



University  
of Glasgow

**DRAFT**

# GAELIC LANGUAGE PLAN

2023 – 2026

**WORLD  
CHANGING  
GLASGOW**





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# INTRODUCTION

**Within this draft Gaelic Plan, you will find a list of ambitions, priorities, commitments and Key Performance Indicator (KPI) targets to develop Gaelic over the next 3 academic sessions.**

Our strategy as we developed the structure of the third Gaelic Language Plan for the University of Glasgow was to present information as precisely and directly as possible for the benefit of the University's staff, students, and other audiences engaged with the plan. As such, this is by design a short plan with each measure scrutinised to ensure that it is either positioning Gaelic to be in a better place for further development down the line, or that we are actively pushing the boundaries further to ensure that we strengthen the position of Gaelic at the University now.

We have also provided information regarding how we plan to further the aims of the plan through the establishments of new networks, work constructively with An Comunn Oiseanach on our provisions for students, and monitor the plan's success through developing a Gaelic Action and Monitoring Plan that reports through the Gaelic Development Manager to a re-established Comataidh na Gàidhlig (Gaelic Committee). These mechanisms amongst others, we hope provide a good picture of the strategic intent behind our Draft Gaelic Language Plan 2023-2026 and we hope you find it an enjoyable and enlightening read.



# OUR AMBITIONS FOR GAELIC

**Gaelic has been a part of the story of the University of Glasgow dating back to its founding in 1451. Since then, a continuous succession of Gaelic speakers have left an indelible academic, cultural and social imprint upon the University’s identity, and raised its profile as an inclusive centre for academic excellence which welcomes and supports Gaelic language and culture. This legacy is carried forward today by a vibrant, inclusive and conscientious community of Gaelic students and staff who continue to contribute significantly to the ethos and values of the University.**

We hope that the measures contained within this draft Gaelic Language Plan 2023 – 2026, will help to tap into the Gaelic story at the University of Glasgow and use this practically as a powerful, progressive, and creative force which undergirds a case for continued and strengthened support for years and generations to come.

In the spirit of continuing the Gaelic story at University of Glasgow, we submit to do more, to work with more people, communities, organisations and partners and to use Gaelic as a vehicle to serve societal goals, such as inequality and loneliness.

We will better our understanding of Gaelic through carrying out relevant historical and contemporary research to explore further interdisciplinary opportunities for research of relevance to Gaelic. Aligned with this intent, is a recognition of Gaelic as both a language and a cultural bridge, shared and enjoyed by many different people, from different backgrounds and socio-economic circumstances. We hope, therefore that through this plan we can reach all audiences with a connection to Gaelic, with content of veritable worth that will strengthen the overall status of Gaelic within, and out with the University.



# OUR PRIORITIES FOR GAELIC

We have developed 5 strategic priorities for our Draft Gaelic Language Plan 2023 – 2026:

**1.**

We will align our commitments to support the primary aims of the National Gaelic Plan and measure their impact

**2.**

We will increase our support and services for students, staff and the Gaelic community

**3.**

We will promote how we value and understand Gaelic to be an important part of the University of Glasgow

**4.**

We will focus on delivering inspiring and inclusive experiences through creative and immersive Gaelic environments

**5.**

We will encourage shared responsibilities for Gaelic by developing partnerships and monitoring mechanisms

# OUR PRIORITIES FOR GAELIC

## 1. We will align our commitments to support the primary aims of the National Gaelic Plan and measure their impact

Providing more opportunities to use and learn Gaelic is fundamental to the maintenance and success of the language. As such we have designed commitments that deliver in support of the primary aims of the National Gaelic Plan.

### Using Gaelic

We have set forth proposals to encourage greater use of Gaelic across the University. This will be achieved by establishing tailored support and resources for staff in consultation with the newly established staff network 'Gaisgich na Gàidhlig'. Developing comms planning and messaging to increase the use of Gaelic across the University's social channels, as well as using analytics to help us understand how Gaelic content is used and consumed. We will grow our language schemes and will seek to prioritise environments that facilitate immersive Gaelic experiences.

