

# Historic Environment Scotland

## Draft Gaelic Language Plan 2023-2026



HISTORIC  
ENVIRONMENT  
SCOTLAND

ÀRAINNEACHD  
EACHDRAIDHEIL  
ALBA

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## INTRODUCTION

Welcome to Historic Environment Scotland's (HES) draft *Gaelic Language Plan 2023-2026*.

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

The structure of this plan sets out aims and actions that will help us to achieve our strategic vision and ambitions for Gaelic and is aligned to the outcomes and priorities in our corporate plan *Heritage for All*.

This plan has been prepared within the framework of the Gaelic Language (Scotland) Act 2005. It sets out how we will use Gaelic in the operation of our functions, how we will enable the use of Gaelic when communicating with the public and key partners, and how we will promote and develop Gaelic.

Our plan has been prepared in accordance with statutory criteria set out in the Gaelic Language (Scotland) Act 2005 and having regard to the *National Gaelic Language Plan 2018-2023* and the Guidance on the Development of Gaelic Language Plans. Our plan aligns delivery to the overall aims of the national plan: increasing the use of Gaelic, increasing the learning of Gaelic and promoting a positive image of Gaelic.

## ABOUT US

We are the lead public body for the historic environment in Scotland. We are a Non-Departmental Public Body (NDPB) and a registered Scottish Charity (SC045925). Our general functions are to investigate, care for and promote Scotland's historic environment.

We are responsible for leading and enabling the delivery of Scotland's historic environment strategy.

Our corporate plan, [\*Heritage for All\*](#), sets out our vision that: 'Scotland's historic environment is cherished, understood, shared and enjoyed with pride, by everyone.'

Our corporate plan also sets out 5 outcomes that we want to achieve:

1. The historic environment makes a real difference to people's lives
2. The historic environment is looked after, protected and managed for the generations to come
3. The historic environment makes a broader contribution to the economy of Scotland and its people
4. The historic environment inspires a creative and vibrant Scotland
5. The historic environment is cared for and championed by a high-performing organisation

## OUR AIMS AND ACTIONS

### HIGH LEVEL AIMS

1. We will work together with communities to promote and preserve Gaelic language and culture. We will listen to communities and support them to connect with, celebrate, and enjoy the historic environment and their heritage, developing new creative outputs.
2. We will investigate opportunities for Gaelic speakers to undertake foundation apprenticeships, modern apprenticeships, graduate placements and work placements and continue to develop volunteering within Historic Environment Scotland.
3. We will drive research that enhances our understanding of Gaelic in the context of the historic environment and intangible cultural heritage (ICH).
4. We will implement changes based on the findings of our Gaelic Interpretation Review and share these findings with others to inform best practice.
5. We will establish and build on partnerships with children and young people, educational professionals and other organisations to continue to develop engaging learning and education resources in Gaelic.
6. We will increase opportunities to learn about climate change, biodiversity and landscape through Gaelic.
7. We will support our colleagues to learn Gaelic, gain an increased understanding of Gaelic language and culture and how it relates to our work.
8. We will celebrate and promote Gaelic to national and international audiences.

9. We will continue to work in partnership with others to further progress for Gaelic at a national level by engaging in the Faster Rate of Progress workstreams.
10. We will celebrate our achievements and success in Gaelic and will work with others to share experiences and develop best practice.

## INCREASING THE USE OF GAELIC

1. We will work together with communities to promote and preserve Gaelic language and culture. We will listen to communities and support them to connect with, celebrate, and enjoy the historic environment and their heritage, developing new creative outputs.

Supporting Gaelic communities is key to promoting resilience and growth for Gaelic language and culture. We are passionate about working together with communities in order to promote and preserve Gaelic language and culture. Our community outreach activities have taken place in various places around Scotland and involved people of all ages and Gaelic abilities. We worked with young people and Fèis Rois to celebrate the 250<sup>th</sup> anniversary of Fort George in 2019 where a film, original soundtrack and live performance were created by young musicians, who worked alongside fiddler and composer Duncan Chisolm, to research the story of Norman Collins, a soldier who was based at Fort George. We built on these relationships by working on another project with Fèis Rois involving a Gaelic songwriting residential weekend for S1-6 pupils, drawing inspiration from Urquhart Castle in 2020. We are working with local historical associations in the Western Isles on the *Teanga fo Losgadh* project which involves community mapping exercises, the sharing and recording of stories and oral history and will culminate in digital resources that can be used by future generations.

