

Taigh Chearsabhagh Trust GAELIC LANGUAGE PLAN

This plan has been prepared using Section 3 of the Gaelic Language (Scotland) Act 2005 as guidance, and was reviewed by Bòrd na Gàidhlig in January 2018.



FOREWORD

Taigh Chearsabhagh Museum & Arts Centre is dedicated to putting Gaelic at the heart of everything we do. We believe that the Gaelic language and culture is part of our future as well as teaching us about our heritage and history.

At Taigh Chearsabhagh we are working to make sure that Gaelic is spoken naturally in all areas of the Centre from the Post Office to the Café to the Gallery spaces. We are beginning a new chapter of operations where staff will be actively encouraged to use Gaelic at work, where staff will be supported to learn Gaelic and where all communications will be bilingual.

We are excited to be part of the movement to promote, encourage and show the beauty of the Gaelic language and culture.

Taigh Chearsabhagh is fully committed to the aspirations and objectives included in the *National Plan for Gaelic* and the Gaelic Language (Scotland) Act 2005.

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Summary

Taigh Chearsabhagh recognises that Gaelic is a primary and valuable part of Scotland's rich heritage, national identity and cultural life; we also recognise that there is work to be done to raise awareness of this shared heritage. **Taigh Chearsabhagh** is committed to the objectives set out in the *National Plan for Gaelic* and has put in place the necessary structures and initiatives to ensure that Gaelic has a sustainable future in Uist and beyond.

Taigh Chearsabhagh recognises that the position of Gaelic is extremely fragile and if Gaelic is to be revitalised as a living language in Scotland, a concerted effort on the part of government, the public and private sectors, community organisations and individual speakers is required to:

- *enhance the status of Gaelic;*
- *promote the acquisition and learning of Gaelic;*
- *encourage the increased use of Gaelic.*

This document is **Taigh Chearsabhagh's** Gaelic Language Plan 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.

Taigh Chearsabhagh's Gaelic Language Plan has been prepared in accordance with statutory criteria set out in the 2005 Act, and having regard to the *National Plan for Gaelic* and the *Guidance on the Development of Gaelic Language Plans*.

Structure of the Gaelic Language Plan

The key components of our Gaelic Language Plan are:

Chapter 1 – Introduction

This chapter provides the background and context relating to the preparation of Gaelic Language Plans under the 2005 Act and the structure of **Taigh Chearsabhagh's** main areas of operation. It also provides a summary of the demography of the Gaelic language.

Chapter 2 – Core Commitments

This chapter sets out how **Taigh Chearsabhagh** will use, and enable the use of Gaelic in relation to our main business functions. It covers key areas of operation such as corporate identity, signage, communication with the public and the use of Gaelic on our website. This chapter sets out *the basic minimum level* of Gaelic language provision to which we are committed to providing in the lifetime of the Plan.

Chapter 3 – Policy Implications for Gaelic: implementing the National Plan for Gaelic

This chapter sets out how **Taigh Chearsabhagh** will help implement the *National Plan for Gaelic*. It also shows how we intend promoting the use of Gaelic in service planning and delivery, particularly in policy areas, such as equality and diversity. This chapter also considers how we will take account of Gaelic and our Gaelic Language Plan when drafting new policies and considering new strategies.

Chapter 4 – Implementation and Monitoring

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

CHAPTER 1 - INTRODUCTION

Setting the Context for Developing Gaelic Language Plans

The Gaelic Language (Scotland) Act 2005 and the issuing of a notice:

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

One of the key features of the 2005 Act is the provision enabling Bòrd na Gàidhlig to require public bodies to prepare Gaelic Language Plans. This provision was designed to ensure that the public sector in Scotland plays its part in creating a sustainable future for Gaelic by raising its status and profile and creating practical opportunities for its use.

Consultation on a draft Gaelic Plan:

The 2005 Act requires public bodies to bring the preparation of its Gaelic Language Plan to the attention of all interested parties. **Taigh Chearsabhagh** has consulted publicly on the draft of its Gaelic Language Plan in December 2017 and has taken into account representations made to it during the consultation process.

