p> <p>It is used on all Gaelic related material, e.g. press releases and key strategic documentation.</p>
	<p><i>Provide a methodology to agree the level of Gaelic to be included in interpretation, publications and signage, in national and partner museums and online, on a new or replacement basis.</i></p> <p>This was completed during our first Language Plan.</p>
	<p><i>Develop specialised provision and services for Gaelic-speaking families and Gaelic Medium Education. Encourage the implementation and delivery of the Ginealach Ùr na Gàidhlig with particular regard to Adult Learning and Gaelic Medium Education.</i></p> <p>This Aim is identified again in our second set of High level aims. Please see below for our Families and Adult Learners response.</p> <p><u>Adult learners</u></p> <p>We can make positive steps by:</p> <ul style="list-style-type: none"> - Recruiting Gaelic speaking Volunteer Guides to provide gallery tours for key events, e.g. Gaelic Festival, Edinburgh - Planning a Gaelic music and performance presence in our Free Fringe Music programme. <p><u>Families</u></p> <p>We can make positive steps by:</p> <ul style="list-style-type: none"> - Offering a storytelling 'Magic Carpet' storytelling activity for families and early years with a Gaelic speaking Volunteer Guide. - Sourcing Gaelic books for viewing in the <i>Imagine</i> gallery.

	<ul style="list-style-type: none"> - Translating self-led family resources available as downloads on our website.
	<p><i>Extend Gaelic Language Plan provision to third party associates.</i></p> <p>National Museums does not work with third party associates in this way. Our HR and Press teams for instance are members of staff, not procured services.</p>
<p><i>Develop Gaelic medium education provision / services in order to increase accessibility for Gaelic speakers</i></p>	<p>Our current core service is:</p> <ul style="list-style-type: none"> - Continuing to support Gaelic medium school visits through advice and consultation. - Delivering CPD sessions for Gaelic medium school teachers - Bespoke programming and school sessions for Gaelic medium schools on Gaelic related content <p>We can make further positive steps to improve on our current activities by:</p> <ul style="list-style-type: none"> - Using the Heritage Education Forum to consult with potential partners on developing joint programming. - Consulting with Gaelic medium schools in our catchment areas to identify their top areas of interests for translated learning support. - Developing Gaelic translated school trails available as a download. - Promoting our provision directly to Gaelic medium schools.
<p><i>At the first opportunity, adopt the bilingual (Gaelic and English) corporate logo as the standard corporate logo for NMS, implementing on a replacement / renewal basis</i></p>	<p>The high level aim to create a bi-lingual logo came after we had recently completed a rebrand across National Museums Scotland. As such, the bi-lingual logo we use is not part of the family of logos designed at that time and, as a compromise, simply adds a Gaelic translation of our organisation name to a pre-existing logo. This is suited to supporting our current usage but is not appropriate to organisation-wide roll out on a replacement or renewal basis. We have no current plans to replace our brand in the next five years.</p>
<p><i>All Gaelic services and resources to demonstrate equal respect for Gaelic and English, with a demonstrable active offer for those services</i></p>	<p>Our current core service includes:</p> <ul style="list-style-type: none"> - Availability of Gaelic translated Visitor Maps at all sites. - 'Plan Your Visit' information at National Museum of Scotland translated and published in Gaelic. - Translated exhibition text to Gaelic where either the subject matter is related to the Gaelic language or culture, or the content is targeted for a high-Gaelic