### Learning Gaelic

Between the activities of the Celtic & Gaelic Subject Area, UofG Gàidhlig, Open Services and An Comunn Oiseanach, there are a variety of informal and formal opportunities on offer for staff and students to learn Gaelic, and to study Gaelic history and culture. Commitments within the plan will aim to strengthen this offer by co-ordinating and promoting these opportunities through the development of a marketing strategy. We will also develop resources and support for learners to take their language learning journey to the next level.

### Measuring Impact

Our KPI targets will be aligned with ensuring that we are measuring the fundamental success criteria of creating new Gaelic learners and facilitating the increased variety of ways in which Gaelic can be used.

## 2. We will increase our support and services for students, staff and the Gaelic community

The University of Glasgow has been at the vanguard of providing a first-rate service to Gaelic speakers and learners within our community of students and staff, as well as working alongside partners to provide valuable events that support the local Gaelic community. Through new proposals in this draft plan, we propose to go further to explore what additional support and services we can provide through resources, projects, events, and tours that add value to their experience of engaging with the language.

We are keen to investigate and explore how the Gaelic Plan can facilitate the development of Health and Well-being goals and societal goals such as through our proposals to create a new Community Gaelic Bus Service to accommodate an older generation of Gaelic speaking residents.

# OUR PRIORITIES FOR GAELIC

## 3. We will promote how we value and understand Gaelic to be an important part of the University of Glasgow

Gaelic has echoed through the hallways of the University of Glasgow for hundreds of years. As such, we intend to recognise the importance of the story of Gaelic at the University by promoting how we value and understand Gaelic as a crucial part of University life and identity.

Through exciting new proposals to explore a position of musician and composer in residence with a brief to reinterpreting and repurposing research such as [Sgeul na Gàidhlig](#), as well as materials found within the British Academy recognised [DASG](#) project, and partner archives within new creative projects.

## 4. We will focus on delivering inspiring and inclusive experiences through creative and immersive Gaelic environments

We have developed a range of proposals within this draft Gaelic Language Plan that seeks to inspire people to engage with Gaelic in new, thoughtful, and meaningful ways. Through working in partnership with Theatre Studies to commission Gaelic awareness sessions that examine relevant issues past and present that relate to Gaelic development through performance and interactive discussion with a view to obtaining recommendations for organisational change going forward.

Connected with this ambition is another to increase the linguistic landscape of Gaelic throughout the estate as well as identifying and protecting supportive environments that facilitate an immersive experience for students and staff in terms of using and learning Gaelic.

## 5. We will encourage shared responsibilities for Gaelic by developing partnerships and monitoring mechanisms

We have developed proposals and targets within the draft Gaelic Language Plan that aim to encourage greater participation with plan implementation and delivery, thereby increasing its influence and impact through the core of the university. To support this, we propose to use Gaisgich na Gàidhlig, An Comunn Oiseanach and the SRC to increase the representation of Gaelic with provisions for Scots also.

A Gaelic Action Plan will be created in collaboration with teams across the University focussed on providing a reporting mechanism to the Gaelic Language Manager who will manage delivery of these objectives. We will also work with external partners such as Glasgow City Council, Historic Environment Scotland and other Universities in order to research and develop new projects.

# OUR COMMITMENTS FOR GAELIC

## PUBLIC FACING

**1.**

We will develop policy and guidance relating to how Gaelic ought to be represented at UofG

**2.**

We will develop a bold and creative visual narrative through the creation and curation of imagery and video content

**3.**

We will better promote Gaelic by producing a communications strategy and plan

**4.**

We will better market Gaelic opportunities at UofG through developing a marketing strategy and plan

**5.**

We will aim to increase the visibility of Gaelic across the University

**6.**

We will develop our public Gaelic offer through interpretation, events and community tours







# PUBLIC FACING

Gaelic representation		Actions delivered		
Delivered by	Commitment 1	2023/24	2024/25	2025/26
		Achieved by:	Achieved by:	Evaluated by:
<p><b>Lead:</b> Gaelic Development Manager</p> <p><b>Support:</b> External Relations  Brand and Marketing  UofG Gàidhlig</p>	<p><b>We will develop policy and guidance relating to how Gaelic ought to be represented at UofG</b></p>	<p><b>Developing guideline policy and information relating to:</b> Campaign Guidelines</p> <p>Use of branding assets, including logo and imagery</p> <p>Narrative representation, and visual style</p> <p>Links to current research, information, resources, networks and organisations representative of Gaelic communities</p>	<p>Promoting use of Staff Gaelic tool-kit through internal networks and groups, linking to the resource from the brand guidelines and other plans as well as making the resource available on UofG Gàidhlig web-pages</p>	<p>Monitoring access to staff Gaelic tool-kit, via website analytics and through the Gaelic Action and Monitoring Plan</p>