*Approval of **Taigh Chearsabhagh's** Gaelic Language Plan:*

Taigh Chearsabhagh's Gaelic Plan will be submitted to Bòrd na Gàidhlig for approval on xxxx.

Overview of the functions of *Taigh Chearsabhagh* and the use of Gaelic within our area of operation

Background Information

Taigh Chearsabhagh Museum & Arts Centre is *the* arts and heritage centre for Uist. Throughout the year we have visual art exhibitions, poetry and literary events, traditional music events and small festivals. We host world class contemporary art exhibitions, we have an award winning museum, we work with local and international artists, academics and writers. We also have a strong and growing specialism in film. We partner with both the University of the Highlands and Islands (hosting fine art courses to degree level) and with Sabhal Mor Ostaig offering a number of courses including Gaelic language.

We are a unique organisation in an incredible location. We provide a hub for the arts, heritage and economic development of North Uist, and the Centre's work reflects the Gaelic community, language and culture that makes the 'place'.

We are custodians of an historic Uist Photographic Collection, that is a rich Gaelic heritage and cultural resource. In addition to this we have a wealth of Oral Recordings, capturing a rich Gaelic oral history for future generations.

Our local historical society, Comann Eachdraidh Uibhist a Tuath, has a Junior CEUT programme and works with schools and young people to involve them in creating our museum collections for the future.

Our historical society also works closely with Sgoil Uibhist a Tuath, the North Uist primary school has worked closely with St Andrews University to create a Virtual St Kilda exhibition, a WW1 exhibition, and a virtual Archaeology Exhibition.

All exhibitions in the Taigh Chearsabhagh Museum are in Gaelic as the first language.

Taigh Chearsabhagh sits on the solid rock overlooking the tidal bay that is Lochmaddy (*Loch nam Madadh - the Bay of the Dogs*). Our organisation is community focused, offering a stimulating and dynamic cultural programme of activities all year round for the people of Uist and visitors. We are proud of our reputation as a haven for visitors and creative practitioners.

Lochmaddy is the main port of entry to North Uist, and the Centre is situated on the shoreline of a marine Special Area of Conservation. The sea and sky dominate our environment and directly influence the artistic and cultural life here. Inspired by the island location there is a vibrant and stimulating exhibition and events programme throughout the year.

We pride ourselves on being an open organisation that values the contributions of staff, audiences and the local community in developing the venue. Diversity and equality are at the heart of what we strive to achieve.

We are a Creative Scotland funded organisation with a total annual budget in the region of £100,000.

We have a Board of Trustees, a CEO and Senior management team made up of an Arts Manager, Operations Director, part time Finance Director and 10 other staff who

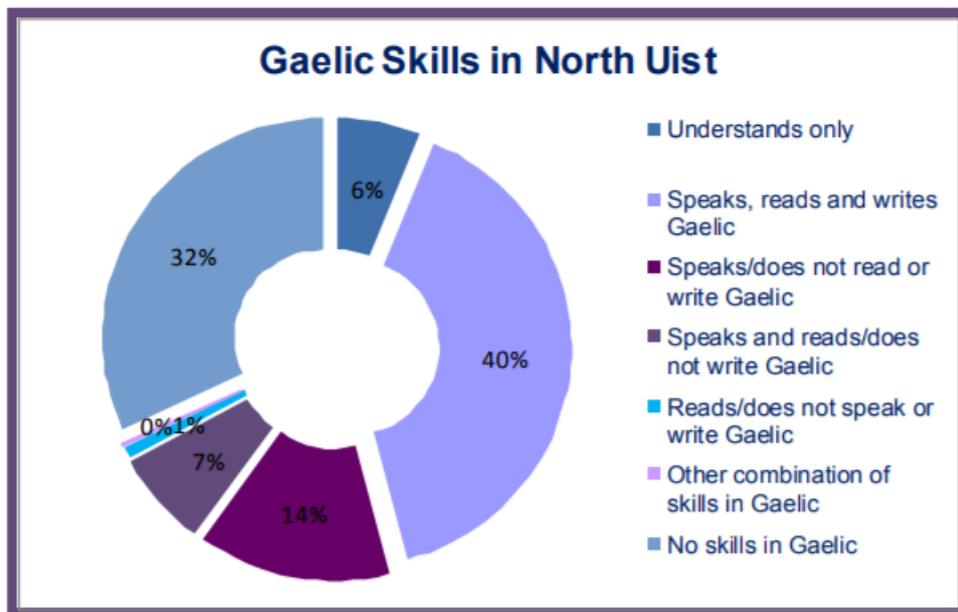
look after the Centre. We are welcoming 3 new Gaelic speaking trustees to our Board in the new year.

