



THE UNIVERSITY *of* EDINBURGH

Gaelic Language Plan

2013–2018





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Foreword

Tha an sgrìobhainn seo a' cur an cèill dealas an Oilthigh airson a' Phlana Ghàidhlig.

The University of Edinburgh has a long and proud history of Gaelic; we established the first Chair of Celtic in Scotland in 1882, and since the 1990s the department of Celtic and Scottish Studies has been deeply involved in research and policy development for Gaelic in Scotland. This work has helped shape the decisions of policymakers in national and local government and in different Gaelic organisations, especially in the field of education, where our research has helped advance Bòrd na Gàidhlig's plans for the strategic development of the language.

The University of Edinburgh recognises that the position of Gaelic is extremely fragile, and that 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.

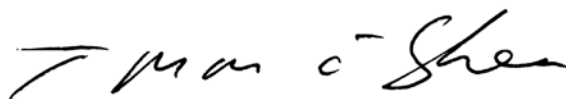
The University is committed to the objectives set out in Bòrd na Gàidhlig's National Gaelic Language Plan, 2012-2017, and aspires to put in place the structures and initiatives which will help to ensure that Gaelic has a sustainable future in Scotland.

In finalising our Gaelic Language Plan we have given due regard to section 3.2 of the Gaelic Language (Scotland) Act 2005, the National Gaelic Language Plan 2012-17, the responses to the public consultation on an earlier draft of our Plan, and recommendations and suggestions received from Bòrd na Gàidhlig¹.

We are pleased to be able to play a part in creating a sustainable future for the Gaelic language in Scotland, by raising the profile of the language within the University and creating practical opportunities for its use.

This document sets out how the University 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.

Leis gach deagh dhùrachd



Professor Sir Timothy O'Shea
Principal and Vice-Chancellor

¹ The development and publication of this Gaelic language plan on a voluntary basis is welcomed by Bòrd na Gàidhlig.

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 our Gaelic Language Plan and the structure of the University of Edinburgh's main areas of operation. It also provides a summary of the demography of the Gaelic language in Edinburgh.

Chapter 2 – Core commitments

This chapter sets out how the University of Edinburgh 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 which we are committed to providing in the lifetime of the Plan.

Chapter 3 – Policy implications for Gaelic: Implementation of the National Plan for Gaelic

This chapter sets out how the University of Edinburgh will help implement the National Plan for Gaelic. It also shows how we intend to promote the use of Gaelic in service planning and delivery, particularly in policy areas. 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

Overview of the University of Edinburgh

The University of Edinburgh (the University) is one of Scotland's ancient universities and its largest, with a population of some 32,000 students, comprising 21,000 undergraduates (UG) and 11,000 postgraduates (PG). The University has a staff of just over 8,000, of whom around 3,500 are academic. Edinburgh is a distinctively Scottish university, based in Scotland's capital, but our reach and aspirations are global. Around 30 per cent of our total student population comes from over 120 countries outside the UK, and our international affiliations include membership of Universitas 21 and the League of European Research Universities.

The University offers an extensive range of courses and programmes: we teach across the most comprehensive range of subjects in Scotland and the third most comprehensive in the UK. Our students currently study in 103 of the 144 principal subjects defined by the Higher Education Statistics Agency (HESA). This breadth is one of our great assets and a characteristic that appeals greatly to potential and current students. Our four-year undergraduate (UG) degrees articulate well with national and international qualification frameworks and provide a significant level of flexibility. We also offer an expanding range of postgraduate (PG) taught masters degree programmes and, as is to be expected at one of the UK's leading research intensive universities, there are excellent and extensive opportunities for postgraduate research students.

The University aims to ensure that its students, at both PG and UG level, are taught in a way that is informed and enhanced by our research activity. Our strong commitment to research is reflected in the results of the last Research Assessment Exercise (RAE), which showed that 63 per cent of the University's research activity is in the highest categories (4* and 3*), with one third of this 63 per cent being recognised as 'world-leading'. The University's submission was among the largest and most comprehensive in the UK. The results of RAE 2008 place the University among the top 5 in the UK and number one in Scotland by volume of 4* 'world-leading' research.

Structure of the University of Edinburgh

The academic structure of the University is based on three Colleges: the College of Humanities and Social Science (CHSS), the College of Science and

Engineering (CSE), and the College of Medicine and Veterinary Medicine (CMVM). Colleges have significant devolved powers and authority. Each is headed by a Vice-Principal who has responsibility for the delivery of College plans, including those relating to learning and teaching. Whilst there is a notable difference in terms of the numbers of students taught within each of the three colleges (roughly 58 per cent of all students are in CHSS, 13 per cent in CMVM and 29 per cent in CSE), as 'business units' they are roughly equal in size (principally because of the much greater cost and volume of externally-funded research in science and medicine than in humanities).

The Colleges are divided into Schools (22 in all). Schools are the core units for teaching and research, particularly in CSE and CHSS; in CMVM teaching is organised via three Teaching Organisations (Biomedical, Veterinary and Postgraduate) and the College Office.