Visual identity		Actions delivered		
Delivered by	Commitment 2	2023/24	2024/25	2025/26
		Achieved by:	Achieved by:	Evaluated by:
<p><b>Lead:</b> Gaelic Development Manager</p> <p><b>Support:</b> CoA marketing  An Comunn Oiseanach  Taigh na Gàidhlig  Photographic Unit  Image Archive</p>	<p><b>We will develop a bold and creative visual narrative through the creation and curation of imagery and video content</b></p>	<p>Documenting Gaelic learning, projects, and cultural activities through the year with imagery and film</p>	<p>Curating the content as part of a marketable set that sits within the image archive and recommending its use through the staff Gaelic tool-kit</p>	<p>Building upon the Gaelic image and video collection with content being used to support communication and branding campaigns as well as forming the visual development for the next iteration of UofG's Gaelic Plan</p>



# PUBLIC FACING

Communications		Actions delivered		
Delivered by	Commitment 3	2023/24	2024/25	2025/26
		Achieved by:	Achieved by:	Evaluated by:
<p><b>Lead:</b> Gaelic Development Manager</p>	<p><b>We will better promote Gaelic by producing a communications strategy and plan</b></p>	<p>Reviewing examples of strong performing Gaelic content to understand what works best with which audiences</p> <p>Developing audience and user profiles and creating user journeys to gain insight into how people access information relevant to them</p>	<p>Producing and agreeing a set of practical recommendations in collaboration with members of teams involved in internal and external UofG communication channels</p>	<p>Scrutinising the effectiveness of the Gaelic Communications Plan through analytic insights reporting on the success of content and campaigns within the Gaelic Action and Monitoring Plan and adjusting insights on an on-going basis</p>
<p><b>Support:</b> UofG Gàidhlig, External Relations, Communications, Gaelic content creators</p>		<p>Forging collaborative partnerships through internal networks, and externally by connecting with the growing community of Gaelic content creators on shared ambitions</p> <p>Creating a calendar that identifies campaigns and dates to promote Gaelic and tying in with events such as Seachdain na Gàidhlig and hooks such as the <a href="#">UNESCO Indigenous Languages Decade</a></p>	<p>Applying additional resource to UofG Gàidhlig through short term paid student appointments and through work placement collaborations with A' Bhliadhna Bhogaidh to achieve this work</p>	



# PUBLIC FACING

Marketing		Actions delivered		
Delivered by	Commitment 4	2023/24	2024/25	2025/26
		Achieved by:	Achieved by:	Evaluated by:
<p><b>Lead:</b> Gaelic Development Manager</p>	<p><b>We will better market Gaelic opportunities at UofG through developing a marketing strategy and plan</b></p>	<p>Conducting research and developing an approach to marketing Gaelic opportunities in the following areas:</p> <p>Ensuring national reach with the ability for bespoke campaigns in localities</p> <p>Utilising networks, teachers and parent groups</p> <p>Developing a recruitment campaign with media rich content</p> <p>Tying in with existing recruitment events</p> <p>Targeting events and festivals based on their relevance and footfall of young and captive Gaelic speaking and interested audiences</p>	<p>Deliver a marketing plan and target relevant events for exposure and presentations</p>	<p>Targets set on growth of student numbers on Gaelic courses provided by UofG</p>
<p><b>Support:</b> College of Arts Brand</p>				



## PUBLIC FACING

Linguistic landscape		Actions delivered		
Delivered by	Commitment 5	2023/24	2024/25	2025/26
		Achieved by:	Continued by:	
<b>Lead:</b> Estates	<b>We will aim to increase the visibility of Gaelic across the University</b>	Strengthening our commitment to Gaelic within design guidance.  Areas of interest for development include Gaelic signage with a topical or historical link to Gaelic, areas with high visibility and footfall and locations that tie in with a Gaelic tour.	Creating a development plan for Gaelic signage based upon recommendations for physical and digital spaces from the previous year's work and carrying out these recommendations out over the course of the plan cycle and beyond	
<b>Support:</b> Gaelic Development Manager		We will also explore digital signage spaces with the potential for Gaelic/Scots content displayed on electronic screens	We will also explore the potential of a UofG historical plaque scheme for minority languages which will seek to recognise sites of importance in the story of Gaelic and Scots at the UofG	