Gaelic within Uist

Uist is a stronghold of Gaelic language and culture. At the last census over 63% of the population were Gaelic speakers.

In the 2011 census, of the 1,579 people aged 3 and over in North Uist, a total of 1,077 people (68.2%) had some Gaelic ability while 502 (31.8%) had no Gaelic skills. The combinations of Gaelic skills, within those who have some ability, are shown in the adjacent graph. The largest group are those who speak, read and write Gaelic at 40%. This was above the Outer Hebrides average of 30.3% while those with no skills in Gaelic was below the Outer Hebrides average of 38.8%.

It should be remembered that a percentage of native Gaelic speakers are not able to read or write in Gaelic due to the historical school and educational policies.



Gaelic is spoken throughout Uist, Eriskay and Barra and Taigh Chearsabhagh plans to deliver arts, heritage, cultural and outreach services to all of these locations.

The Number of children in Gaelic-medium education (at each level and locations where such provision is available), is as follows;

- In our new consolidated primary school for North Uist, **Sgoil Uibhist a Tuath** the Gaelic Medium (GME) intake for primary one has now exceeded the Gaelic Learners intake (GLE)
- 44% of the school are in GME
- 56% in GLE
- It should be noted that the consolidation of primary schools included some which did not offer GME.

Taigh Chearsabhagh currently host Gaelic classes and from January, will be offering the Sabhal Mor Ostaig An Cursa Inntrigidh.

We are in the process of sourcing funding to take on a Gaelic Media and Communications Officer and a Gaelic Intern.

We have applied for funding for a Gaelic speaking Education and Outreach officer to work both with the schools and with the elderly.

Taigh Chearsabhair has a Memorandum of Understanding (MoU) in place with Sabhal Mor Ostaig and is in the process of setting up others with partners working in Gaelic language, culture and heritage.

Gaelic within the Taigh Chearsabhagh:

Taigh Chearsabhagh currently employs 14 full and part time staff.

	Chair	Board	CEO	Senior Mgt	Employees	Volunteers
Gaelic Speaker		3		1	5	25
Learner		2	1		2	10
Not Known	1					
Prefer not to say						

Taigh Chearsabhagh is proud to have launched Ar Stèidh san t-Saoghal – Our Place in the World.

We have introduced this as a way to encourage and support Gaelic language and culture as an everyday part of life at Taigh Chearsabhagh.

We are committed to encouraging and supporting staff to use and learn Gaelic and are planning from 2018, to offer training through Sabhal Mor Ostaig in both Gaelic language and Gaelic heritage and culture to all Board and employees.

CHAPTER 2 - CORE COMMITMENTS

Taigh Chearsabhagh is committed to creating the right environment for the use of Gaelic in our organisation both by employees and visitors, whether in the galleries, museum, café or post office. We are introducing several new measures to ensure this is clear, and encouraged by all.

We are committed to recruiting a Gaelic Media and Communications Officer in 2018.