Colleges and Schools have a significant degree of freedom to develop local best practice within overarching policies and structures set down at University level. All subscribe to, and work towards, the University's overall strategic vision as set out in the Strategic Plan.

A devolved management structure reflects the sheer size and scale of the University. The University has an annual turnover of around £700 million and an estate which encompasses some 200 buildings with a gross academic area of approximately 600,000 m². One of the principal benefits of the devolved structure is the ability to implement local innovations, responding appropriately to the particular needs of students and staff in that area.

Governance of the University of Edinburgh

The governing body of the University is the University Court. Court has ultimate responsibility for the deployment of resources in the University and for its strategic plans. It also has a monitoring role in relation to the overall performance of the University. Court is chaired by the Rector, who is elected every three years by students and staff, and cannot be a student of the University or a member of its staff.

The supreme academic body is the Senatus Academicus (Senate), which is chaired by the Principal and meets three times per academic year. Each meeting of Senate is preceded by a set period of electronic business (or 'E-Senate'). Senate has the ultimate responsibility for the academic standards of the University. Senate

meetings begin with a presentation and discussion session on an issue of strategic importance, followed by consideration of formal business. The majority of recent Senate discussions have been on learning and teaching, including feedback, e-learning, employability and graduate attributes.

Gaelic in the city of Edinburgh

Edinburgh is an international university, whose staff and students come from all over the world, but remains firmly rooted in Scotland's capital. Although the Gaelic inheritance is less obvious in the city of Edinburgh than in other parts of the country, Gaelic has been present in Edinburgh for more than a thousand years, when the Gaelic kingdom of Alba seized it and established it as their new capital. Gaelic was the language of political, economic and cultural power in Edinburgh for two centuries or more before beginning a decline in the twelfth century. Edinburgh's landscape continues to reflect its Gaelic past in many place-names, including Braid (Bràghaid, 'upper part'), Craiginny (Creag an t-Sionnaigh, 'rock of the fox'), and Dalry (Dail Fhraoigh, 'heather slope'). In more recent times, Gaelic speakers from the Highlands began to settle in the city in significant numbers in the eighteenth century, establishing a Gaelic community that has continued to develop ever since. The first Gaelic chapel was established in the Old Town in 1769, and regular Gaelic services continue to be offered, now at Greyfriars Kirk.

Edinburgh has also made a major contribution as an intellectual and cultural centre for Gaelic in Scotland. The first Gaelic book was published here in 1567 and the first collection of poetry in 1751. The city has been home to many leading Gaelic writers and scholars through the centuries, including poet Donnchadh Bàn Mac an t-Saoir (Duncan Ban MacIntyre) (1724-1812), folklorist Alasdair MacGilleMhicheil (Alexander Carmichael) (1832-1912), and poet Somhairle MacGill-Eain (Sorley MacLean) (1911-96), a 1933 graduate of the University. Many of the major poets and novelists writing in Gaelic today have been based in Edinburgh, and there is a lively Gaelic cultural scene in the city, led by organisations such as Bothan and the city's two Gaelic choirs.

Since 1988, Gaelic-medium primary education has been offered at Tollcross Primary School, with secondary provision continuing at James Gillespie's High School. Demand for Gaelic education has grown rapidly in recent years, and the City of Edinburgh Council opened a dedicated Gaelic primary school at Bonnington, near Leith, in 2013, with an initial enrolment of 215 pupils.

In addition to Gaelic-medium provision, Gaelic classes for learners are offered at a number of Edinburgh primary schools through the Gaelic Language in the Primary School (GLPS) scheme. James Gillespie's High School has also recently begun to offer Gaelic as a subject for learners as well as for fluent speakers.

There are several organisations in Edinburgh that are implementing Gaelic language plans; the Scottish Government, Scottish Parliament, City of Edinburgh Council, Historic Scotland, National Museums Scotland, National Galleries Scotland, National Library of Scotland, Creative Scotland and the Scottish Funding Council. The University will liaise with these organisations on an ongoing basis with a view to sharing good practice and planning joint activities and events as appropriate.

The University will also liaise with other Gaelic organisations in Edinburgh on an ongoing basis; Iomairt Ghàidhlig Dhùn Èideann, Bothan, Fèis Dhùn Èideann, An Comunn Gàidhealach, Edinburgh Gaelic Choir, Lothian Gaelic Choir, Bun-sgoil Taobh na Pàirce and James Gillespie's High School. This will ensure effective promotion and outreach in relation to our Gaelic activities and events.

Census information

According to the 2011 census there were 5,935 people in Edinburgh who had some skills in Gaelic, some 1.29 per cent of the city's population. While this proportion is small, it is significant that approximately 6.82 per cent of Scotland's Gaelic population lives in Edinburgh.

Gaelic in Edinburgh, 2011:

Speaks/reads/writes Gaelic	1,838
Speaks and reads (but cannot write) Gaelic	330
Speaks (but cannot read or write) Gaelic	989
Understands (but cannot speak, read or write) Gaelic	1,952
Reads (but cannot speak or write) Gaelic	675
Other combination of skills in Gaelic	151
Total	5,935 (1.29%)

While detailed information from the 2011 census is not yet available, the 2001 census showed that more than a fifth (21.5 per cent) of Edinburgh's Gaelic speakers were born outwith Scotland: 21.5 per cent, as against a national proportion of only 8.27 per cent. The figure for Edinburgh is the highest of any local authority area in Scotland.