Exhibitions and tours		Actions delivered		
Delivered by	Commitment 6	2023/24	2024/25	2025/26
		Achieved by:	Continued by:	
<b>Lead:</b> Estates	<b>We will develop our public Gaelic offer through interpretation, events and community tours</b>	Supporting the Hunterian Museum to include more Gaelic within their communications, interpretation, educational resources and at events with a commitment to collaborate on the Gaelic Plan Launch and Outlander Conference in the first year and collaborating on further events through the plan cycle	Developing Gaelic and Scots tours within the University.	
<b>Support:</b> Hunterian Museum  SRC  Information Systems  External Relations			Taking Sgeul na Gàidhlig research as inspiration we will develop a tour-guide script in Gaelic in tandem with our exploration of a minority language historical plaque scheme. Volunteers will be sought and trained to deliver tours at set times open to the public with a Scots version considered as part of the process also	

# LEARNING AND SERVICES

**7.**

We will commission training opportunities to engage staff with Gaelic and minority language issues in creative and thoughtful ways which encourages discussion on how better to support Gaelic into the future

**8.**

We will develop a Gaelic staff tool-kit

**9.**

We will work with partners to research Gaelic Intangible Cultural Heritage (ICH)

**10.**

We will support the case for continued provision of the 'A' Bhladhna Bhogaidh' Gaelic immersion course







# LEARNING AND SERVICES

Training and resources		Actions delivered		
Delivered by	Commitment 7	2023/24	2024/25	2025/26
		Achieved over two years by:		Continued by:
<p><b>Lead:</b> Gaelic Development Manager and Theatre Studies</p> <p><b>Collaboration:</b> Tender process to find winning bid</p>	<p><b>We will commission training opportunities to engage staff with Gaelic and minority language issues in creative and thoughtful ways to encourage discussion on how better to support Gaelic into the future</b></p>	<p>Commissioning an agency within the Creative Arts to develop and deliver Minority Language Awareness Sessions for staff that explores historical and current issues facing Gaelic, Scots and British Sign Language (BSL) communities in Scotland in thought provoking, interactive and engaging ways as well as increasing awareness of the long-held associations between UofG and Gaelic language and culture. The training will seek to facilitate a better understanding of the role of UofG in minority language development and will encourage and capture thoughts and ideas on how staff and the UofG as a whole might improve to better support minority language development going forward</p>		<p>Feedback from the sessions will be captured and reviewed for ideas to develop the next Gaelic Language Plan and minority language planning in general</p>

Training and resources		Actions delivered		
Delivered by	Commitment 8	2023/24	2024/25	2025/26
		Achieved by:	Achieved by:	Evaluated by:
<p><b>Lead:</b> Gaelic Development Manager</p> <p><b>Support:</b> External Relations Brand Strategy Group</p>	<p><b>We will develop a Gaelic staff tool-kit</b></p>	<p>Developing guidance materials on the Learning and Use of Gaelic</p>	<p>Distributing through networks and teams</p>	<p>Monitoring access and use of the Gaelic Staff Tool-kit</p>



# LEARNING AND SERVICES

Intangible cultural heritage		Actions delivered		
Delivered by	Commitment 9	2023/24	2024/25	2025/26
		Achieved by:	Continued by:	
<b>Lead:</b> Historic Environment Scotland  <b>Support:</b> UofG  Tobar an Dualchais	<b>We will work with partners to research Gaelic Intangible Cultural Heritage (ICH)</b>	Collaborating with partners to seek funding from the collaborative doctoral research scheme to support ICH research	Provided a successful funding bid, we will agree to co-supervise the appointed researcher and to provide advice on the creation resources as an outcome of the project, such as a map	