	<p>speaking geographic area.</p> <ul style="list-style-type: none"> - Proactive support for Gaelic language broadcast from or about our museum sites, collections and stories. - Response to all Gaelic comments, complaints and compliments in Gaelic. <p>We will make further positive steps to improve our current activities by:</p> <ul style="list-style-type: none"> - Broaden our 'Plan Your Visit' information in Gaelic to all our sites.
<p><i>Ensure that staff are aware of the NMS Gaelic language plan and provide opportunities for further Gaelic awareness training, should they wish to do so</i></p>	<p>Our current core service includes:</p> <ul style="list-style-type: none"> - Publishing our Gaelic Language Plan and other language resources on a dedicated intranet page to the Gaelic language. - Communicating all relevant notices about our Gaelic Language Plan activities through our internal communication channels e.g. our <i>Team Briefing</i> (a monthly circular distributed to all staff members). - Provision of Gaelic awareness training sessions and higher proficiency training. In particular, working with National Library of Scotland and National Galleries of Scotland with regard to joint training sessions. <p>We will make further positive steps to improve our current activities by:</p> <ul style="list-style-type: none"> - Exploring how our staff and volunteers with some Gaelic language skills can better support our work. - Extending our training through a partnership with Historic Environment Scotland. - Exploring external funding options for training requests and opportunities. - Developing our training of front line staff to ensure they deliver a clearer communication about our services and how to access them. - Bettering the prominence of our Gaelic learning resources currently found on the Intranet and Library, by cross referencing them. - Introducing questions for staff relating to Gaelic usage in our staff survey work.
<p><i>Increase the visibility of Gaelic in NMS communications (internal and external)</i></p>	<p><u>Internal communications</u></p> <p>We will consider the most appropriate way to build Gaelic into our internal communications, through consultation with our Gaelic speakers.</p>

	<p><u>External communications</u></p> <p>Our current core service is:</p> <ul style="list-style-type: none"> - All key strategic documents relevant to national stakeholders (e.g. Strategic Plan; National Strategy and its annual programme reports, and the Annual Report) are translated into Gaelic and published. - All press releases that pertain to the Gaelic language or culture are translated into Gaelic. - All comments, complaints and compliments received in Gaelic and requiring a response, are responded to in Gaelic. - Use of the Gaelic logo on all Gaelic-related external communications. - A welcome message in Gaelic on our telephone system. <p>We will make further positive steps to improve our current activities by:</p> <ul style="list-style-type: none"> - Adding to all press releases (i.e. English language press releases) an invitation in Gaelic for a Gaelic translation. - Bettering the prominence of our Gaelic learning resources currently found on our intranet and Library, by cross referencing them with our Library team and HR training intranet pages. - Introducing questions in our survey work for visitors and non-visitors relating to Gaelic usage in our sites and service provision.
--	---

3.2 Minimum and enhanced levels of provision

As a national museum, we chose to widen our remit to extend across all regions in Scotland; we undertake a limited role to support the breadth of the Scottish museum sector, particularly in sharing specialist expertise and lending material from the national collections. Responsibility for supporting the non-national museums sector rests with Museums Galleries Scotland.

We follow the Scottish Government's and the Historic Environment Scotland example of adopting a minimum level of provision which applies to all of our areas of operation, and this provision is listed above in our core commitments. We are pleased to provide an enhanced level of provision in areas where the number of Gaelic speakers is greater, and where we can best make an impact within the constraints of our services and resources. This provision is particularly apparent in our loans and touring exhibitions services. When we are active in an area of greater Gaelic usage we provide a bilingual provision. We recognise that our Gaelic Language Plan represents a starting point, and our achievement and subsequent development process of the objectives and the response to their implementation.

4. ACTIONS 2017-2022

4.1 National Museums Scotland's actions

Section 4.2 shows how our ambitions link with and support key national priorities - the National Gaelic Language Plan and the Bòrd na Gàidhlig's core areas of service, reflecting the areas it wishes public bodies to address when preparing the Gaelic Language Plan.

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

1. Language Acquisition – ensuring the language is passed on through the family and through education.
2. Language Usage – motivating people and providing them with more opportunities to use the language.
3. Language Status – addressing the image of the language and how it is seen within institutions.
4. Language Corpus – developing a standard language which is popular, well-used and relevant.

The Bòrd na Gàidhlig's four core areas of service for public bodies are:

1. Identity – corporate identity and signs.
2. Communications – reception, telephone, mail and email, forms, public meetings, complaints procedures.
3. Publications – PR and media, printed material, websites, exhibitions.
4. Staffing – training, language learning, recruitment, advertising.