In 2001, only 11.2 per cent of the city's Gaelic speakers were under the age of 20 and 48 per cent were between 20 and 44, compared to 21.6 per cent and 41 per cent in these age groups in Edinburgh's overall population. 14.3 per cent were students, as against 11 per cent of the overall population. It is likely that this pattern reflects the number of people who moved to Edinburgh for educational or work purposes.

Edinburgh's Gaelic-speaking population has a high level of education: in 2001, 46 per cent had degrees or professional qualifications, compared to 33 per cent of the city's population as a whole. 56 per cent of Gaelic speakers were employed in the three highest social

grades and 18 per cent in the three lowest grades, as against 49 per cent and 24 per cent of the overall Edinburgh population.

Gaelic at the University of Edinburgh

Provision for Gaelic at the University of Edinburgh commenced in 1882, when the University established the first Chair of Celtic in Scotland, following a long public campaign led by John Stuart Blackie (1809–95), Professor of Greek in the University. Thousands of Gaels from across Scotland contributed to the funding for the Chair, realising the symbolic and intellectual importance of this recognition from the University. The first Professor of Celtic, Donald MacKinnon (1839–1914), was followed by a distinguished succession of scholars, including William J. Watson (1865–1948), Kenneth Jackson (1909–1991), William Gillies and currently Robert Dunbar.

Today, provision for Gaelic is made within the framework of the department of Celtic & Scottish Studies (part of the School of Literatures, Languages and Cultures). Gaelic is taught at all levels from absolute beginners to PhD, covering modern and medieval language and literature, as well as all aspects of Gaelic culture (both the teaching of Gaelic itself and teaching through the medium of Gaelic). Undergraduate students have the opportunity to take a Gaelic module over SCQF levels 8, 10 and 11, and at present a wide range of undergraduate students take up this opportunity, including a large number of visiting students. This will continue to be offered throughout the duration of the Plan.

The department is actively involved in Gaelic research, ranging from literary and linguistic study to language policy, oral tradition and place-name studies. Celtic & Scottish Studies at Edinburgh also plays a highly visible public role, ranging from advising government and other bodies on language issues involving Gaelic, to developing and supporting public and community engagement with Gaelic culture in Scotland and beyond. The University is especially rich in Gaelic resources, including the School of Scottish Studies Archives, which hold several thousand hours of Gaelic field recordings, and a large and diverse manuscript collection.

The University of Edinburgh's Office of Lifelong Learning is where the University reaches out to the wider community. It provides part-time and short courses in a wide variety of subjects during the day and in the evening. As part of its Languages for All scheme, Gaelic courses are currently offered for beginners and those with some prior knowledge of the language, and these courses are open to the general public. The Office of Lifelong Learning also organises shorter taster courses in Gaelic and other languages for matriculated students, offered in partnership with the Edinburgh University Students' Association (EUSA).

The University of Edinburgh is also host to Bilingualism Matters, a group of University researchers who work on language development and bilingualism in children and adults. Their aim is to bridge the gap between researchers and the community (bilingual families, educators, and policy makers) in order to enable more and more children to benefit from bilingualism. Bilingualism Matters has been actively working to raise awareness of the importance of early bilingualism for the survival of Gaelic, and has collaborated with the Scottish Government providing input into the Gaelic Excellence Group.

There are 4.25 FTE members of staff based within Celtic & Scottish Studies where the use of Gaelic is a designated responsibility (3.75 academic and 0.5 administrative). The Gaelic Officer, a further 1 FTE, is based within the Student and Academic Services Group Business Unit and fluency in written and spoken Gaelic is an essential requirement of the post. In addition, there are currently three tutors used by the Office of Lifelong Learning where the use of Gaelic is essential.

When the University is required to produce bilingual materials or translation services, external expertise is sought and a list of preferred organisations can be used across the institution.

The Edinburgh University Highland Society (An Comann Ceilteach) is the oldest student society in the University, established in 1848. An Comann Ceilteach organises a variety of cultural and social events throughout the year and enjoys a close relationship with the department of Celtic & Scottish Studies. An Comann Ceilteach's flagship event is the Highland Annual, Edinburgh's longest running ceilidh and an event known throughout the country.

This Plan was developed by the University's Gaelic Language Plan Working Group. The group was established in 2011 when the University received a request from Bòrd na Gàidhlig to create a Gaelic Language Plan. The group includes representatives from across the University. Further information on their role can be found in the Implementation and Monitoring section.

Gaelic questionnaire

In March 2012, the University undertook a survey of students and staff, in order to investigate existing Gaelic language competencies and opportunities for the development of increased acquisition, usage and status of Gaelic within the University. Participation in the survey was entirely voluntary and did not involve formal sampling; its results should, therefore, be understood as being indicative rather than statistically representative of the University population.