We want the historic environment to make a real difference to people's lives and therefore we must widen opportunities for everyone to see it, connect with it, understand it and explore it. We will create more opportunities for communities to use and learn about Gaelic in the context of celebrating and enjoying their historic environment and heritage by facilitating activities such as community excavation projects, embedding specific opportunities such as youth engagement within our Learning and inclusion programme, and empowering communities through our funding and grants schemes.

Objectives	Action Required	Impact	Target Date
(A) We will work together with communities to promote and preserve Gaelic language and culture and the historic environment.	<p>Listen to, and work with, communities to establish how we can achieve common goals together.</p> <p>Continue to work together with communities on activities and projects that promote and preserve Gaelic language and culture including areas such as local history, community archaeology, community mapping, designations, intangible cultural heritage (ICH) and intergenerational activities.</p> <p>Scope how HES could do more to support communities in areas where there is a large number of Gaelic speakers.</p> <p>Collaborate with communities in order to produce new creative outputs using and inspired by Gaelic including collaboration with content creators.</p> <p>Establish and develop partnerships with local arts organisations to enhance creative projects.</p> <p>Create physical and online exhibitions and displays of work to promote Gaelic culture and the historic environment.</p> <p>Identify projects with a Gaelic theme within the HES Community Connections Programme.</p> <p>Continue to include Gaelic as a theme within the Scotland's Community Heritage Conversations digital event series.</p>	<p>Gaelic culture of communities around Scotland is promoted and preserved.</p> <p>Stronger working relationship with communities.</p> <p>HES and others working in Gaelic communities are informed about how they can further support communities in areas where there is a large number of Gaelic speakers.</p> <p>Outputs of projects and resources can be seen and used by others and future generations.</p> <p>Increased creative outputs related to Gaelic culture and the historic environment.</p> <p>Increased number of exhibitions and displays of creative outputs of community outreach.</p>	From Year 1

<p>(B) Listen to, work with and support communities to connect with, celebrate and enjoy the historic environment and their heritage.</p>	<p>Listen to, work with and provide support to communities such as signposting our funding and grants schemes, providing advice, guidance and expertise and work in partnership on community activities and projects.</p> <p>Establish baseline and reporting on activities related to Gaelic that are awarded grants and funding.</p> <p>Provide support for communities to connect with their heritage through community activities such as archaeological surveying, recording and community digs.</p> <p>Use our learning programme to provide opportunities for audiences who would not normally have the opportunity to engage with Gaelic, the historic environment and their heritage.</p> <p>Establish the protection and promotion of Gaelic in our work and policies centred around equality and inclusion and inspire others to take a similar approach.</p>	<p>Increased support for communities that allows for them to connect with, celebrate and enjoy the historic environment and their heritage.</p> <p>The number and nature of projects related to Gaelic that are awarded grants and funding are able to be tracked and increased due to the establishment of a baseline.</p> <p>Stronger community connection the historic environment due to activities such as archaeological surveying, recording and community digs.</p> <p>Our community engagement has a wider reach and supports our equalities actions.</p>	<p>From Year 1</p>
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**2. We will investigate opportunities for Gaelic speakers to undertake foundation apprenticeships, modern apprenticeships, graduate placements and work placements and continue to develop volunteering within Historic Environment Scotland.**

Caring for the historic environment calls for skills training. HES offer apprenticeships in many trades, including training apprentice stonemasons, joiners, electricians, painters and gardeners. We also have a Conservation Trainee Programme and a Craft Fellowship Programme. Through delivery of the *Skills Investment Plan (SIP) for Scotland's*



*Historic Environment Sector* we are ambitious to go further in attracting new talent and opening pathways into the sector. The SIP identifies a series of actions to address the skills related challenges and opportunities in the sector, which supports an estimated 20,000 direct jobs across Scotland covering construction, the creative industries and tourism.

We value the significant contribution of our Gaelic volunteers. To date we have had five volunteers which were based at Arnol Blackhouse and Dunstaffnage Castle and Chapel. We seek to build on this success by extending the ways in which people can volunteer with us and increasing flexibility in our approach to volunteering. We will apply this learning to future experiences and skills related activities.

