

Comhairle na Gàidhealtachd  
The Highland Council

Agenda Item	<b>4</b>
Report No	<b>GIG 18/13</b>

Buidheann Buileachaidh na Gàidhlig – 14 Samhain 2013  
Gaelic Implementation Group – 14 November 2013

Gaelic Language Plan 2012-16, Theme 5 “What we will do for Gaelic in Economic Development” – Implementation Report

Report by the Director of Education, Culture & Sport

**Summary**

This Report provides Members with the first update on the implementation of Gaelic Language Plan 2012-16 Theme 5 “What we will do for Gaelic in Economic Development”. The Report contributes to the delivery of:

- Government National Performance Outcomes 2, 3, 7, 13 and 16.
- Scotland’s National Gaelic Language Plan across its Development Areas.
- The Programme of The Highland Council and its cross cutting commitment to ‘the principle of equal respect for the Gaelic and English languages, whilst also recognising the diversity of indigenous language and dialects within the Highland area’; and
- The Highland Council Gaelic Language Plan.

**1 Implementing GLP 2012-16 Theme 5 “What we will do for Gaelic in Economic Development”**

**1.1** The first meeting of the Gaelic Implementation Group (GIG) on 13 September 2012, agreed a schedule of implementation updates for each Theme within GLP 2012-16. Theme 5 – *What we will do for Gaelic in Economic Development* was allocated to the November 2013 meeting.

**1.2** The Economic Development Theme is reproduced at **Appendix 1** below for ease of reference. The Theme has two Strategic Aims and the undernoted provides a progress report on implementation.

**1.3** Members should also note that the Report and Presentation from the Director of Planning and Development and the Report outlining our collaborative work with Skills Development Scotland (SDS) - both on the Agenda for this meeting - also contribute significantly to the implementation of this Theme.

**2. Strategic Commitment 1** - *We will create and support initiatives which strengthen the use and profile of Gaelic within general economic development and tourism in the Highlands.*

**2.1** We have increased the profile of Gaelic in commercial and retail developments by providing bilingual signage on Finger Sign Posts around the City of Inverness; through bilingual signage in Boots and in McDonald’s, in the Mercure Hotel and in Tesco, Asda and Sainsbury stores. We continue to liaise with colleagues

internally and with Ainmean Àite na h-Alba to provide Gaelic names for housing and commercial developments.

- 2.2** We continue to foster and nurture excellent relations with high profile premier Gaelic cultural events such as the Royal National Mod and the Blas Festival. Whilst the profile and growth of the language is paramount in these events; the economic benefits that they bring to the Highlands are significant. We continue to work with partners to provide a higher profile for the economic benefits of Gaelic and bilingualism; alongside cultural and heritage profile and development.
- 2.3** As the Director of Planning and Development mentions in his Report to this GIG Meeting, we are working with colleagues over a range of initiatives. Recently, we have collaborated with the Highlands of Scotland Film Commission to increase Gaelic in that business area; to provide a bilingual app. We will also build and develop on our agreement with VisitScotland in the promotion of the Highlands' distinct culture; including featuring Gaelic in marketing campaigns.
- 2.4** We are keenly aware that our funding for partners, including Fèisean nan Gàidheal, the Blas Festival and Fèis Rois, provides support for employment in these organisations; and we aim to underpin these as both economic and cultural priorities.
- 2.5** We look forward to working for continued success for the Blas Festival and to welcoming the Royal National Mod to Inverness in 2014 and to Lochaber in 2017. We are also in discussions regarding the "Trads" – the Scottish Traditional Music Awards - and the Celtic Media Festival being held in the Highlands in the next couple of years. All these provide a high profile and multi-media platform for Gaelic and they also bring significant economic benefits to the Council area.
- 2.6** We will therefore work with partners to examine how we can increase the audience, participant and sponsorship engagement with Gaelic related events in the Highlands. In the run-up to Royal National Mod Inverness 2014, we will engage with An Comunn Gàidhealach to further develop the Economic Impact Assessment Study of the Mod.
- 2.7** HIE, with support from the Highland Council, Bòrd na Gàidhlig, Scottish Natural Heritage, Creative Scotland, Argyll and Bute Council, and Comhairle nan Eilean Siar, has instigated a major project to research the ways in which Gaelic delivers economic and social value within the region and for Scotland, and how that impact can be maximised.
- 2.8** DC Research has been commissioned to gather detailed information from businesses, communities and social enterprises which are currently using Gaelic as an asset. The research aims to identify examples of best practice in using Gaelic as an asset, highlight opportunities to scale up existing activity and develop a toolkit of analysed data and opportunities to guide organisations engaged in Gaelic development in supporting business innovation, internationalisation and sectoral development.

**2.9** An online Survey has recently been completed and the Project Steering Group meets on 5 November to take the research forward with view to publication in early 2014.

**3. Strategic Commitment 2** - *We will work with partners to develop strategies for the Gaelic jobs markets, including careers advice, skills acquisition, further and higher education and work experience opportunities.*

**3.1** We are collaborating with SDS and others, to heighten the profile of Gaelic related careers and skills. This engagement aims to outline the educational, economic and cultural benefits of bilingualism; as well as the breadth of careers options and opportunities that Gaelic provides. We also aim to assess the potential for Modern Apprenticeships; seeking cross-sectoral development/pilots/case studies; engaging with national initiatives and with potential employers

**3.2** We participate in the Gaelic Employment and Skills Partnership (GESP), which has representation from the Scottish Government, Bòrd na Gàidhlig, HIE, Sabhal Mòr Ostaig and SDS, amongst others. We have engaged with ScotGov colleagues and SDS to push this forward.