The key findings of the questionnaire were as follows:

- 1,853 individuals responded to the survey, representing approximately 4.9 per cent of the University's total number of students and staff. All

schools and all staff groups were represented. Considerable interest was also generated on the University's Facebook page.

- 67.4 per cent in total, or 70.2 per cent of student respondents, rate supporting and promoting Gaelic as 'very important' or 'quite important'. The most common factor contributing to respondents' interest in Gaelic is 'general interest in the language', followed by 'history and place-names'.
- There is an apparent lack of awareness of the policy context within which the University's Gaelic Language Plan is being developed, and a lack of awareness of the role of Gaelic in the City and at the University.
- 352 respondents (19.0 per cent) claimed to have some 'ability' in Gaelic, 29.5 per cent of whom have a national identity from outside the UK.
- 71.8 per cent of those with Gaelic ability lack confidence to use it, often or at all.
- 1,116 respondents (60.2 per cent) were either currently taking a Gaelic course or would like to/might be interested in learning Gaelic.
- A high proportion of international respondents were either currently taking a course or would like to/might be interested in learning Gaelic, including 83.3 per cent of Polish respondents, 80.0 per cent of Greek respondents, 79.5 per cent of US respondents and 76.9 per cent of Chinese respondents.
- Most current or potential learners would initially be aiming at courses for complete beginners. 123 respondents would like to acquire the skills to teach Gaelic to others.
- The most popular course delivery methods are, for students, two-hour evening classes (6.30pm-8.30pm) and, for staff, weekday lunchtime classes.
- The most popular ideas for cultural events were jointly cèilidhs and music concerts, followed by educational sessions about Gaelic folklore, information sessions on Gaelic history and culture and educational sessions about Gaelic place-names. (It is important to note that cèilidh signifies different things in English and Gaelic usage; its original Gaelic meaning is simply 'visit' and as an event would imply a mixed programme of entertainment, including singing and instrumental music, and not simply a 'ceilidh dance').
- Apart from educational and cultural activities, the other initiative that is most favoured is 'increased visibility of Gaelic in public spaces (e.g. corporate/visual identity, signs, stationery)', with 50.4 per cent of all respondents, and 56.7 per cent of students favouring this. Support is especially strong among students in certain schools, such as Edinburgh College of Art; Literatures, Languages and Cultures; Philosophy, Psychology and Language Sciences; and Moray House School of Education.

A full analysis of the questionnaire results is available on the Gaelic Language Plan website at www.ed.ac.uk/about/gaelic-language-plan/questionnaire.

The University is committed to maintaining viable data on Gaelic language competencies and opportunities for its staff and students. A revised questionnaire will be undertaken at least once during the Plan's lifetime that will address similar issues to the questionnaire completed in March 2012.

Consultation on Gaelic Language Plan

The University of Edinburgh consulted publicly on the draft of its Gaelic Language Plan over a six-week period, from 4 June 2012 to 16 July 2012. 22 responses were received from a wide range of interested parties, and the University has taken into account these representations after the consultation process.

Information on the public consultation is available on the Gaelic Language Plan website at www.ed.ac.uk/about/gaelic-language-plan/public-consultation.

CHAPTER 2

Core commitments

Guided by Bòrd na Gàidhlig, there are four core areas of service delivery that the University of Edinburgh addressed when preparing its Gaelic Language Plan:

Identity:	Corporate Identity Signage
Communications:	Reception and Telephone Mail and E-mail Forms Public Events and Meetings Complaints Procedure
Publications:	Public Relations and Media Printed Material Websites and Social Media Exhibitions
Staffing:	Training Language Learning Recruitment Advertising.

Each function contains the following information:

- Current practice
- Actions
- Lead
- Timescale.

SECTION 1 – Identity

Bòrd na Gàidhlig rationale:

The presence of Gaelic in the corporate identity and signs of an organisation 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.

The University of Edinburgh recognises the importance of extending the visibility of Gaelic and increasing its status.

Corporate identity

Current practice A Gaelic version of the University of Edinburgh's visual identity is currently not available.

Actions The University will review the use of Gaelic and the issue of bilingualism in its corporate identity at the next major re-branding opportunity.

Lead Communications and Marketing

Indicative timescale To be determined.

No re-branding currently planned.

Actions Design a separate logo to be used by departments within the University engaged with Gaelic e.g. the School of Literatures, Languages and Cultures and the Office of Lifelong Learning. Logo to be made available for use throughout the University as appropriate (e.g. specific conferences and events) and outlined in Communications and Marketing Logo Guide.

Lead Communications and Marketing

Indicative timescale Year 1

Actions Separate logo to be used on Gaelic stationery and publications e.g. letterheads, compliment slips and business cards.

Lead Communications and Marketing; School of Literatures, Languages and Cultures; Office of Lifelong Learning

Indicative timescale Year 1

Actions Investigation into the creation of University of Edinburgh Gaelic merchandise e.g. stationery and clothes.