Objectives	Action Required	Impact	Target Date
(A) Investigate opportunities for Gaelic speakers to undertake foundation apprenticeships, modern apprenticeships, graduate placements and work placements.	<p>Increase awareness amongst Gaelic speakers of opportunities to undertake foundation apprenticeships, modern apprenticeships, graduate placements and work placements through external communications, website development and sharing with relevant networks.</p> <p>Scoping exercise into existing apprenticeship frameworks suitable for Gaelic speakers and availability of staff to support internally.</p> <p>Develop partnerships with other organisations such as Skills Development Scotland and engage in partnership with the Economy and Labour Market workstream as part of Faster Rate of Progress to identify future opportunities for apprenticeships and placements.</p>	<p>Increased awareness of apprenticeship and placement opportunities available to Gaelic speakers.</p> <p>Use of scoping exercise findings to inform contribution to learning modules or apprenticeships available to Gaelic speakers.</p> <p>Increased use of Gaelic in our sector.</p> <p>Supporting the Gaelic economy and labour market.</p>	From Year 1

(B) Develop the existing offer of our Gaelic voluntary roles by extending the range of voluntary experiences available including the investigation of remote and digital opportunities.	<p>Review of Gaelic volunteering to determine future sustainability.</p> <p>Investigate remote and digital opportunities for Gaelic voluntary roles.</p> <p>Increase awareness of our Gaelic voluntary roles through external communications, website development and sharing with relevant networks.</p>	<p>Increased number and range of Gaelic voluntary roles, including a digital offer, is available within HES.</p> <p>Greater awareness of Gaelic voluntary roles.</p>	From Year 1
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### 3. We will drive research that enhances our understanding of Gaelic in the context of the historic environment and intangible cultural heritage (ICH).

We have contributed to research and collaborated with individuals, communities, organisations and higher education institutions to further our understanding of Gaelic in the context of the historic environment and intangible cultural heritage (ICH). In 2022 we hosted a PhD internship with a student based at Glasgow School of Art who explored how communities in the Western Isles understand and value intangible heritage, especially in relation to landscape and land use. In 2022/3 we worked in partnership with NatureScot on a practical research and community engagement project named *Teanga na Tìre: Dualchas nàdarra 's culturail an cois ar n-ainmean-àite* (*Our placenames' natural and cultural heritage*) which explored how Gaelic placenames help us better understand the natural and cultural heritage of different areas and communities across Scotland. We are currently grant-aiding the Lost Inverlael Project in partnership with Ullapool Museum (supported by Bòrd na Gàidhlig) which is exploring creative ways of communicating about the past using intangible cultural heritage such as newly commissioned music.

We continue to investigate and promote the links between our sites, the historic environment and our linguistic heritage which demonstrate the influence of Gaelic culture on Scotland's history and living heritage through our visitor experiences.

Objectives	Action Required	Impact	Target Date
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(A) Drive research that enhances our understanding of Gaelic in the context of the historic environment and intangible cultural heritage (ICH).	<p>Drive research by identifying and securing resources to support research centred on Gaelic in the context of the historic environment and intangible cultural heritage (ICH).</p> <p>Collaborating with the University of Glasgow and others to seek funding from the collaborative doctoral research scheme to support intangible cultural heritage (ICH) research. Providing a successful funding bid, we will agree to co-supervise the appointed researcher and to provide advice on the creation of resources as an outcome of the project, such as a map.</p>	<p>Increased understanding of Gaelic intangible cultural heritage (ICH) due to research activities. If time allows, activities based on results will enhance the understanding of our sector and the public.</p> <p>Supporting the priorities of our <i>Intangible Cultural Heritage Policy Statement</i>.</p> <p>Protecting, promoting and celebrating the Gaelic language and culture.</p> <p>Normalisation of Gaelic.</p>	From Year 1
(B) Continue to support placements and research opportunities enhance our understanding of Gaelic in the context of the historic environment and intangible cultural heritage (ICH).	Build on previous success with placements and research opportunities by maintaining an active offer of placements and research opportunities and ensuring a capacity to support this offer within the Gaelic team.		From Year 1

#### 4. We will implement changes based on the findings of our Gaelic Interpretation Review and share these findings with others to inform best practice.