- Identity: our identity and signage is Gaelic and English
- Communications: our phone system has full Gaelic and English options and we have Gaelic speaking staff on reception
Our application forms and Board applications forms are available in Gaelic and English
We are introducing badges and signage to let visitors and customers know that we speak Gaelic or are learners
We are introducing menus in Gaelic and English
- Publications: our new website (launching January 2018) is fully bi-lingual
we are working towards all social media communications being in Gaelic & English
- Staffing: we are introducing training in both Gaelic language but also culture and heritage
Our recruitment will be in both English and Gaelic and we are actively creating roles which require Gaelic language skills
Regular Gaelic conversations classes are held on Wednesday afternoons. Students from Lews Castle College Art courses have attended these classes in the past.

Taigh Chearsabhagh is working to ensure Gaelic is at the heart of what we do, is a living and breathing part of our organisation and this is monitored and evaluated regularly.

- Information on current practice
We are working towards full integration of everything we do in Gaelic and English. We have our signage and café signage and museum information in Gaelic and English and actively encourage employees to use Gaelic whenever possible.
Our policy is to strive to produce all publications, social media posts and web developments in Gaelic and English. Instrumental to this is to recruit a Gaelic Media and Comms officer.
- Key areas of development
Our key areas for focus for the next 1-3 years are –
 - Launch of new website in Gaelic & English
 - Update our Gaelic Policy for all publications

- Creation of Winter events programme with Gaelic culture and language at the core of each event with programming in Gaelic & English
- Recruitment of new roles with Gaelic language skills
- Creation of a Gaelic place – weekly social events for Gaelic speakers

- Targets
 - 4 core new Gaelic focused events by end 2018
 - Weekly Gaelic space events established
 - Update Communications Policy
 - Provide training to Board and employees that need it
 - Track results on encouraging Gaelic in the café/centre/museum

- Timescale
 - Website launch – January 2018
 - Policy updates and creation *by* March 2018
 - Winter events programme from 2018
 - Recruitment by end 2018

- Lead Officer – Norman Macleod, Operations Director

Implementation of the Scottish Government's Strategic Objectives

Bòrd na Gàidhlig is committed to achieving the Strategic Objectives as established by The Scottish Government. In preparation of Gaelic Language Plans, public bodies should indicate how they will assist in the implementation of the Strategic Objectives and identify which Strategic Objective will be assisted by the actions in their plans. This template contains a line where the relevant Strategic Objectives can be identified in relation to each action in the Gaelic Language Plan.

1. Wealthier & Fairer

2. Smarter

3. Healthier

4. Safer & Stronger

5. Greener

Section 1 - Identity

Rationale:

The presence of Gaelic in the corporate identity and signs of a public authority greatly enhances the visibility of the language, increases its status and makes an important statement about how Gaelic is valued and how it is given recognition. Developing the use of Gaelic through signage can also enrich the vocabulary of Gaelic users, raise public awareness of the language and contribute to its development.

Taigh Chearsabhagh recognises the importance of extending the visibility of Gaelic and increasing its status.

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
<i>Corporate Identity:</i>					
Current practice	Partially bi-lingual				
Key areas of development	<i>Introduce bi-lingual material for all corporate materials</i>	Bi-lingual letter headings,	Production of material digital and print	Jane M-R	2 nd quarter 2018
		Bi-lingual business cards	Cards produced	Jane M-R	2 nd quarter 2018
		All printed material	Material produced and available	Jane M-R	4 th quarter 2018
Relevant Strategic Objectives assisted		Smarter			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
<i>Signage (internal and external):</i>					
Current practice	Gaelic & English				

Key areas of development	<i>Potential to update logo</i>				
	Extend to all internal usage	Update printed materials		Jane M-R	3 rd quarter 2018
	All new signage to be in Gaelic and English			Norman MacLeod	
Relevant Strategic Objectives assisted		Smarter			

Section 2 – Communications

Rationale:

The use of Gaelic at the initial point of contact that members of the public have with a public authority increases the visible and audible presence of the language, and contributes to the sense that the use of Gaelic is possible and welcome. In addition to raising the profile of the language, it also creates opportunities for its practical use and encourages members of the public to use Gaelic in subsequent dealings with the public authority.