Lead Gaelic Officer; Communications and Marketing

Indicative timescale Year 1

Signage

Current practice Limited bilingual signage is currently in place at the University of Edinburgh, however there is no consistent approach and no policy on bilingual signage exists.

Actions Develop policy for the installation of bilingual signage at key areas of the University, including Old College Reception, the Main Library, halls of residence and the new School of Literatures, Languages and Cultures building at 50 George Square.

Lead Gaelic Officer; Communications and Marketing; Estates and Buildings

Indicative timescale Year 1

Actions Develop a policy for the installation of bilingual signage on other buildings on a replacement/renewal basis. The policy will be based on the principle that where bilingual signs are introduced they will demonstrate equal respect for Gaelic and English.

Lead Gaelic Officer; Communications and Marketing; Estates and Buildings

Indicative timescale Year 1

SECTION 2 – Communications

Bòrd na Gàidhlig rationale:

The use of Gaelic at the initial point of contact that members of the public have with an organisation 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 organisation.

The use of Gaelic in interactions with the organisation 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.

The University of Edinburgh 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.

Reception and telephone

Current practice The University does not, at present, have the facility to interact with visitors through the medium of Gaelic.

Actions Provide language training to main University reception desks so they are able to give and respond to greetings in Gaelic and direct inquiries in Gaelic to the required department or person.

Lead Gaelic Officer; Human Resources

Indicative timescale Year 2

Mail and email

Current practice The University does not have a policy regarding mail and email correspondence in Gaelic.

Actions Staff to be encouraged to have bilingual versions of their email signature and out-of-office messages, primarily within Celtic & Scottish Studies in the first instance. Staff take-up on this will be monitored through the duration of this Plan.

Lead Gaelic Officer

Indicative timescale Year 1

Actions Investigate the possibility of the automatically generated charitable strapline being made available bilingually. The outcome of this investigation will be documented and actioned as appropriate.

Lead Gaelic Officer

Indicative timescale Year 2

Actions When the University receives written correspondence in Gaelic, the reply will be in Gaelic if a response is required. This approach will be promoted through the publication of this Plan.

Lead Student and Academic Services Group Business Unit

Indicative timescale Ongoing

Forms

Current practice The University does not have any forms available in the medium of Gaelic.

Actions Undertake an audit of the most widely used forms used across the University (including electronic forms).

Lead Gaelic Officer

Indicative timescale Year 2

Actions Design and produce a number of key forms in bilingual format based on the outcome of the audit, stating clearly which forms will be accepted in Gaelic. The forms will demonstrate equal respect for Gaelic and English.

Lead Gaelic Officer

Indicative timescale Year 3

Public events and meetings

Current practice The large majority of public events and meetings hosted by the University are held in English.

Actions All public meetings will continue to be held in English, except for selected meetings, seminars and events relating to Gaelic.

Lead Communications and Marketing; Celtic & Scottish Studies; Gaelic Officer

Indicative timescale Ongoing

Actions Expansion of the number of Gaelic medium meetings, seminars and events, with an increase in promotion and marketing to ensure those outside the University community are aware of the opportunities to attend such events.

Lead Celtic & Scottish Studies; Office of Lifelong Learning

Indicative timescale Ongoing

Complaints procedure

Current practice The complaints procedure is not available in Gaelic.

Actions The University complaints procedure will remain in English, although if the University receives a complaint in Gaelic, the response will also be given in Gaelic. Timescales for any such response will remain standard to those published in the complaints procedure.

Lead Student and Academic Services Business Group Unit

Indicative timescale Ongoing

SECTION 3 – Publications

Bòrd na Gàidhlig 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 and enhance existing terminology. The use of Gaelic in the media helps demonstrate an organisation'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 organisations through their websites, making provision for the use of Gaelic can significantly enhance the status and visibility of the language.

The University of Edinburgh is committed to increasing the use of Gaelic in those areas where the subject matter is of most interest to the general public or relates specifically to Gaelic issues.

Public relations and media

Current practice No PR and media releases are issued in Gaelic.

Actions Gaelic-related PR and media releases to be issued bilingually.

Lead Communications and Marketing

Indicative timescale Ongoing

Actions A minimum of two of the University's high-profile PR and media releases to be issued bilingually in 2013, with a view to increasing this number during the life of the Plan.

Lead Communications and Marketing

Indicative timescale Ongoing

Actions Investigation and agreement of preferred professional translation services that can be used for PR and media purposes.

Lead Communications and Marketing; Procurement Office

Indicative timescale Year 2

Actions Establishment of a database of Gaelic speaking experts, that could be used for media interviews.

Lead Communications and Marketing

Indicative timescale Year 2

Actions Use of internal publications (e.g. Staff News) and website to promote the Gaelic Language Plan and publicise Gaelic initiatives and activities.

Lead Communications and Marketing; Student and Academic Services Group Business Unit

Indicative timescale Ongoing

Printed material

Current practice Summary text for our main corporate publication (the Strategic Plan) is available in Gaelic on the University website and in hard copy.

Actions Undertake an audit to assess what printed material, in addition to the University's Strategic Plan, could be created bilingually.