We have commissioned a Gaelic Interpretation Review to be completed in Summer 2023 which will review Gaelic interpretation practices across Historic Environment Scotland's estate and our digital offer. It will look at the current approaches and propose the best practice and approach for HES and others, to adopt or refer to in the future. This review impacts the work of many teams across our organisation as it relates to interpretation panels, guidebooks, audio guides, retail products, social media

channels, events, collections and archives. We will implement changes based on the findings to improve Gaelic interpretation practices across our organisation and share these valuable findings with others in order to inform best practice.

Objectives	Action Required	Impact	Target Date
(A) Implement changes to establish recommended practice based on the findings of our Gaelic Interpretation Review.	Review current practice in line with the findings of our Gaelic Interpretation Review.  Make changes to existing practice based on recommendations.	Establishing best practice in terms of Gaelic interpretation and our use of Gaelic internally and externally.	From Year 2
(B) Share findings of our Gaelic Interpretation Review to inform best practice.	Share findings through networks, including Faster Rate of Progress workstreams, our website and grants and funding schemes.	Establishing best practice that is informed by research to be used by individuals or organisations working in Gaelic.	From Year 2

## INCREASING THE LEARNING OF GAELIC

5. We will establish and build on partnerships with children and young people, educational professionals and other organisations to continue to develop engaging learning and education resources in Gaelic.

We support Gaelic learning and education through the development of learning resources, workshops, site tours, professional learning sessions, digital content, and opportunities to learn and use Gaelic in the home and communities. We will continue to use the historic environment to enrich education and learning in Gaelic – promoting the value and importance of our heritage and Gaelic language and culture at all levels of learning. We have a range of workshops which we run in schools around Scotland including *Ar tim is ar n-eachdraidh*, *Tron Uinneag* and *Sgeulachdan*. We launched our first national Gaelic competition

*Sgriobh is Aithris* aimed at young Gaelic storytellers in 2022 and created an online exhibition of the stories. We've continued to work in partnership with Comann nam Pàrant annually in *Seachdain na Sgoiltean* where we have facilitated tours and workshops based at Edinburgh Castle. We seek to build on these partnerships, activities and resources in order to contribute to a sustainable future for Gaelic learning and education.

Objectives	Action Required	Impact	Target Date
(A) Establish and build on partnerships with children and young people, educational professionals and other organisations.	Establish a working group with educators representing a range of ages and stages and consult with children and young people and relevant organisations (Stòrlann Nàiseanta na Gàidhlig, Twinkl Alba, Fèisean nan Gàidheal, E-Sgoil, local Gaelic officers etc.) to plan for and work collaboratively on future learning content and reaching a wider audience through inclusion of content on industry leading platforms such as Twinkl.	Stronger working relationships with stakeholders related to Gaelic education.  Sharing of knowledge and best practice in regards to learning resources.  Gaelic learning and education resources developed will be more relevant and useful.	From Year 1
(B) Develop engaging learning and education resources in Gaelic.	Create a learning resources development plan based on partnership working with educational professionals and consult with children and young people and relevant organisations.  Develop learning resources on a variety of themes including heritage, history, culture, climate change, biodiversity, careers and on outputs of community outreach work.  Develop a series of Gaelic videos that cover a range of themes.	Increased number of learning resources in Gaelic.  Increased integration of Gaelic elements within an inter-disciplinary approach and learning resources and programmes that create opportunities for wider engagement including non-Gaelic learners.	From Year 1

	Signpost our resources and deliver teacher professional learning through our website and activities such as <i>An t-Alltan Online</i> .		
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## 6. We will increase opportunities to learn about climate change, biodiversity and landscape through Gaelic.

The climate crisis is an issue that transcends political or organisational agendas, and one that requires action regardless of statutory requirements. We will contribute to Scotland's net zero by 2030 target by creating opportunities and resources that allow for people to learn about the climate crisis and themes of sustainability through Gaelic. Past activities in this area involved working in partnership with Eden Court in 2023, funding three Gaelic artists to explore new live performance ideas with themes of climate change, heritage and conservation. We also created and contributed to Gaelic content in the form of videos centred around climate change for the COP26 Culture & Coastal Resilience event and for our YouTube channel. We aim to increase awareness, understanding and enjoyment of biodiversity and landscape by engaging more people in the conservation of both the natural and historic environment. Many areas where Gaelic is spoken consist of rich biodiversity, vibrant landscapes and unique ecosystems and it is important that these are protected. This aim helps us to achieve actions within our *Climate Action Plan 2020-2025*, our *Responsible Tourism Framework* and *HES's Biodiversity Delivery Statement for the Scottish Biodiversity Strategy*.