A' bhliadhna bhogaidh		Actions delivered		
Delivered by	Commitment 10	2023/24	2024/25	2025/26
		Achieved by:		
<b>Lead:</b> Celtic & Gaelic  <b>Support:</b> Gaelic Development Manager	<b>We will support the case for continued provision of the 'A' Bhliadhna Bhogaidh' Gaelic immersion course</b>	Supporting the Celtic & Gaelic Subject Area in their advancement of a business case with the aim of securing University support which would enable continuation of the 3 year SFC funded pilot project to a regularly funded programme once external funding ends in 2023		

# RESEARCH AND DATA COLLECTION

**11.**

We will endeavour to conduct new research on Gaelic with a focus on impact

**12.**

We will explore new ways of communicating and engaging the public with our research on Gaelic

**13.**

We will dig into historical research and archives to extract materials that build into narratives that can be employed in creative ventures, performances, and special events

**14.**

We will seek to implement a system of data collection that provides a yearly report on the total number of students and staff with Gaelic abilities at University of Glasgow and pursue further opportunities with partners to expand upon this nationwide

**15.**

We will employ analytics to assess impact of, and engagement with, Gaelic content across our communication channels





# RESEARCH AND DATA COLLECTION

New research		Actions delivered		
Delivered by	Commitment 11	2023/24	2024/25	2025/26
		Achieved by:	Continued by:	
<b>Lead:</b> Gaelic Development Manager	<b>We will endeavour to conduct new research on Gaelic with a focus on impact</b>	Consulting with partner universities, Gaelic organisations and communities to establish a list of potential research projects and rank ordering those projects in terms of their impact	Taking forward the most viable research project(s) and seeking external funding and partnerships to support	
<b>Support:</b> Aon Ghlaschu network				

Current research		Actions delivered		
Delivered by	Commitment 12	2023/24	2024/25	2025/26
		Achieved by:		
<b>Lead:</b> Gaelic Development Manager	<b>We will explore new ways of communicating and engaging the public with our research on Gaelic</b>	Developing a communications series through the life cycle of the Plan to explore the work of UofG staff involved in researching Gaelic  Mediums for consideration include live-streaming, podcasting and video creation as well as the Celtic & Gaelic Subject Area's Blog to engage new audiences with our work, facilitate Q+A opportunities with our researchers and build public understanding of the work that we do  We will also look for opportunities to collaborate with other teams in their public communications such as with College of Arts on their podcast series		
<b>Collaboration:</b> College of Arts				



# RESEARCH AND DATA COLLECTION

Repurposing Gaelic research		Actions delivered		
Delivered by	Commitment 13	2023/24	2024/25	2025/26
		Achieved by:	Achieved by:	Continued by:
<b>Lead:</b> Gaelic Development Manager  <b>Support:</b> DASG  Sgeul na Gàidhlig  <b>Partnerships:</b> Tobar an Dualchais  Historic Environment Scotland  Double Take Projections	<b>We will dig into historical research and archive materials to extract materials that build into narratives that can be employed in creative ventures, performances, and special events</b>	Planning a spectacular night-time tour through the University Campus	Launching the nighttime event in support of seachdain na Gàidhlig 2024	Using film and imagery captured as part of the event within our Gaelic image and film collection to market Gaelic at UofG and set the tone for designing the next Gaelic Plan

Data systems		Actions delivered		
Delivered by	Commitment 14	2023/24	2024/25	2025/26
		Achieved by:	Achieved by:	Achieved by:
<b>Lead:</b> Gaelic Development Manager  <b>Support:</b> Hr  Legal Team	<b>We will seek to implement a system of data collection that provides a yearly report on the number of students and staff with Gaelic abilities at University of Glasgow and pursue further opportunities with partners to expand upon this nationwide</b>	Research to establish which data sources are best positioned to provide information and what level of detailed information is feasible to deliver within GDPR regulations	Having agreements to share data in place with provider(s)	The first report to be produced and shared for the start of the academic year





# RESEARCH AND DATA COLLECTION

Analytics		Actions delivered		
Delivered by	Commitment 15	2023/24	2024/25	2025/26
		Achieved by:	Continued by:	
<b>Lead:</b> UofG Gàidhlig	<b>We will employ analytics to assess impact of, and engagement with, Gaelic content across our communication channels</b>	Providing opportunities for students to work with UofG Gàidhlig to review analytics that will feed into the development of the Gaelic Comms Strategy and Planning work	Basing our approach to Communications planning by understanding the unique needs of our audiences and how we can better serve those and by measuring the success of content based upon its consumption rather than the amount of content that is shared by us	
<b>Support:</b> Students through appointments External Relations				