Lead Gaelic Officer; Communications and Marketing

Indicative timescale Year 1

Actions Production of bilingual printed material following the outcome of the audit, that will demonstrate equal respect for Gaelic and English.

Lead Communications and Marketing

Indicative timescale Ongoing

Actions Staff to be given the opportunity to have a bilingual version of their business card. This will be recommended as best practice for staff based within Celtic & Scottish Studies.

Lead Printing Services

Indicative timescale Year 1

Actions Subject Information Sheets in Celtic & Scottish Studies to be produced bilingually.

Lead Celtic & Scottish Studies

Indicative timescale Year 1

Actions Creation of 'Gaelic at the University' and 'Gaelic in Edinburgh' promotional leaflets that would be made available and promoted both electronically and in hard copy.

Lead Gaelic Officer; Celtic & Scottish Studies; Communications and Marketing; Other key Gaelic stakeholders

Indicative timescale Year 2

Websites and social media

Current practice The Gaelic Language Plan website is available in both English and Gaelic, and part of the Celtic & Scottish Studies website is also available bilingually.

Actions Create a Gaelic page for high level content on the University website that will demonstrate equal respect for Gaelic and English.

Lead Gaelic Officer; Communications and Marketing

Indicative timescale Year 2

Actions Create a bilingual site for the department of Celtic & Scottish Studies that will demonstrate equal respect for Gaelic and English.

Lead Celtic & Scottish Studies

Indicative timescale Year 2

Actions Throughout the duration of the Plan, the University will make best use of available Gaelic software, promoting and raising awareness of this to staff and students.

Lead Information Services

Indicative timescale Year 2

Actions Use social media to help promote and raise awareness of Gaelic throughout the University.

Lead Gaelic Officer

Indicative timescale Ongoing

Exhibitions

Current practice All exhibitions are currently displayed in English.

Actions Investigate the possibility of creating a temporary or permanent Gaelic exhibition at a specific site, highlighting the importance of Gaelic throughout the University's history. This would be fully bilingual. The outcome of this investigation will be documented and actioned as appropriate.

Lead Gaelic Officer; College of Humanities and Social Science; Information Services Group; School of Informatics; Visitor Centre

Indicative timescale Year 3

Actions Consideration to be given to the inclusion of Gaelic in high-profile exhibitions, demonstrating equal respect for Gaelic and English, on a new or renewal basis.

Lead Relevant University departments; Communications and Marketing; Visitor Centre

Indicative timescale Ongoing

SECTION 4 – Staffing

Bòrd na Gàidhlig 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 an organisation. Whatever the level of Gaelic skills required it is important that organisations ensure that Gaelic is a genuine occupational requirement. Organisations 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.

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

Training

Current practice Two awareness raising classes were run by Clì Gàidhlig in 2011/12. The Gaelic Officer offers monthly hour-long Gaelic Language and Culture Taster sessions, and additional Gaelic awareness training will be offered on an ad-hoc basis.

Actions The University will continue to run regular Gaelic Language and Culture Taster sessions during the academic year, and Gaelic awareness classes will be offered on an ad-hoc basis.

Lead Human Resources; Gaelic Officer

Indicative timescale Ongoing

Actions Staff member within Human Resources to be assigned responsibility of addressing staffing issues of the University's Gaelic Language Plan. Any training requirements would be addressed as part of the University's regular Training, Learning and Development courses and workshops.

Lead Human Resources

Indicative timescale Year 2

Actions Develop guidance note for all staff and students on the University's Gaelic Language Plan and the resources available to them.

Lead Gaelic Officer; Communications and Marketing; Academic Registry

Indicative timescale Year 1

Language learning

Current practice The department of Celtic and Scottish Studies offers a wide range of courses in Gaelic language, literature and culture from introductory modules up to PhD level. The University and the Edinburgh University Students' Association (EUSA) currently offer 'taster' Gaelic language classes to both staff and students within the 'Languages for All' scheme. The Office of Lifelong Learning also offers Gaelic courses for beginners and those with some prior knowledge of the language.

EUSA also has a Tandem Language Exchange. Tandem is designed to help students learn languages in a fun, relaxed, social environment without tutors, exams or lectures. EUSA's Language Café is a weekly gathering for students from all over the world, including those preparing for an upcoming exchange or contemplating this.

Actions The University and EUSA will continue to make available two 'taster' language classes for staff and students each academic year, for the duration of the Gaelic Language Plan.

Lead Gaelic Officer; Edinburgh University Students' Association; Office of Lifelong Learning

Indicative timescale Ongoing

Actions Investigate the possibility of increasing the provision of credit-bearing Gaelic language classes for non-specialists.

Lead School of Literatures, Languages and Cultures

Indicative timescale Year 1

Actions Investigate the possibility of running weekend Gaelic immersion courses for staff and students at different points in the year, that would lead to the delivery of increased Gaelic learning opportunities for staff and students.

Lead School of Literatures, Languages and Cultures

Indicative timescale Year 3

Actions Investigate the possibility of establishing a week-long or fortnight-long Gaelic summer school, with a report produced on the findings.