Objectives	Action Required	Impact	Target Date
Increase opportunities to learn about climate change, biodiversity and landscape through Gaelic.	Develop and establish partnerships with others such as NatureScot and universities, in order to promote opportunities to learn about climate change, biodiversity and landscape.  Develop Gaelic learning resources based on climate change, biodiversity and landscape.	Increased number of Gaelic learning resources based on climate change, biodiversity and landscape.	From Year 1

	Explore opportunities to share knowledge of climate change, biodiversity and landscape in our community outreach and partnership working.		
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**7. We will support our colleagues to learn Gaelic, gain an increased understanding of Gaelic language and culture and how it relates to our work.**

We support colleagues and their families to learn Gaelic through signposting of resources such as our Gaelic learning tool-kit, LearnGaelic, BBC Alba and social media accounts and providing opportunities to practice Gaelic conversation with the Gaelic team and other colleagues. Current and past activities that have increased our colleagues' understanding of Gaelic language and culture include Minority Language Training, Gaelic Awareness Sessions, Gaelic themed quizzes, in-person and online events such as sharing results of a PhD internship based on Gaelic intangible cultural heritage (ICH) and promoting and showing Gaelic programmes and films such as *Dùthchas*.

Objectives	Action Required	Impact	Target Date
(A) Support colleagues to learn Gaelic to the level of fluency required for their role	<p>Establish the roles in HES that require a level of Gaelic proficiency in order for HES to fulfil its duties. Ensure these posts are advertised as Gaelic essential or desirable in future.</p> <p>Establish support for colleagues to learn Gaelic to the fluency level required for their roles and the organisation to fulfil its functions including funded Gaelic language classes and courses and the signposting of further resources.</p> <p>Increase visibility and range of resources and activities to help colleagues to learn Gaelic including</p>	<p>Colleagues are supported to achieve their required level of fluency in Gaelic.</p> <p>Learning Gaelic is more accessible to colleagues.</p>	From Year 1

	<p>signposting of LearnGaelic, Duolingo etc. and opportunities to learn and speak Gaelic in person.</p> <p>Create opportunities for colleagues to use written Gaelic in email communications.</p>		
(B) Support colleagues to increase their understanding of Gaelic language and culture	<p>Create further opportunities that promote and celebrate Gaelic language and culture such as activities through Seachdain na Gàidhlig, quizzes, Gaelic awareness training etc.</p> <p>Create an active internal Teams page for Gaelic with our own resources and signposting of external resources and Gaelic events.</p> <p>Create resources to support visitor facing staff focused on topics such as basic phrases, history of Gaelic and Gaelic in the present day.</p>	<p>Increased number of activities for colleagues leading to an enhanced understanding of Gaelic language and culture.</p> <p>Participation in national events such as Seachdain na Gàidhlig.</p> <p>Increased confidence within visitor staff in understanding of Gaelic language and culture.</p>	From Year 1

## PROMOTING A POSITIVE IMAGE OF GAELIC

### 8. We will celebrate and promote Gaelic to national and international audiences.

We seek to celebrate and promote Gaelic nationally and internationally. We want to share the story of Gaelic language and culture, in the past and present, and allow for it to be understood and enjoyed with pride by everyone. We aim to continue opening-up the relationship between our historic environment and Gaelic to a global audience and exploring its impact and legacy. We have Gaelic interpretation at some of our sites and include a range of Gaelic products in our retail offer. Our Gaelic related blogs and resources such as our *Sgeulachd nan Òran (Story of the Songs)*, a series with singers talking about historical insights we can gather from a selection of Gaelic songs on our YouTube channel, are also promoted to national and international audiences.