Our actions and ambitions will help make a contribution towards the sustainability of the Gaelic language, and we are keen to play our part in this National Plan. To support the better conversion of objectives into action, we are also presenting our ambitions alongside departmental responsibilities. This approach links more clearly with our annual operating priorities and enables responsible managers to plan their teams' workloads.

4.2 Responsibilities and timescales

These activities and ambitions show how we intend to play our role in contributing towards the National Plan and the future sustainability of the Gaelic Language. They set out the activities that National Museums Scotland will continue to develop and mainstream in its work as an employer and museum service provider. It also notes the additional and new activities we aim to pilot, develop and implement in the lifetime of this Second Iteration Gaelic Language Plan.

These actions are listed in response to the Bòrd na Gàidhlig's high level aims. They also note the National Museums department responsible for action, and cross reference our activity with key national strategic guidelines - the National Plan for Gaelic and the core areas of service for public bodies.

Aim: Continuation of all commitments from previous iterations of National Museums Scotland's Gaelic language plan Develop specialised provision and services for Gaelic-speaking families and Gaelic Medium Education

(NB: Schools activities are listed below. This section deals with adults and family provision).

Serial	Activity	2017/18	2018/19	2019/20	2020/21	2021/22	Responsible department for implementation	Strategic links with the National Plan for Gaelic and the Bòrd na Gàidhlig's core areas of service for public bodies.
1	Offer a storytelling magic carpet activity for families and early years, with our Volunteer Guide resource	X	X	X	X	X	Learning & Programmes	National Plan: Language Usage Core Area of Service: Publications
2	Source Gaelic books for the <i>Imagine</i> gallery	X					Learning & Programmes	National Plan: Language Usage Core Area of Service: Publications
3	Translate self-led family resources available as downloads on the web		X	X			Learning & Programmes	National Plan: Language Usage Core Area of Service:

								Publications
4	Plan a Gaelic music and performance presence in our Free Fringe Music programme	X	X	X	X	X	Learning & Programmes	National Plan: Language Usage Core Area of Service: Publications
5	Initiate the recruitment of Gaelic speaking Volunteer Guides to provide Gaelic gallery tours and Magic Carpet sessions for families	X		X		X	Learning & Programmes	National Plan: Language Usage Core Area of Service: Staffing
6	Explore opportunities for joint programming with the Gaelic Festival, held annually in Edinburgh		X	X	X	X	Learning & Programmes	National Plan: Language Usage Core Area of Service: Publications

Aim: Develop Gaelic medium education provision / services in order to increase accessibility for Gaelic speakers

Serial	Activity	2017/18	2018/19	2019/20	2020/21	2021/22	Responsible department for implementation	Strategic links with the National Plan for Gaelic and the Bòrd na Gàidhlig's core areas of service for public bodies.
7	Continue to support Gaelic medium school visits through advice and consultation	X	X	X	X	X	Learning & Programmes	National Plan: Language Usage Core Area of Service: Publications
8	Deliver CPD sessions for Gaelic medium school	X		X			Learning & Programmes	National Plan: Language

	teachers							Usage Core Area of Service: Publications
9	Bespoke programming and schools sessions for Gaelic medium schools on Gaelic related content	X		X			Learning & Programmes	National Plan: Language Usage Core Area of Service: Publications
10	Use the Heritage Education Forum to consult with potential partners on developing joint programming	X	X	X	X	X	Learning & Programmes	National Plan: Language Usage Core Area of Service: Publications
11	Consult with regional schools to identify their top areas of interest for learning support		X	X			Learning & Programmes	National Plan: Language Usage Core Area of Service: Publications
12	Develop Gaelic translated schools trails available as downloads from our web site			X	X		Learning & Programmes	National Plan: Language Usage Core Area of Service: Publications
13	Promote our provision directly to Gaelic medium schools			X	X	X	Learning & Programmes	

Aim: All Gaelic services and resources to demonstrate equal respect for Gaelic and English, with a demonstrable active offer for those services