Lead School of Literatures, Languages and Cultures

Indicative timescale Year 3

Actions Investigate the possibility of running a Gaelic Language Café, both for staff and students of the University, that would lead to the delivery of increased Gaelic learning opportunities for staff and students.

Lead EUSA

Indicative timescale Year 2

Recruitment

Current practice Recruitment process is conducted in English, but if another language is required in the duties of a job, this can form part of the interview process.

Actions Development of the recruitment and selection process to address the requirements of the Gaelic Language Plan e.g. identify posts where the ability to speak Gaelic (specified as essential or desirable criteria accordingly) would help us to achieve the objectives of this Plan.

Lead Human Resources

Indicative timescale Year 2

Actions Ensure that interview panels for posts for which Gaelic language skills are an essential requirement will include at least one Gaelic speaker, who will test applicants' Gaelic language skills as part of the selection process.

Lead Human Resources

Indicative timescale Ongoing

Actions Appointment of a Gaelic Officer, on a three-year contract in the first instance, drawing on experiences of similar positions at the Universities of Aberdeen and Glasgow, and Sabhal Mòr Ostaig.

Lead Human Resources

Indicative timescale Year 1

Advertising

Current practice All advertising is in English.

Actions Posts for which Gaelic is an essential or desirable skill will be advertised bilingually.

Lead Human Resources

Indicative timescale Ongoing

CHAPTER 3

Policy implications for Gaelic: Implementation of the National Plan for Gaelic

Policy implications for Gaelic

The University of Edinburgh 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.

The University 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, the University 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 school
- increasing the uptake and availability of Gaelic-medium education
- increasing the number of adult Gaelic learners progressing to fluency.

The University of Edinburgh 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.

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.

The University of Edinburgh 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.

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.

The University of Edinburgh 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.

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.

The University of Edinburgh recognises the need to strengthen the relevance and consistency of Gaelic, the importance of facilitating translation services and of promoting research into the language.

The University is committed to adhering to the guidance contained in the Gaelic Orthographic Conventions and will seek advice from Ainmean-Àite na h-Alba regarding Gaelic place names.

Commitment to the objectives of the National Plan for Gaelic

The University of Edinburgh is committed to ensuring that the National Plan is implemented, and in this section we set out key commitments in the areas of Undergraduate Teaching and Support, Research and Postgraduate Study, University Life, and Community Engagement and Lifelong Learning.

SECTION 1 – Undergraduate teaching and support

Actions The University will increase the number of students enrolled on Gaelic language courses and on Celtic/Gaelic degree programmes by 10 per cent during the lifetime of the Plan.

Lead Celtic & Scottish Studies; Office of Lifelong Learning

Timescale Ongoing

Actions The University will develop a new degree in Gaelic and Education, offering a new pathway into Gaelic-medium teaching.

The programme would have three broad aims:

- To take students who have no prior knowledge of Gaelic to an advanced level of fluency in Gaelic, or, for those students who already have proficiency in the language upon entry to the programme, to provide an advanced understanding of Gaelic language and culture.
- To give students a thorough understanding of the cognitive, pedagogical and social aspects of how language is acquired, how bilingualism develops, and the impact that bilingualism has on the developing brain.
- To enable students to achieve the Standard for Initial Teacher Education.

Lead School of Literatures, Language and Cultures; School of Education

Timescale Year 2

Actions Undergraduate dissertations submitted for assessment and examination may be presented in Gaelic, subject to the terms of our policy on the use of Gaelic in assessed work, adopted in 2009.

Lead Academic Registry

Timescale Ongoing

Actions The University will endeavour to assign a Gaelic-speaking Personal Tutor within a student's School, to any student who so requests.

Lead Celtic & Scottish Studies

Timescale Ongoing

Actions The University will endeavour to organise a Gaelic-medium tutorial group in the following courses, subject to tutor availability and student demand: Celtic Civilisation 1A and 1B, Scottish Studies 1A and 1B, Medieval Scottish History and Early Modern Scottish History.

Lead Celtic & Scottish Studies; School of History, Classics and Archaeology

Timescale Ongoing

Actions In partnership with other Scottish universities that offer Gaelic, the University will actively support and participate in the annual summer school for students on Gaelic degree programmes.

Lead Gaelic Officer; School of Literatures, Languages and Cultures

Timescale Ongoing

Actions The University will investigate the opportunity to establish a Gaelic residential scheme, by which Gaelic-speaking students will be let a University flat at reduced rent on condition they speak only Gaelic in the flat and undertake specified Gaelic promotional activities for the University. This would be based on the model at the University of Glasgow and a report would be produced on the findings.

Lead Gaelic Officer; Accommodation Services

Timescale Year 3

Actions Investigation into whether the Blackie Celtic Prizes could provide reward and recognition for students who submit work in Gaelic.

Lead Celtic & Scottish Studies

Timescale Year 2

SECTION 2 – Research and postgraduate study

Actions The University will promote research on Gaelic through its support for the department of Celtic & Scottish Studies and a regular series of research dissemination events, including the annual Soillse seminar series, Friday Research Seminar series in Celtic & Scottish Studies and the Rannsachadh na Gàidhlig conference in 2014.