Objectives	Action Required	Impact	Target Date
Promote Gaelic to national and international audiences	<p>Show support for and arrange activities related to national events such as Mòd Nàiseanta Rìoghail, Seachdain na Gàidhlig, Say a Gaelic phrase day etc.</p> <p>Promote Gaelic related content such as videos and blogs on our social media and website.</p> <p>Continue to promote Gaelic through the use of interpretation and QR codes (which link to Gaelic videos) across our sites.</p> <p>Promote our work in national and international networks.</p> <p>Promote Gaelic as part of the UNESCO International Decade of Indigenous Languages.</p> <p>Promote UNESCO site resources in Gaelic.</p> <p>Build more opportunities to promote Gaelic by making it more prevalent in everyday business, including signage and corporate communications and publications.</p>	<p>We promote Gaelic language and culture to national and international audiences.</p> <p>We create and share resources that celebrate and educate national and international audiences about Gaelic language and culture.</p>	From Year 1

**9. We will continue to work in partnership with others to further progress for Gaelic at a national level by engaging in the Faster Rate of Progress workstreams.**

The Faster Rate of Progress initiative is a key element of the *Scottish Government's Gaelic Language Plan 2022-2027* and involves around 25 public bodies who contribute to the sustained growth and support of the Gaelic language. We contribute to the Faster Rate of Progress initiative by taking part in the *Tourism, Culture and Heritage* and *Economy and Labour Market*

workstreams. We are working in partnership with the *Tourism, Culture and Heritage* workstream to develop the Gaelic Tourism, Culture and Heritage Strategy and our work contributes to the strategy meeting its aims.

Objectives	Action Required	Impact	Target Date
Contribute to Faster Rate of Progress workstreams	<p>Continue to contribute to the 'Tourism Culture and Heritage' and 'Economy and Labour Market' workstreams.</p> <p>Work in partnership to deliver the <i>Gaelic Tourism Culture and Heritage</i> strategy under the Tourism and Culture work-stream.</p>	Contributed to further progress in delivering priorities for Gaelic at a national level.	From Year 1

10. We will celebrate our achievements and success in Gaelic and will work with others to share experiences and develop best practice.

Our many successes in promoting Gaelic and celebrating our heritage over the years include community outreach activities including work with Gaelic speakers in Gigha and the Isle of Lewis. Creative outputs such as our *Light Waves* film and our work with Gaelic artists. Learning resources such as our Gaelic card games *Làmh an Uachdar* and *Ceart no Ceàrr*, our Gaelic thesaurus with terms related to the historic environment and innovative use of technology such as QR codes linking to Gaelic videos that have been watched across many of our sites.

We are keen to share our learning and continue to develop our national and international networks in order to secure a sustainable future for Gaelic communities, the language and our historic environment.

Objectives	Action Required	Impact	Target Date
(A) Celebrate our achievements and success	Celebrate our achievements and successes through internal and external networks such as Community Connections.	<p>Raised awareness of our achievements and successes.</p> <p>Supporting sharing of ideas within heritage and Gaelic sectors.</p>	From Year 1

(B) Sharing and learning best practice with others	<p>Show leadership in the sector by sharing learning from our activities and research with others such as our Gaelic Interpretation Review.</p> <p>Develop national and international networks and identify opportunities for collaboration with other Gaelic officers in order to learn from each other and develop best practice.</p> <p>Demonstrate best practice throughout grant funded projects.</p> <p>Establish and develop networks with our counterparts in places such as Ireland, Wales and Canada.</p> <p>Investigate how the protection and promotion of Gaelic can be further integrated into our work and policies centred around equality and inclusion and inspire others to take a similar approach.</p>	<p>Sharing and developing best practice in Gaelic sector.</p> <p>Learning from and working with others resulting in increased and more informed outputs.</p> <p>Providing and receiving support from others in our sector.</p>	From Year 1

## CORPORATE SERVICE AIMS

### STATUS

<b>Current Practice</b> <ul style="list-style-type: none"> <li>HES logo and branding is in both Gaelic and English</li> <li>Signage uses Gaelic bilingually or as element</li> <li>Some of our sites have bilingual or Gaelic elements in signage (e.g., <i>Arnol Blackhouse, Kisimul Castle</i>)</li> <li>Some temporary signage is bilingual or has Gaelic elements (e.g., <i>re-thatching at Arnol Blackhouse, temporary signage refresh for Kisimul Castle</i>)</li> </ul>	
<b>Desired Outcome</b>	<b>Logo and brand</b> Render the corporate logo and branding in both Gaelic and English at the first opportunity and as part of any renewal process. The logo should demonstrate equal prominence for both languages.
<b>Actions Required</b>	We will explore the creation of Gaelic and English logos and branding for our sub-brands that have English only at present. We will review our current guidance to ensure our HES logo and branding are always used appropriately.
<b>Target Date</b>	From Year 1