The use of Gaelic in interactions with the authority by mail, e-mail and by telephone is important in creating practical opportunities for the use of the language, and in contributing to the sense that its use is possible and welcome. The presence of Gaelic in a wide range of bilingual forms and Gaelic only forms can also greatly enhance the visibility and prestige of the language. The preparation of Gaelic versions of forms, applications and similar documents, can also assist in expanding the range of Gaelic terminology and the awareness of the Gaelic-speaking public of such terminology, thus helping the development of the language itself.

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

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
<i>Reception:</i>					
Current practice	We have Gaelic speaking staff on reception.				
Key areas of development	We need to promote, encourage and make the use of Gaelic standard. We will work to do this.	Have all staff (native speakers and learners) identified as Gaelic friendly.	We will monitor, listen and carry out a survey quarterly.	Jane M-R	3 rd quarter 2018

Relevant Strategic Objectives assisted		Wealthier & Fairer			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Telephone:					
Current practice	Just introduced Gaelic & English				
Key areas of development	Ensure all staff are using standard Gaelic greetings <i>first</i> when answering calls.	All staff using (at least) Gaelic greetings	Monitoring, surveys.	Jane M-R	2 nd quarter 2018
Relevant Strategic Objectives assisted		Wealthier & Fairer			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Mail and E-mail:					
Current practice	Emails are usually in English				
Key areas of development	Support Gaelic speaking staff in developing written Gaelic skills and confidence.	Have 2 members of staff (minimum) proficient in written Gaelic	Have 2 members of staff (minimum) proficient in written Gaelic	Norman MacLeod	4 th quarter 2018
Relevant Strategic Objectives assisted		Smarter			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Forms:					

Current practice	Application forms and other key forms are available in Gaelic & English				
Key areas of development	Expand to ensure all forms are available in Gaelic.	All forms available in Gaelic	All forms available in Gaelic	Jane M-R	1 st quarter 2019
Relevant Strategic Objectives assisted		Smarter/Wealthier & Fairer			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Public Meetings:					
Current practice	Gaelic introduction, meeting largely in English				
Key areas of development	Ability to hold meetings in both languages	Hold at least 4 Gaelic public meetings CEUT currently hold talks which use Gaelic as the first language eg Fred MacAulay lecture	Hold minimum of 4 public meetings in Gaelic	Norman MacLeod	1 st quarter 2019
Relevant Strategic Objectives assisted		Wealthier & Fairer			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Complaints Procedure:					
Current practice	Complaints may be received in any language				
Key areas of development	Revise and publicise complaints procedure	New complaints process in place	Track number of complaints, languages used	Jane M-R	2 nd quarter 2018
	Focus on online/digital process	90% of complaints are digital	Track complaints numbers and formats	Jane M-R	2 nd quarter 2018
Relevant Strategic Objectives assisted		Wealthier & Fairer/Greener			

Section 3 – Publications

Rationale:

The use of Gaelic in a range of printed material can assist Gaelic development in a variety of ways. It helps increase the visibility of the language, it enhances Gaelic’s status by being used in high profile publications, and it can help develop new terminology, and enhance existing terminology. The use of Gaelic in the media helps demonstrate a public authority’s commitment to making important information available through the medium of Gaelic, as well as enhancing the visibility and status of the language. As more people access information about public authorities through their websites, making provision for the use of Gaelic can significantly enhance the status and visibility of the language.

Taigh Chearsabhagh is committed to increasing the use of Gaelic in these areas where the subject matter is of most interest to the general public or relates specifically to Gaelic issues.