# LANGUAGE SCHEMES, PROJECTS AND EVENTS

## 16.

We will facilitate and encourage the use and learning of Gaelic through language schemes

## 17.

We will put together a case for a Gaelic musician and composer in residence situated within College of Arts with a remit to create new music inspired from archive materials and sound recordings

## 18.

We will seek to establish meaningful and impactful projects that promote Gaelic as well as serving other aims to reduce poverty, inequality and loneliness

## 19.

We will encourage staff to take part in language initiatives and to develop their own

## 20.

We will support An Comunn Oiseanach to run and promote Gaelic language schemes of their own

## 21.

We will investigate the potential for a student minority language conference with talks and discussion on current issues around youth and language revival





# LANGUAGE SCHEMES, PROJECTS AND EVENTS

Language schemes		Actions delivered		
Delivered by	Commitment 16	2023/24	2024/25	2025/26
		<b>Achieved by:</b>		
<b>Lead:</b> Gaelic Development Manager	<b>We will facilitate and encourage the use and learning of Gaelic through language schemes</b>	We will grow the recently re-established Taigh na Gàidhlig scheme with an approach that focusses on offering exciting and creative sessions that enable participants to develop new valuable skills through the medium of Gaelic. We will also look to form new partnerships with industry, community groups and social events in Scotland and abroad seeking cultural exchanges to enrich the participants' experience of the scheme		
<b>Support:</b> Fèile na Gealaì				

Artist in residence		Actions delivered		
Delivered by	Commitment 17	2023/24	2024/25	2025/26
		<b>Achieved by:</b>	<b>Achieved by:</b>	<b>Continued by:</b>
<b>Lead:</b> College of Arts	<b>We will put together a case for a Gaelic musician and composer in residence situated within College of Arts with a remit to create new music inspired from archive materials and sound recordings</b>	Building a case for the position within College of Arts and applying to external funding sources	Securing a position of Gaelic musician and composer in residence for a term to be determined to begin work on creating performance pieces and pitching this to relevant festivals such as Celtic Connections	Exploring the potential to tour this performance nationally and internationally
<b>Support:</b> Gaelic Development Manager Music				

Gaelic community bus		Actions delivered		
Delivered by	Commitment 18	2023/24	2024/25	2025/26
		<b>Achieved by:</b>		
<b>Lead:</b> UofG Gàidhlig and Glasgow City Council	<b>We will seek to establish meaningful and impactful projects that promote Gaelic as well as serving other aims to reduce poverty, inequality and loneliness</b>	Collaborating with Glasgow City Council we will investigate demand for a Gaelic Community Bus service, and provided there is sufficient demand, work to deliver this over the course of the plan  The project will be available to all but with particular focus servicing Gaelic residents of pensionable age who wish to attend a list of Gaelic events promoted by our partners in Glasgow. A bus has been agreed to be appropriated from the UofG fleet to pilot this for a period of a year and if successful we will look into the possibility of acquiring an electric vehicle going forward  The bus will also double as an opportunity for students to meet older 1st language Gaelic speakers to develop their oral skills as a model inspired by Maoiri language nests		
<b>Support:</b> An Lòchran Ceòl is Craic				

# LANGUAGE SCHEMES, PROJECTS AND EVENTS

Initiatives		Actions delivered		
Delivered by	Commitment 19	2023/24	2024/25	2025/26
<b>Lead:</b> Gaisgich na Gàidhlig	<b>We will encourage staff to take part in language initiatives and to develop their own</b>	<b>Achieved by:</b>		
<b>Support:</b> Gaelic Development Manager		Using the Gaisgich na Gàidhlig staff network to encourage staff to take part in Bòrd na Gàidhlig's Cleachd i initiative and to encourage thinking around setting up new initiatives through the plan cycle		