Serial	Activity	2017/18	2018/19	2019/20	2020/21	2021/22	Responsible department for implementation	Strategic links with the National Plan for Gaelic and the Bòrd na Gàidhlig's core areas of service for public bodies.
14	Continue to maintain and update Visitor Maps for all sites in Gaelic	X	X	X	X	X	Visitor Experience	National Plan: Language Usage Core Area of Service: Publications
15	Continue to maintain and update National Museum of Scotland 'Plan Your Visit' web information in Gaelic, and roll out this resource to our other sites		X	X	X		Digital Media	National Plan: Language Usage Core Area of Service: Publications
16	Continue to proactively support Gaelic language broadcast from or about our museum sites, collections and stories at all opportunities	X	X	X	X	X	Marketing & Communications	National Plan: Language Status Core Area of Service: Publications
17	Continue to publish Gaelic-related information on our web site and increase the content available as opportunities arise through our work or external funding	X	X	X	X	X	Digital Media	National Plan: Language Status Core Area of Service: Publications

18	Continue to respond to all Gaelic comments, complaints and compliments in Gaelic	X	X	X	X	X	Visitor Experience	National Plan: Language Usage Core Area of Service: Communications
19	Continue with identification and categorisation of Gaelic-language related objects for all new acquisitions	X	X	X	X	X	Scottish History & Archaeology	National Plan: Language Corpus Core Area of Service: Publications
20	Establish a step within the exhibition process for identifying the use of Gaelic and its method of implementation	X					Exhibitions & Design	National Plan: Language Usage Core Area of Service: Publications
21	Continue to provide translated exhibition text where either the subject matter is related to the Gaelic language or culture, or the content is targeted for a high Gaelic speaking geographic area	X	X	X	X	X	Exhibitions & Design	National Plan: Language Usage Core Area of Service: Publications
22	Ensure translation is implemented in appropriate ways for the different styles of output and readership.	X		X			Exhibitions & Design <u>and</u> Marketing & Communications	National Plan: Language Usage Core Area of Service: Publications
23	Make a provision for all staff with Gaelic proficiency to wear a 'Gaelic Speaker' badge		X				Human Resources	National Plan: Language Corpus Core Area of Service: Staffing

Aim: Ensure that staff are aware of the NMS Gaelic language plan and provide opportunities for further Gaelic awareness training, should they wish to do so

Serial	Activity	2017/18	2018/19	2019/20	2020/21	2021/22	Responsible department for implementation	Strategic links with the National Plan for Gaelic and the Bòrd na Gàidhlig's core areas of service for public bodies.
24	Continue to provide Gaelic awareness training sessions and offer higher proficiency training where required	X	X	X	X	X	Human Resources	National Plan: Language Acquisition Core Area of Service: Staffing
25	Conduct an audit of our staff's proficiency in the Gaelic language in readiness for the Third Iteration of the Gaelic Language Plan					X	Human Resources	National Plan: Language Corpus Core Area of Service: Staffing
26	Continue to maintain and update Gaelic learning support materials on a dedicated page on the intranet	X	X	X	X	X	Human Resources	National Plan: Language Usage Core Area of Service: Staffing
27	Communicate all relevant notices about our Gaelic Language Plan activities through our internal communication channels, e.g. our <i>Team Briefing</i> (a monthly circular distributed to all staff members).	X	X	X	X	X	Executive Team	National Plan: Language Corpus Core Area of Service: Communications

28	Continue to work with peer organisations such as National Library of Scotland and National Galleries of Scotland with regards to joint training sessions. Extend our training partnership to Historic Environment Scotland	X	X	X	X	X	Human Resources	National Plan: Language Acquisition Core Area of Service: Staffing
29	Proactively seek external funds for Gaelic language training skills development		X		X		Human Resources	National Plan: Language Acquisition Core Area of Service: Staffing
30	Better the prominence of our Gaelic learning resources currently found on our intranet and Library, by cross referencing them with our Library team and HR training intranet pages	X					Human Resources	National Plan: Language Corpus Core Area of Service: Staffing
31	Introduce questions for staff relating to Gaelic usage in our staff survey work		X			X	Human Resources	National Plan: Language Corpus Core Area of Service: Staffing
32	Explore how our staff and volunteers with Gaelic language skills can better help support this Plan's ambitions	X	X	X	X	X	Human Resources	National Plan: Language Corpus Core Area of Service: Staffing