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Public Relations and Media:					
Current practice	Ad-hoc				
Key areas of development	We are planning to recruit a Gaelic Media and Communications officer	Secure funding to recruit	Recruitment successful	Jane M-R	1 st quarter 2018
Relevant Strategic Objectives assisted		Smarter, Wealthier & Fairer			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
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Printed Material:					
Current practice	Limited printed materials produced				
Key areas of development	<i>Ensure bi-lingual approach to all printed material, secure Gaelic resource able to produce written Gaelic</i>	Secure Gaelic Media & Comms officer funding	Printed material becomes bi-lingual as standard	Norman MacLeod	2 nd quarter 2018
	<i>Minimise amount of printed material use digital channels when possible</i>	Reduce amount of printed materials	Greater use of web & social media	Jane M-R	3 rd quarter 2018
Relevant Strategic Objectives assisted		Greener			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Websites:					
Current practice	New Website is in production, previously has been in English only				
Key areas of development	<i>New website is in Gaelic and there is an English version</i>	New website launch January 2018	Tracking user statistics	Jane M-R	From January 2018
Relevant Strategic Objectives assisted		Wealthier & Fairer			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Exhibitions:					
Current practice	Varies by exhibition.				
Key areas of	<i>Ensure promotional and</i>	By end 2018 all	Number of exhibitors	Jane M-R	4 th quarter

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
development	<i>informative materials are bi-lingual.</i>	exhibition material is in English & Gaelic	and amount of bi-lingual material produced		2018
	Ensure digital media promotional materials are bi-lingual	By end 2018 all digital exhibition material is in Gaelic & English	Number of exhibitors and amount of bi-lingual digital material produced	Jane M-R	4 th quarter 2018
Relevant Strategic Objectives assisted		Wealthier & Fairer			

Section 4 – Staffing

Rationale:

In order to deliver services through the medium of Gaelic, it is necessary to develop the requisite job skills and language skills of staff. The provision of language learning for staff helps promote adult Gaelic learning and promotes Gaelic as a useful skill in the workplace. The identification of jobs in which Gaelic is a designated skill will contribute greatly to the status of the language and to identifying it as a positive skill to acquire.

The use of Gaelic in advertising also helps recognise that Gaelic should be used in public life and that Gaelic users have an important role to play within a public authority. Whatever the level of Gaelic skills required it is important that authorities ensure that Gaelic is a genuine occupational requirement. Authorities should adopt and apply objective criteria to ensure appointments are made in each case on a fair and consistent basis, and reflect the identified skills needs of the post.

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

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
<i>Training:</i>					
Current practice	<i>NA Training under complete review</i>				
Key areas of development	TC have an MoU with Sabhal Mor Ostaig we have identified key training needs in Gaelic heritage & culture, language and language refresher	Run first set of courses in 2018	Successfully deliver one course in Gaelic language, one refresher for native speakers and one	Norman MacLeod	2 nd quarter 2018

			Gaelic heritage & culture course. In addition to class currently delivered		
	We will be offering the SMO Cursa Inntrigidh	Start course January 2018	Deliver course to minimum 6 students.	Jane M-R	
Relevant Strategic Objectives assisted		Wealthier & Fairer			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Language Learning:					
Current practice	Cursa Inntrigidh and informal conversational classes are offered by TC with SMO				
Key areas of development	<i>Increase frequency of courses, broaden locations offered</i>	One course at a satellite location	Course delivered	Jane M-R	1 st quarter 2018
Relevant Strategic Objectives assisted		Wealthier & Fairer			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Recruitment:					
Current practice	Advertise digitally and in Am Paipear				
Key areas of development	<i>Ensure all adverts are in Gaelic and English</i>	Next posts to be recruited (2 in pipeline) will be advertised digitally and bi-lingual	Adverts issued	Jane M-R	2 nd quarter 2018
	<i>Secure resource to create written</i>	Secure funding for	Resource recruited	Jane M-R	1 st quarter

	<i>Gaelic content</i>	resource			2018
Relevant Strategic Objectives assisted		Greener/Wealthier & Fairer			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
<i>Advertising:</i>					
Current practice	Ad-hoc, digitally via partner network, local press (English)				
Key areas of development	Ensure all advertising is produced in Gaelic & English	All material bi-lingual	Adverts bi-lingual	Jane M-R	3 rd quarter 2018
Relevant Strategic Objectives assisted		Greener/Wealthier & Fairer			

Chapter 3 – POLICY IMPLICATIONS FOR GAELIC: implementation of the National Plan for Gaelic

Policy implications for Gaelic

Taigh Chearsabhagh recognises that the various priority areas identified in the National Plan for Gaelic will be primarily implemented through our Gaelic Language Plan but that opportunities will arise to promote and develop the language through existing policy measures. *Taigh Chearsabhagh* will examine current policy commitments to identify areas where Gaelic can be pro-actively incorporated and the priorities of the National Plan for Gaelic initiated through additional methods. We see this development as corresponding to the normalisation principle which aims to include Gaelic as an everyday part of life in Scotland.