Initiatives		Actions delivered		
Delivered by	Commitment 20	2023/24	2024/25	2025/26
<b>Lead:</b> Gaisgich na Gàidhlig	<b>We will support An Comunn Oiseanach to run and promote Gaelic language schemes of their own</b>	<b>Achieved by:</b>		<b>Continued by:</b>
<b>Support:</b> Gaelic Development Manager / UofG Gàidhlig		Consulting and working alongside An Comunn Oiseanach to arrive upon a division of responsibilities in terms of producing and running language schemes for students, agreeing to what support UofG Gàidhlig should offer		UofG Gàidhlig will help and support An Comunn Oiseanach with succession planning, to make sure that the level and quality of language initiatives is kept high through a yearly turnover of student representatives

Conference		Actions delivered		
Delivered by	Commitment 21	2023/24	2024/25	2025/26
<b>Lead:</b> UofG Gàidhlig / An Comunn Oiseanach	<b>We will investigate the potential for a student minority language conference with talks and discussion on current issues around youth and language revival</b>	<b>Achieved by:</b>		<b>Continued by:</b>
		Working with An Comunn Oiseanach to explore the idea, sources of funding and setting aims for an event	Developing partnerships with universities and organisations	Aiming to have a first event held this year



# CORPORATE RESPONSIBILITY AND MAINSTREAMING

**22.**

We will share the responsibility for Gaelic development through established and newly created networks of students, staff and teams throughout the university

**23.**

We will mainstream responsibility for the implementation of the Gaelic Plan through policy and reporting mechanisms

**24.**

We will encourage greater financial responsibility for Gaelic throughout the university

**25.**

We will protect and promote environments that foster an immersive Gaelic experience

**26.**

We will develop UofG Gàidhlig over the course of the plan so it is better positioned to serve students, staff and the Gaelic community







# CORPORATE RESPONSIBILITY AND MAINSTREAMING

Networks		Actions delivered		
Delivered by	Commitment 22	2023/24	2024/25	2025/26
		Achieved by:	Achieved by:	
<b>Lead:</b> Gaelic Development Manager	<b>We will share the responsibility for Gaelic development through established and newly created networks of students, staff and teams throughout the university</b>	Establishing Gaisgich na Gàidhlig (Gaelic Heroes) who will be instrumental in raising the profile of Gaelic development across the university, and representation of Gaelic staff. They will act as a sounding board to UofG Gàidhlig on the development of resources and training packages and facilitate thinking on interdisciplinary research focussed on Gaelic by following the example of the <a href="#">Coffee Connect</a> model	We will work with the SRC to increase the representation of minority languages with the creation of a minority language post for Gaelic and Scots. The representative will be tasked with representing consulting with Gaelic and Scots students to raise issues and their profile through the functions of the SRC	
<b>Support:</b> Gaisgich na Gàidhlig SRC				

Reporting		Actions delivered		
Delivered by	Commitment 23	2023/24	2024/25	2025/26
		Achieved by:	Continued by:	
<b>Lead:</b> Gaelic Development Manager	<b>We will mainstream responsibility for the implementation of the Gaelic Plan through policy and reporting mechanisms</b>	We will create and implement a Gaelic Action and Monitoring Plan that sits underneath the published Gaelic Language Plan  The Plan will sit with UofG Gàidhlig but will be university wide with assigned leads per action and a target for completion	The Gaelic Action Plan by years 2 and 3 will be well established with progress being reported to UofG Gàidhlig with summary of achievements reported to Comataidh na Gàidhlig	
<b>Support:</b> Teams across the University				



# CORPORATE RESPONSIBILITY AND MAINSTREAMING

Resourcing		Actions delivered		
Delivered by	Commitment 24	2023/24	2024/25	2025/26
		Achieved by:		
All teams involved in Gaelic work	<b>We will encourage greater financial responsibility for Gaelic throughout the university</b>	We will encourage teams associated with frequent Gaelic plan delivery to plan for Gaelic spend as part of their annual budgeting profile and feed this through the Gaelic Action and Monitoring Plan		

Gaelic environments		Actions delivered		
Delivered by	Commitment 25	2023/24	2024/25	2025/26
		Achieved by:		
	<b>We will protect and promote environments that foster an immersive Gaelic experience</b>	Seeking an agreement with Estates to designate No 3 University Gardens as a Mini-Gàidhealtachd (Gaelic-speaking environment) that would prioritise rooms during the day for use by courses connected to Gaelic only. This would be deemed as an essential extension of the aims of A' Bhladhna Bhogaidh		