Aim: Increase the visibility of Gaelic in NMS communications (internal and external)

Serial	Activity	2017/18	2018/19	2019/20	2020/21	2021/22	Responsible department for implementation	Strategic links with the National Plan for Gaelic and the Bòrd na Gàidhlig's core areas of service for public bodies.
33	Continue to translate and publish key strategic organisational documents in Gaelic, on our web site	X	X	X	X	X	Marketing & Communications <u>and</u> Digital Media	National Plan: Language Status Core Area of Service: Publications
34	Continue to translate all press releases that pertain to Gaelic language or culture	X	X	X	X	X	Marketing & Communications	National Plan: Language Status Core Area of Service: Publications
35	Continue to use the Gaelic logo on all Gaelic-related external communications	X	X	X	X	X	Marketing & Communications	National Plan: Language Status Core Area of Service: Identity
36	Continue to use and update when necessary our Gaelic welcome on our telephone system	X	X	X	X	X	Visitor Experience	National Plan: Language Usage Core Area of Service: Communications
37	Add to all press releases (i.e. English language press releases) an invitation in Gaelic for a Gaelic translation	X	X	X	X	X	Marketing & Communications	National Plan: Language Status Core Area of Service:

								Publications
38	Explore the introduction of questions for our visitors and non-visitors relating to Gaelic usage in our sites and service provision	X	X	X	X	X	Marketing & Communications	National Plan: Language Corpus Core Area of Service: Communications
39	Explore the usefulness of locality names for Scottish natural science specimens	X	X	X	X	X	Curatorial	National Plan: Language Status Core Area of Service: Publications
40	Explore how Gaelic can be used in our merchandising	X	X	X	X	X	Retail	National Plan: Language Status Core Area of Service: Publications

5. IMPLEMENTATION AND MONITORING

This chapter sets out how the implementation of our Gaelic Language Plan will be taken forward, and how implementation and outputs will be monitored.

5.1 Timetable

We offered our plan for public consultation for six weeks from late September 2016 and incorporated the feedback.

Our high level aims were issued by the Bòrd na Gàidhlig on 10 November 2016.

Our Plan was agreed by the National Museums Scotland Board of Trustees at their meeting in early December 2016, and presented to the Bòrd na Gàidhlig by the deadline, 12 December 2016. Useful feedback was provided.

Our Plan was offered for public consultation again for six weeks from February to April 2017, with a final draft presented to the Bòrd na Gàidhlig in May 2017.

This Plan was approved by the Bòrd na Gàidhlig on 3 October 2017. The duration of the Plan is from October 2017 to October 2022 therefore with annual reports created October each year from 2018 onwards.

New High Level Aims will be issued to National Museums Scotland in Autumn 2021, to help support the development of our Third Iteration Gaelic Language Plan for October 2022.

5.2 Publicising the Plan

National Museums Scotland's Second Iteration Gaelic Language Plan will be published in Gaelic and English on our website.

As with the public consultation exercise, we will issue a Gaelic press release to Gaelic media once approved by the Bòrd na Gàidhlig.

We have a page on our staff Intranet to make information about our Plan and our Gaelic resources available to our staff.

5.3 Implementation

The Director has overall responsibility for ensuring that National Museums Scotland delivers this Plan. However, the successful implementation of the Plan requires a proactive team effort from across the organisation.

An Implementation Team will be identified, comprising representative members of departments which played a key role in the Plan's development, and are responsible for the implementation of the Plan's details. This Implementation Team will be chaired by a member of the Executive Team, who will also oversee the production of Monitoring Reports.

In our work we commitment to comply with the most recent Gaelic Orthographic Conventions and to follow place-names as recommended by Ainmean-àite na h-Alba.