<b>Desired Outcome</b>	<b>Signage</b> Prominent signage will include Gaelic and English as part of any renewal process.
<b>Actions Required</b>	When we renew or replace internal and external fixed signage at any of our offices, the replacement signage will be bilingual.
<b>Target Date</b>	From Year 1

## COMMUNICATING WITH THE PUBLIC

<b>Current Practice</b> <ul style="list-style-type: none"> <li>• Our 'Contact us' page states that we welcome communication in Gaelic</li> <li>• We have an internal Gaelic Communications Guidance policy</li> <li>• All Gaelic communications are directed to our Gaelic team</li> <li>• We respond to all Gaelic communications (post, email and social media) in Gaelic</li> <li>• Some colleagues use Gaelic phrases in meetings with national and international audiences</li> </ul>	
Desired Outcome	<b>Promotion</b> Positive message that communication from the public in Gaelic is always welcome.
Actions Required	We will continue to promote positive message that communication from the public in Gaelic is always welcome.
Target Date	Ongoing

  

Desired Outcome	<b>Written Communication</b> Written communication in Gaelic is always accepted (post, email and social media) and replies will be provided in Gaelic in accordance with the general policy.
Actions Required	We will continue to accept written communication in Gaelic by post, email and social media and reply following our Gaelic Written Communications Guidance. We will continue to aspire to colleagues outwith the Gaelic team being able respond to written communication in Gaelic.
Target Date	Ongoing

  

Desired Outcome	<b>Reception and phone</b> Where Gaelic speaking HES colleagues can provide this service, they are supported to do so, and the service is promoted to the public.
Actions Required	We will support and encourage reception and visitor facing colleagues to use Gaelic greetings and phrases in emails, on the phone and in person.
Target Date	From Year 1

Desired Outcome	<b>Public meetings</b> Opportunities to hold public meetings bilingually or in Gaelic are regularly explored and promoted.
Actions Required	We will hold public meetings bilingually when the meeting content is related to Gaelic or 20% of the population speak Gaelic in the area where the public meeting is being held.  We will encourage the use of Gaelic greetings and phrases at meetings that are not held bilingually.
Target Date	From Year 1

## INFORMATION

### Current practice

- All news releases relating to our Gaelic Plan and supporting projects are bilingual
- We occasionally issue bilingual news releases for other activities
- Our Gaelic team provide media interviews in Gaelic
- We publish blog posts relating to Gaelic language and culture
- We have a Gaelic section on our website, which includes our Historic Environment thesaurus and a variety of other Gaelic resources
- Statutory listings that have a strong connection with Gaelic have addresses that are both in Gaelic and English
- There is interpretation in Gaelic at our some of our sites. If Gaelic language interpretation is included, it is done fully bilingually, or with a level of Gaelic incorporation. In our Gaelic interpretations, we strive to present a view of Gaelic culture that is based on the best available evidence.
- A Taste of Gaelic QR coded interpretive signage with video content at some of our sites and properties
- 'On This Day' Gaelic social media posts
- Temporary exhibitions using Gaelic
- Gaelic is used in corporate publications as considered appropriate. Where publications are not bilingual, some include bilingual titles, headings and content

Desired Outcome	<b>News releases</b> High profile news releases and all news releases related to Gaelic are circulated in both Gaelic and English.
Actions Required	We will continue to ensure high profile news releases and all news releases related to Gaelic are circulated and promoted in both Gaelic and English.
Target Date	Ongoing

Desired Outcome	<b>Social Media</b> Gaelic content distributed regularly through social media, guided by the level of actual and potential users
Actions Required	We will continue to ensure Gaelic content is distributed regularly through social media, guided by the level of actual and potential users using #Gàidhlig and #Cleachdi where appropriate.
Target Date	Ongoing

Desired Outcome	<b>Website</b> Gaelic content should be available on the public authority's website, with emphasis given to the pages with the highest potential reach.
Actions Required	We will continue to include Gaelic content on our website and ensure any future website development considers best practice in promoting Gaelic content
Target Date	Ongoing