Uofg Gàidhlig development		Actions delivered		
Delivered by	Commitment 26	2023/24	2024/25	2025/26
		Achieved by:	Continued by:	
<b>Lead:</b> UofG Gàidhlig	<b>We will develop UofG Gàidhlig over the course of the plan so it is better positioned to serve students, staff and the Gaelic community</b>	Conducting a rebranding exercise with the development of a new mission and vision statement, redeveloped logo and webpages	Investigating the potential for developing a UofG Gàidhlig App 'The Appair App' as a way of promoting bookable learning opportunities, the Gaelic Bus project and with links to resources	



# CORPORATE RESPONSIBILITY AND MAINSTREAMING

Key performance indicators	Impact
Use of Gaelic	<b>Targets delivered</b>
<b>Communications</b>	Set baseline analytic targets in Yr 1 relating to impressions, reach, shares and shared campaigns aiming for average 5% growth year on year
<b>Language schemes, projects and Initiatives</b>	Growth of participation in Taigh na Gàidhlig 50% year on year
	Collaborate with Glasgow City Council to develop a database of participants as part of the Gaelic Bus scheme
	We will aim to have 30 staff participating in the Cleachd I Gaelic identifier scheme by the end of the plan cycle
<b>Gaelic Environment</b>	Increase the space for Gaelic friendly environments by designating No.3 University Gardens as a Mini-Gàidhealtachd
<b>Creative</b>	We will seek to engage 500 people present at physical events and 5000 people digitally with creative outputs from our musician in residence position
<b>Gaelic Tours</b>	We will aim to engage 200 participants with our Gaelic tours by the end of the Plan cycle
<b>Representation</b>	We will aim to increase satisfaction with Gaelic student representation from 44% to 60% by the end of the plan cycle (data collected from <a href="#">National Student Survey</a> )
<b>Learning Gaelic</b>	<b>Targets delivered</b>
<b>Resources</b>	We will aim for 100 downloads per year of our Staff Gaelic Tool-kit
<b>Courses</b>	We will aim to increase the total sum of participants on Gaelic learning courses by 10% by end of plan cycle as a consequence of our marketing plan
<b>Staff Training</b>	We will aim to engage 300 staff with our creative training programme of Gaelic/Scots/BSL by end of Plan cycle

# IMPLEMENTATION, MONITORING AND TRANSPARENCY

## GAELIC ACTION AND MONITORING PLAN

The Gaelic Development Manager will produce a Gaelic Action and Monitoring Plan that will sit underneath the main published plan. The Action and Monitoring Plan will categorise tasks under the published plan commitments and targets under the KPI tables of the Gaelic Plan and assign staff as lead implementers throughout the university. A yearly report will be created from the information collected through the Gaelic Action and Monitoring Plan and sent to Comataidh na Gàidhlig for consideration.

## COMATAIDH NA GÀIDHLIG

We will re-establish Comataidh na Gàidhlig strategic board that will oversee plan delivery. It will comprise of staff selected for their knowledge, skills and strategic decision-making powers within the University who will advise on plan delivery as well as covering the following strategic areas:

- Effective Plan Management
- Mainstreaming
- Promoting Gaelic Environments
- People and Resources
- Opportunities outside of UofG

## GAISGICH NA GÀIDHLIG

Gaisgich na Gàidhlig will be a network of Gaelic staff interested in championing Gaelic development across the university. We will aim to support the group become self-sufficient and staff-led with support from the Gaelic Development Manager.

## PUBLIC KPIS

We want to put forward every effort possible to engage Gaelic communities, and society at large with our plan. In the spirit of this we will seek to publish a few headline KPIs that give a quick overview in terms our success with plan delivery.

The indicators we intend to publish include:

- Percentage of overall commitments complete
- Number of participants in language schemes
- Estimated numbers of visitors at Gaelic events and within tours





# PUBLIC CONSULTATION

From Monday 7th November to Friday 16th December, we are running a public consultation exercise on this draft version of our Gaelic Plan.

Our ambitions to promote Gaelic can only be made better by your input, so please consider following the link below and letting us know your thoughts.

**[www.surveymonkey.co.uk/r/CYQDZ7T](https://www.surveymonkey.co.uk/r/CYQDZ7T)**

And keep an eye out on our social media channels for more chances to engage and feedback.

 **Instagram**

 **Twitter**

 **Facebook**