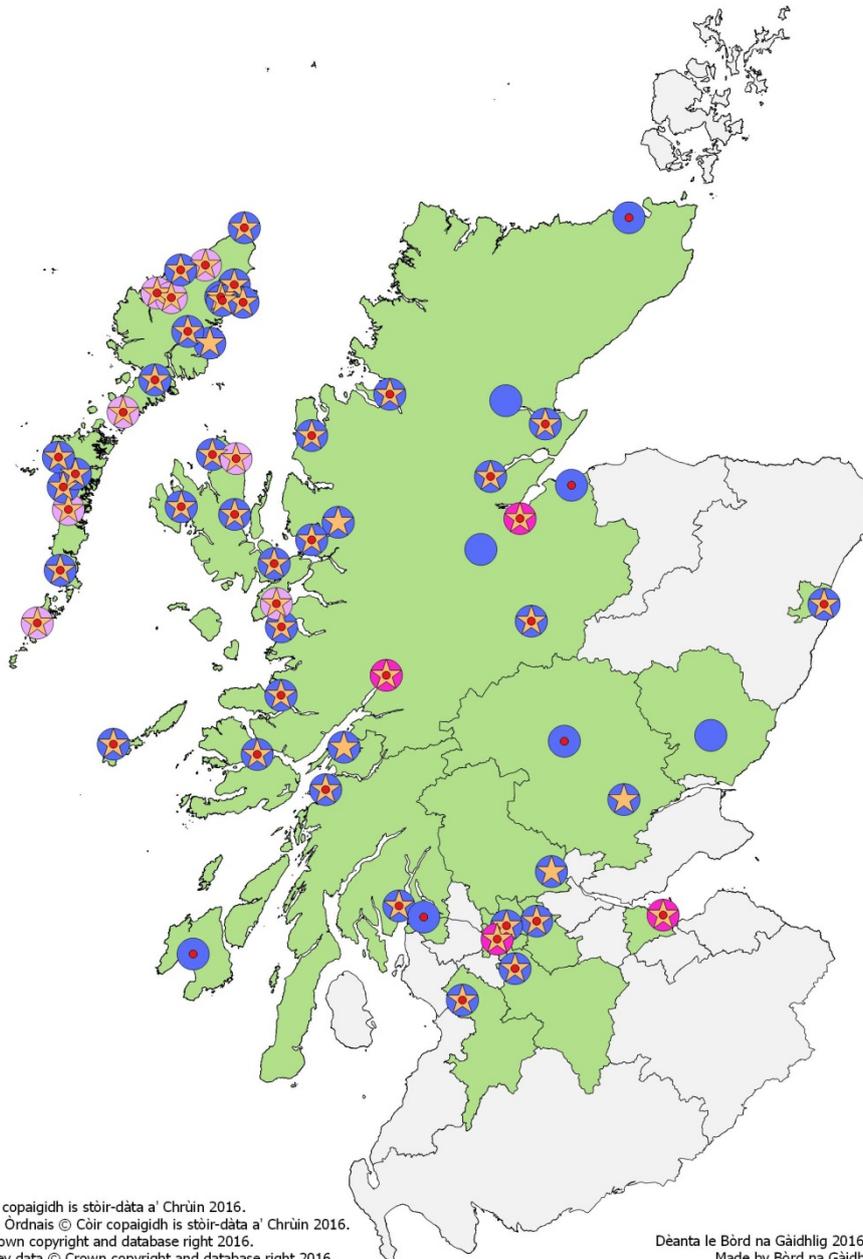
5.4 Monitoring the Implementation

National Museums Scotland will submit annual Monitoring Reports to the Bòrd na Gàidhlig, every October from 2018 onwards, responding to any follow-on questions raised.