In the formation, renewal and monitoring of policies, *Taigh Chearsabhagh* will ensure that the impacts on Gaelic will be in line with the National Plan for Gaelic.

Overview of the National Plan for Gaelic

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

1. *Language Acquisition*

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

- increasing the use and transmission of Gaelic in the home
- increasing the number of children acquiring Gaelic in the school
- increasing the uptake and availability of Gaelic-medium education
- increasing the number of adult Gaelic learners progressing to fluency

2. *Language Usage*

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

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

3. *Language Status*

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

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

4. *Language Corpus*

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

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

Commitment to the Objectives of the National Plan for Gaelic

Taigh Chearsabhaigh is committed to supporting the implementation of the National Plan , and in this section we set out how we will achieve that aim.

1. Language Acquisition

Rationale:

Taigh Chearsabhaigh recognises that a sustainable future for Gaelic requires more people to learn the language and that attention requires to be focused on the home, education and adult learning as the key means of achieving this. We will take the following steps to help create a supportive environment for increasing the number of Gaelic speakers in Scotland.

- Gaelic in the Home – we stock a range of Gaelic books, Gaelic children’s books and educational material, we will ensure we maintain this and will increase promotion. In our online shop as well as in house we sell a number of DVD’s and books in Gaelic produced by Taigh Chearsabhaigh. In February 2018 we will be launching a Gaelic book about the Illeray Bard Ruaraidh Mackay with the foreword by Julie Fowlis.
- Gaelic in Education – in addition to continuing to run both informal conversational classes and the Sabhal Mor Ostaig Cursa Inntigidh, we host Fine Art courses run by Lews College UHI. We are working with Lews now to pilot the introduction of elements of the courses in Gaelic.
- Junior Comann Eachdraidh over the last 3 years
- Gaelic in Adult Learning - in addition to continuing to run the informal conversational classes we are launching a new Sabhal Mor Ostaig Cursa Inntigidh which we plan to run annually. Wednesday afternoons and Wednesday evenings.

2. Language Usage

Rationale:

Taigh Chearsabhagh recognises that creating a sustainable future for Gaelic requires not only increasing the number of people able to speak the language, but increasing actual usage. We recognise the importance of enabling more people to use Gaelic as their preferred and normal mode of communication in an increasingly wide range of daily activities.

- Gaelic in Communities – we are working to secure funding for a Gaelic Education and Outreach post. Once secured we will launch TC Ceas which we will take out to community groups and to individual people's homes
- Gaelic in the Workplace – we will offer staff training in Gaelic language if needed, we have developed badges and signage to identify staff who are fluent or learning Gaelic and will be launching a new campaign to encourage daily use. We have also recruited 3 new Trustees to the Board, 2 are native speakers and one has learned Gaelic
- Gaelic in the Media – we are securing funding to recruit a Gaelic Media and Comms officer to ensure all press releases, articles, and publicity are produced in Gaelic and English
- Gaelic in the Arts – we actively promote Gaelic culture and arts, we work with artists who are Gaelic speakers or immersed in Gaelic culture or inspired by the Hebrides. We will look to increase this involvement and will move to all promotional materials being bi-lingual
- Gaelic in Tourism, Heritage and Recreation – we currently produce all of our Museum exhibits in Gaelic and English, we have tourist information in a variety of languages and have OS maps in Gaelic and English

3. Language Status

Rationale:

Taigh Chearsabhagh recognises that the status of a language is affected by its presence in the daily environment and the extent to which it is used, valued and perceived to be valued by those institutions which play an important role in our daily lives.

