Guidelines on the use of Gaelic in Highland Council Services

General Principles/Disputes

1. Where Gaelic is used by the Highland Council, it will be accorded equal respect with English.
2. Bi-lingual signage will only be used where this is a true Gaelic name or established translation.
3. Where it is being used on road signs, Gaelic will be placed above English. For all other signage English will be placed above Gaelic. The size of the letters and the design prominence will be the same in each language.
4. Consultation will take place with Ainmean Àite na h-Alba, on the spelling and form of place names, prior to determination within the Council. Where there are disputes related to spelling or form, these will be resolved through the Gaelic Names Sub-Committee, consisting of ten elected members (Cross Party Group including 3 members of the Gaelic Committee).
5. Where existing bilingual signs are being replaced, they will be replaced by new bilingual signs.

Signage: building signs, internal and external

1. External signs on all Council owned buildings (offices, schools, leisure centres, static and mobile libraries, museums, archive centres, community centres, residential care homes, public toilets, play and leisure parks, etc) will display the building name and the services provided within the building bilingually.
2. Internal signs erected in Council buildings will be bilingual, with English in purple and Gaelic in green.
3. All signs will be consistent with Disability Discrimination Act requirements.
4. When new signs are being erected or existing signs require to be replaced, bilingual signs will be erected

Road Signs

1. Town, city and village welcome signs and Council road signs will be bilingual. Signs will incorporate historic village, town and city crests where appropriate.
2. Gaelic will be green and English in black on these signs.
3. When new signs are being erected or existing signs are being replaced, bilingual signs will be erected.
4. Historic and visitor signs commissioned by the Council to direct people to historic and visitor events and venues should be encouraged unless this conflicts with Scottish Government regulations. In relation to these signs, consultation will take place with local community councils and local Members.

Street Name Signs

1. The adoption of Gaelic names will be encouraged on new streets and Council developments and when existing street name signs require to be replaced due to age or damage, using local historic and cultural connections wherever this information is available.
2. Consultation will take place with local Community Councils and Ward Members.

Press, publicity, advertising and exhibitions

1. Press notices and releases relating to Gaelic, including advertisements relating to school enrolments, will be produced bilingually.
2. Public information displays and presentations by the Council and the supporting material such as advertisements, posters and publicity literature will include Gaelic. The Council will encourage others who wish to hold displays on Council property to include Gaelic.
3. Brochures, booklets and leaflets designed to promote, publicise or explain services, strategies, policies, procedures and legislation will include Gaelic headings and sub-headings. Where such publications are produced bi-lingually HC will in principle always seek to publish these under one cover. The Council will maintain and publish a list of these bi-lingual publications.
4. Council advertising, promotional or marketing campaigns within the Highlands through the medium of press, television, radio, internet, arts centres, cinemas, posters, bill boards, electronic messages and/or public address systems, will include Gaelic.

Official Notices, Public Notices and Recruitment Advertisements

In order to conduct its business, the Council has to advertise in newspapers to notify the public of its legal, electoral, planning and similar requirements and proposals and of tenders, contracts and services.
1. Public notices and advertisements will include Gaelic.
2. Notices and advertisements published in local and national newspapers where the subject relates specifically to Gaelic language issues will be published in Gaelic.
When preparing and publishing advertisements for staff recruitment, the Council will adhere to the following external advertising arrangements.
Advertisements for posts for which fluency in Gaelic is an *essential* qualification will appear in
- Gaelic only in Gaelic language publications
- Gaelic only in English language publications supplemented with an explanatory note in English.

For advertisements for posts for which fluency in Gaelic is a *desirable* qualification and for posts where no linguistic requirement has been identified, HC will consult with Bòrd na Gàidhlig on legal guidance with a view to the following arrangements.
- bilingually in English language publications in Scotland
- in English only in publications circulating through the UK
- in Gaelic only in Gaelic language publications.

Jobs requiring Gaelic advertised on the Council's website will be bilingual. When notices and advertisements are published bilingually, the two languages will be equal in style and presentation.

Council website

The Council has adopted a content management system (CRM) to update its website. This website provides a toggle button with which to choose English or Gaelic versions. A Gaelic website address points users directly to the Gaelic

language version of the website. Toggle buttons on the main home page are bilingual.

Because the website is driven by a CMS system, and has databases that are created in English and changed rapidly, it is not possible to achieve a fully bilingual website. Home page links to dynamic databases will not be bilingual. Downloadable documents (e.g. pdf and MS word files) will continue to be in English only, unless a Gaelic version has been produced. However all site navigation and templates, home page (unless database driven) and content web pages (except those that are database driven and background documents) are bilingual. Links to static databases that change slowly,(e.g. the A-Z of services) will be bilingual. Consultation will be undertaken with Gaelic language web users to establish their needs on a regular basis

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