All communication with National Museums Scotland about this Gaelic Language Plan should be addressed to our dedicated email: gaelicplan@nms.ac.uk

Foghlam tron Ghàidhlig 2015-16 Gaelic Medium Education

- Bun-sgoil le sruth FtG Primary school with GME stream
- Bun-sgoil Ghàidhlig GME Primary School
- Bun-sgoil le sruth FtB GME primary with English ME stream
- Le sgoil-àraich FtG na cois With associated GME nursery
- ★ An cois àrd-sgoile le FtG Associated with high school with GME
- Ùghdarras ionadail le FtG Local authority with GME provision



Le dàta bho NRS © Còir copalaidh is stòir-dàta a' Chrùin 2016.
 Le dàta bhon t-Suirbhidh Òrdnais © Còir copalaidh is stòir-dàta a' Chrùin 2016.
 Contains NRS data © Crown copyright and database right 2016.
 Contains Ordnance Survey data © Crown copyright and database right 2016.

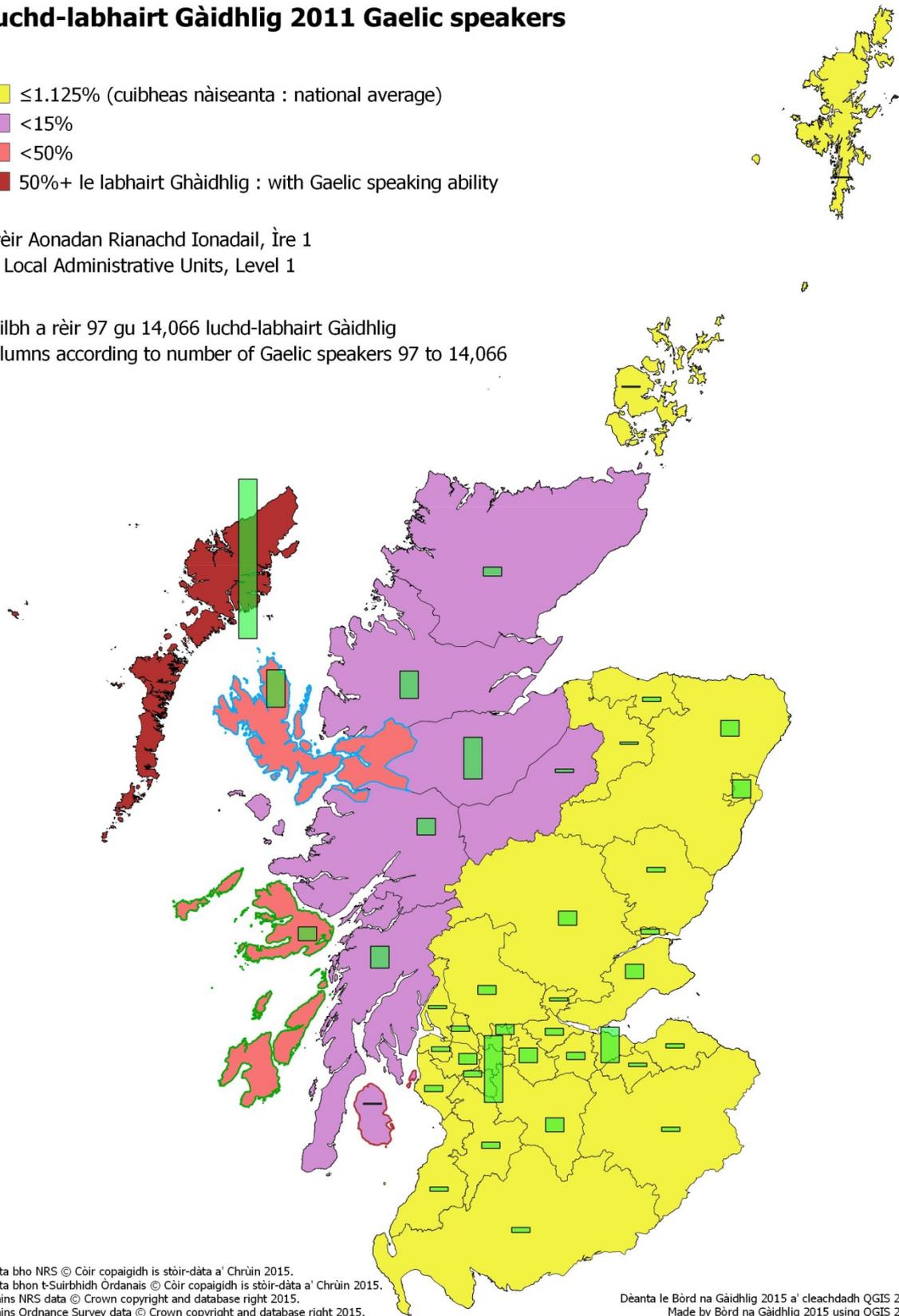
Dèanta le Bòrd na Gàidhlig 2016 a' cleachdadh QGIS 2.
 Made by Bòrd na Gàidhlig 2016 using QGIS 2.