- Preparation of Gaelic Language Plan – we have worked to create our first Gaelic Plan, we intend for this to be a living breathing document and will revise, revisit and update regularly
- Creating a Positive Image for Gaelic – we are putting Gaelic language and culture at the heart of what we do, recruiting staff with Gaelic language skills and written language skills, with the plan to do all our promotion in both languages

- Increase Visibility of Gaelic – we use Gaelic on our social media site, we are launching our new website in Gaelic, we aim to do all our promotional material in Gaelic and English and will be promoting the use of Gaelic as a daily occurrence in TC

4. Language Corpus

Rationale:

Taigh Chearsabhaigh recognises the need to strengthen the relevance and consistency of Gaelic, the importance of facilitating translation services and to promote research into the language.

- Gaelic Orthographic, Terminological and Place-name Development – Taigh Chearsabhaigh is not active in this area, but one of our founding partners Comann Eachdraidh Uibhist a Tuath, the Uist Historical Society are and they continue to be a core partner
- Gaelic Translation and Interpretation – we have a MoU with Sabhal Mor Ostaig, we work with Ceolas to source funded translation services and ensure that all material is of the right level of quality
- Gaelic in Surveys and Research – we are now conducting all research digitally and in Gaelic and English. We have used Survey Monkey to great success in this way.

CHAPTER 4 – IMPLEMENTATION AND MONITORING

Timetable

This Gaelic Language Plan will formally remain in force for a period of 5 years from this date or until a new plan has been put in place. In Chapter 2 – *Core Commitments* and Chapter 3 – *Policy Implications for Gaelic*, we have set out the individual target dates for when we expect to implement specific commitments.

Publicising the Plan

Taigh Chearsabhagh's Gaelic Language Plan will be published bilingually on Taigh Chearsabhagh's website. In addition, we shall:

- issue a press release announcing the plan;
- make copies of the plan available in our public offices and reception areas,
- make the plan known to employees via Taigh Chearsabhagh's Intranet;
- distribute copies of the plan to Non-departmental Public Bodies and agencies, agents and contractors;
- distribute copies of the Plan to Gaelic organisations;
- distribute copies of the plan to other interested bodies; and
- make copies available on request.

Administrative Arrangements for Implementing the Gaelic Language Plan

This plan is the policy of Taigh Chearsabhagh and has been endorsed both by our senior management team and Board members.

Overall Responsibility:

The Chief Executive will be responsible ultimately for ensuring that the *Taigh Chearsabhagh* delivers on the commitments set out in this Plan.

Individual Staff members:

Through regular staff meetings we will continue to disseminate the Plan, ask for staff input and regularly review progress. We will offer support and training to staff members to ensure we are delivering on all aspects of the plan.

Services delivered by third parties:

We will review all 3rd party relationships with a view to ensuring all possible suppliers have plans and policies in place to support Gaelic and are supportive of Gaelic.

Informing other organisations of the Plan

We will issue a press release, we will use our website and social media channels and we will email all partner organisations with an update and a link to the plan.

Resourcing the Plan

The actions and activities in the Plan are core to the daily business of Taigh Chearsabhair. We have secured LEADER funding (though not matched funding as yet) to recruit a Gaelic Media and Communications Officer, we are submitting funding applications to secure a Gaelic Arts apprentice.

Monitoring the Implementation of the Plan

Our CEO will monitor the implementation of the plan, working closely with our Gaelic Officer and with expert input from Sabhal Mòr Ostaig. We will review on a monthly basis; we will produce reports for our Board of Trustees on a bi-monthly basis and will make these reports available to Bòrd na Gàidhlig. We would look to bi-annual meetings with Bòrd na Gàidhlig to formally review our progress and will issue bi-annual, online surveys for public input and consultation.

Contact details

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

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HS6 5AA
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Queries about the day-to-day operation of the plan should be addressed to:

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