Lead Gaelic Officer; Celtic & Scottish Studies

Timescale Ongoing

Actions The University will support and promote its specialist archives of Gaelic material, including the School of Scottish Studies Archives and the Carmichael-Watson Collection.

Lead College of Humanities and Social Science; Information Services Group

Timescale Ongoing

Actions The University will offer two four-year fees-only MSc/PhD studentships in Gaelic language, literature and culture, one beginning in 2013 and one in 2014.

Lead School of Literatures, Language and Cultures

Timescale Year 2

Actions Postgraduate theses and dissertations submitted for assessment and examination may be presented in Gaelic, subject to the terms of our policy on the use of Gaelic in assessed work, adopted in 2009.

Lead Academic Registry

Timescale Ongoing

SECTION 3 – University life

Actions The University, in co-operation with Gaelic groups in Edinburgh, will investigate the possibility of establishing a Gaelic common room in the George Square area to encourage Gaelic use and support Gaelic activities among staff and students. The outcome of this investigation will be documented and actioned as appropriate.

Lead Gaelic Officer; School of Literatures, Language and Cultures

Timescale Year 2

Actions Creation of a Gaelic Language Policy in Celtic & Scottish Studies.

Lead Celtic & Scottish Studies

Timescale Year 2

Actions The University will offer an annual programme of Gaelic musical and cultural events for the University community and/or the public, including a Gaelic induction session in Freshers' Week and a designated 'Seachdain na Gàidhlig' (Gaelic Week).

Lead Gaelic Officer; Celtic & Scottish Studies

Timescale Year 2

Actions The University will investigate the possibility of developing a series of Gaelic podcasts. The outcome of this investigation will be documented and actioned as appropriate.

Lead Gaelic Officer; Podcasting, Streaming & Webcasting Service

Timescale Year 3

Actions The University will assess the feasibility of including a Gaelic element in its graduation ceremonies.

Lead Academic Registry; Gaelic Officer; Reid School of Music

Timescale Year 1

Actions The University will work with the Edinburgh University Students' Association to explore opportunities to include student-led Gaelic awareness events and activities into its programming as part of EUSA Global, its internationalisation project.

Lead Gaelic Officer; EUSA

Timescale Ongoing

Actions The University will work with the Edinburgh University Students' Association to explore opportunities to work with the Edinburgh University Highland Society (An Comann Ceilteach).

Lead Gaelic Officer; EUSA

Timescale Ongoing

SECTION 4 – Community engagement and Lifelong Learning

Actions The University will liaise on an ongoing basis with other organisations in Edinburgh which are implementing Gaelic language plans with a view to sharing good practice and planning joint activities and events as appropriate.

Lead Gaelic Officer

Timescale Ongoing

Actions The University will liaise on an ongoing basis with Gaelic organisations in Edinburgh to ensure effective promotion and outreach in relation to its Gaelic activities and events.

Lead Gaelic Officer

Timescale Ongoing

Actions The University will look to develop its Gaelic language offerings through the Office of Lifelong Learning, aiming to re-offer a Gaelic level 3 course (students who have reached an intermediate level of competence in the language).

Lead Office of Lifelong Learning

Timescale Year 2

CHAPTER 4

Implementation and monitoring

Timetable

This Gaelic Language Plan will formally remain in force for a period of five years from January 2013 or until a new plan has been put in place. By no later than the end of this period we will review the plan, make any changes necessary, and consult with Bòrd na Gàidhlig.

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

The University of Edinburgh's Gaelic Language Plan will be published bilingually on the University of Edinburgh website. This will initially be linked from the University's main homepage (www.ed.ac.uk), after which time it will be available on the University's dedicated Gaelic Language Plan website (www.ed.ac.uk/gaelic). In addition, we shall:

- issue a bilingual 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 the University of Edinburgh's internal communication systems;
- 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 the University of Edinburgh and was endorsed by our Central Management Group on 20 June 2012 and Court on 2 July 2012.

Overall responsibility

The Principal and Vice-Chancellor will be ultimately responsible for ensuring that the University of Edinburgh delivers on the commitments set out in this Plan.

Individual staff members

University of Edinburgh staff will be informed of their involvement in Gaelic Language Plan actions and activities through the work of the Gaelic Language Plan Working Group, to ensure that the timescales are adhered to.

Services delivered by third parties

The University of Edinburgh will ensure that those who deliver services or goods on our behalf adhere to the Gaelic Language Plan through guidelines on requirements provided either on their appointment to the University or through the University of Edinburgh's website. These principles will also be reflected in contract agreements with third-party service providers.

Resourcing the Plan

The University of Edinburgh will fund the activities outlined in this Plan. Some on-going projects have support from Bòrd na Gàidhlig.

Monitoring the implementation of the Plan

The University of Edinburgh's Gaelic Language Plan Working Group is responsible for monitoring the implementation of the Plan, and for reporting to the University's Central Management Group on an annual basis on progress against targets. The annual reports will be shared with Bòrd na Gàidhlig.

Contact details

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

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

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