Desired Outcome	<b>Corporate Publications</b> Produced in Gaelic and English, with priority given to those with the highest potential reach.
Actions Required	Corporate publications are produced in Gaelic and English when it is valuable and economically viable to do so. Where publications produced are not bilingual, some will include bilingual titles, headings and content.
Target Date	Ongoing

Desired Outcome	<b>Language utility</b> A process is in place to ensure that the quality and accessibility of Gaelic language in all corporate information is high.
Actions Required	All corporate information released in Gaelic is designed to be of high quality and high accessibility.  We will continue to use a professional translator and proofreader for larger pieces of Gaelic translation work.
Target Date	Ongoing

Desired Outcome	<b>Exhibitions</b> Opportunities to deliver public exhibitions bilingually or in Gaelic should be explored on a regular basis, with priority given to those with the highest potential impact.
Actions Required	We will continue to deliver public exhibitions and events bilingually where appropriate.  We will seek further opportunities to deliver public events bilingually or in Gaelic with priority given to those with the highest potential impact.
Target Date	From Year 1

## COLLEAGUES

<b>Current Practice</b> <ul style="list-style-type: none"> <li>Internal audit in timeline of last plan and will continue to conduct internal audits in future plans and take forward actions based on the findings</li> <li>Gaelic awareness and language skills training is an open offer to colleagues</li> <li>Colleagues have access and are signposted to resources to learn Gaelic</li> <li>Some colleagues are learning Gaelic through resources such as Learn Gaelic, Duolingo and participating in courses run</li> </ul>
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by Sabhal Mòr Ostaig	
Desired Outcome	<b>Internal audit</b> Conduct an internal audit of Gaelic skills and training needs through the life of each plan.
Actions Required	We will continue to conduct internal audits of Gaelic skills and training needs of our colleagues through the life of each plan. We will continue to take forward actions based on the findings of these internal audits.
Target Date	Ongoing

Desired Outcome	<b>Induction</b> Knowledge of the public authority's Gaelic language plan included in new colleague inductions
Actions Required	We will share our Gaelic language plan and make Gaelic awareness training available in new colleague inductions
Target Date	From Year 2

Desired Outcome	<b>Language training</b> Gaelic language skills training and development offered to colleagues, particularly in relation to implementing the public authority's Gaelic language plan.
Actions Required	We will develop our current offer for colleagues in terms of Gaelic language skills, training and development in order that they can achieve their required or desired level of knowledge and fluency.
Target Date	From Year 1

Desired Outcome	<b>Awareness training</b> Gaelic awareness training offered to colleagues, with priority given to directors, board members and colleagues dealing directly with the public.
Actions Required	We will continue to deliver and develop our Gaelic awareness training offered to colleagues with priority given to directors, board members and colleagues dealing directly with the public.
Target Date	From Year 1

Desired Outcome	<b>Recruitment</b>
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	Recognising and respecting Gaelic skills within the recruitment process throughout the public authority
Actions Required	We will continue to recognise and respect Gaelic skills within the recruitment process and seek further opportunities to do so in any redesign of the recruitment process.
Target Date	From Year 1

Desired Outcome	<b>Recruitment</b> Gaelic named as an essential and / or desirable skill in job descriptions in order to deliver the Gaelic language plan and in accordance with the Bòrd na Gàidhlig recruitment advice.
Actions Required	We will advertise roles as Gaelic essential and Gaelic desirable where appropriate.
Target Date	From Year 1

Desired Outcome	<b>Recruitment</b> Bilingual or Gaelic only job adverts for all posts where Gaelic is an essential skill.
Actions Required	We will continue to create bilingual or Gaelic only job adverts for all posts where Gaelic is an essential skill.
Target Date	Ongoing

## GAELIC LANGUAGE CORPUS

Desired Outcome	<b>Gaelic Orthographic Conventions</b> The most recent Gaelic Orthographic Conventions will be followed in relation to all written materials produced by the public authority.
Actions Required	We will continue to follow the most recent Gaelic Orthographic Conventions in relation to all written materials that we produce.
Target Date	Ongoing

Desired Outcome	<b>Place-names</b> Gaelic place name advice from Ainmean-Àite na h-Alba is sought and used.
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Actions Required	We will continue to seek and use Gaelic place name advice from Ainmean-Àite na h-Alba.
Target Date	Ongoing