Luchd-labhairt Gàidhlig 2011 Gaelic speakers

- ≤1.125% (cuibheas nàiseanta : national average)
- <15%
- <50%
- 50%+ le labhairt Ghàidhlig : with Gaelic speaking ability

a rèir Aonadan Rianachd Ionadail, Ìre 1
by Local Administrative Units, Level 1

Cuilbh a rèir 97 gu 14,066 luchd-labhairt Gàidhlig
Columns according to number of Gaelic speakers 97 to 14,066



Le dàta bho NRS © Còir copaidh is stòir-dàta a' Chrùin 2015.
Le dàta bhon t-Suirbhidh Òrdanais © Còir copaidh is stòir-dàta a' Chrùin 2015.
Contains NRS data © Crown copyright and database right 2015.
Contains Ordnance Survey data © Crown copyright and database right 2015.

Dèanta le Bòrd na Gàidhlig 2015 a' cleachdadh QGIS 2.
Made by Bòrd na Gàidhlig 2015 using QGIS 2.

Gaelic Population and Education Data

Census 2011 Scotland

With any Gaelic skill (age 3+)	87,056	1.7% of Scotland's population
people who can speak Gaelic	57,602	66.2% of Scotland's population
		67.1% of those with a Gaelic skill
speakers who can read Gaelic	38,636	67.1% of those who can speak Gaelic
Gaelic-literate speakers	32,418	56.3% of those who can speak Gaelic

source: NRS table AT_234_2011

Using Gaelic in the home	24,974	0.5% of Scotland's population
		43.4% of those who can speak Gaelic

source: NRS table KS206SC

With any Gaelic skill (age 3+)		
Age 3–15	9,686	11.1% of those with a Gaelic skill
Age 16–24	9,653	11.1% of those with a Gaelic skill
Age 25–34	10,875	12.5% of those with a Gaelic skill
Age 35–49	19,155	22.0% of those with a Gaelic skill
Age 50–64	18,999	21.8% of those with a Gaelic skill
Age 65+	18,688	21.5% of those with a Gaelic skill

source: NRS table LC21205Cz

Census 2001 Scotland

With any Gaelic skill (age 3+)	92,396	-5.8% change to 2011
people who can speak Gaelic	58,652	-1.8% change to 2011
speakers who can read Gaelic	39,471	-1.9% change to 2011
Gaelic-literate speakers	31,537	+2.8% change to 2011

source: NRS table AT_001_2001

Gaelic Medium Education Scotland

Gaelic Provision Age 0–3 Jan. 2016	65	locations
Nursery 2015-16	54	nurseries
	1,003	children (expected)
	147	staff
	81.7	FTE
Primary 2015-16	57	primaries
	2,920	pupils
	192	teachers
	168	FTE
Secondary 2015-16	30	secondaries
	1,193	pupils
	21	subjects
	89	teachers

source: Bòrd na Gàidhlig

Gaelic Learner Education Scotland

Primary (GLPS classes) 2015-16	13	council areas
	127	primaries
	7,029	pupils
	162	school staff teaching GLPS
	6	councils with peripatetic teacher
Primary (other instruction)	6	council areas

2015-16	21	primaries
	1,004	pupils
Secondary	6	council areas
2015-16	27	secondaries
	2,838	pupils
	51	teacher

source: Bòrd na Gàidhlig

data collated and presented by Bòrd na Gàidhlig

Please note that information on classes for adults can be found at www.learnghaelic.net