**3.3** Work on GESP commenced in November 2011 and we are still attempting to establish links with the Scottish Government's data analysts on Labour Market Intelligence (LMI). We continue to pursue the matter with Scottish Government, SDS and HIE colleagues. Given the problems with supply for short and longer term cover, with qualified pre-school staff as well as Primary and Secondary teaching challenges – this is an area where collaboration with the National Gaelic Education Strategy Steering Group is crucial.

**3.4** In March 2013, we organised a Gaelic Careers event – *Siuthad!* - in conjunction with SDS, in Eden Court Theatre, Inverness. This event encouraged young Secondary pupils to continue with their Gaelic up to qualification level and showcased a vast range of Gaelic related career opportunities. A total of 102 pupils attended from all over Highland as well as some from Argyll and Bute Council. We are shortly to discuss establishing this as an ongoing annual event from autumn 2014, with SDS and Bòrd na Gàidhlig colleagues.

**3.5** We also pursue community engagement and economic development aims within the our Memorandum of Understanding projects with Sabhal Mòr Ostaig. In addition the Kilbeg Village development; which the Director, Planning and Development refers to in his Report, is a significant progressive economic step for the area.

#### **4. Implications**

**4.1** There are no Resource, Legal, Equalities, Climate Change and Risk implications associated with this Report at present.

**5.**

**Recommendations**

Members are invited to:

- Comment on the implementation of the GLP Economic Development Theme.
- Agree to encourage renewed activity and action on the Gaelic Employment and Skills Partnership and engagement with the Government's Labour Market Intelligence specialists.
- Agree to encourage the marketing of Gaelic Careers and Job Opportunities with the Scottish Government, Bòrd na Gàidhlig, SDS and others.
- Agree to foster and develop the economic potential of partnerships including Blas Festival, Fèisean nan Gàidheal, Fèis Rois and An Comunn Gàidhealach.
- Agree to explore how to attract Gaelic-related high profile economically and culturally beneficial events, which might be hosted in Highland.

Designation: Director of Education, Culture and Sport

Date:

Author: Kenneth A Murray

1 November 2013

## **Theme 5 - What we will do for Gaelic in Economic Development**

### **Strategic Commitment 1**

We will create and support initiatives which strengthen the use and profile of Gaelic within general economic development and tourism in the Highlands.

### **Partners**

Scottish Government, Bòrd na Gàidhlig, Highlands & Islands Enterprise, Skills Development Scotland, Local Authorities, Sabhal Mòr Ostaig, An Comunn Gàidhealach, VisitScotland, Highlands of Scotland Film Commission, Fèisean nan Gaidheal, Fèis Rois.

### **Key Performance Results**

- Increased Gaelic visibility in Retail and Commercial Development signage.
- Increased commercial profile for Gaelic in events such as the Royal National Mod and the Blas Festival.
- Negotiate hosting the Celtic Media Festival.
- Gaelic further developed in The Highlands of Scotland Film Commission business area.
- A higher profile for the economic benefits of Gaelic and bilingualism; alongside culture and heritage.

### **Enabling Actions**

- (i) “Gaelic Impact” added to internal Service process checklists, in order that the potential for increasing the visibility and use of the language is addressed at project planning stages.
- (ii) Work with developers to secure a higher profile and visibility for Gaelic in commercial and retail developments; and in wider economic planning and development initiatives.
- (iii) Work with local groups and Ainmean Àite na h-Alba to promote Gaelic place-names in housing and commercial developments.
- (iv) Engage with The Highlands of Scotland Film Commission to establish where the profile and use of Gaelic can be further developed in its business area.
- (v) Establish how we can increase the audience, participant and sponsorship engagement with Gaelic related events in the Highlands including the Royal National Mod and the Blas Festival.
- (vi) Build and develop on the Council’s agreement with VisitScotland in the promotion of the Highlands’ distinct culture; including featuring Gaelic in marketing campaigns.
- (vii) Work with An Comunn Gàidhealach to further develop the Economic Impact Assessment Study of the Royal National Mod.
- (viii) Support and encourage Fèisean nan Gaidheal and Fèis Rois in their efforts to sustain and develop Gaelic skills and jobs.

## **Theme 5 - What we will do for Gaelic in Economic Development**

### **Strategic Commitment 2**

We will work with partners to develop strategies for the Gaelic jobs markets, including careers advice, skills acquisition, further and higher education and work experience opportunities.

### **Partners**

Scottish Government, Bòrd na Gàidhlig, Highlands & Islands Enterprise, Skills Development Scotland, Local Authorities, Sabhal Mòr Ostaig, BBC ALBA, Comunn na Gàidhlig, University of the Highlands & Islands

### **Key Performance Results**

- A review and updating of the 2008 Report - **Measuring the Gaelic Labour Market: Current and Future Potential.**
- New Marketing and Communications campaigns, supporting Gaelic careers and workforce planning.
- Targeted initiatives for Early Years, Primary, Secondary school teachers and support workers and adult learning tutors.
- A suite of projects, updated annually, agreed and delivered with Sabhal Mòr Ostaig under the terms of the 2011 Memorandum of Understanding.
- Increase the number of Gaelic work placements under the Sgeama Greis Gnìomhachais by 50%.

### **Enabling Actions**

- (i) Refresh the data on the Gaelic Labour Market in order to develop a Gaelic Skills and Employment Partnership; look to address the “Pathways to Work” initiative; share economic development information and undertake joint workforce planning.
- (ii) Develop targeted campaigns advising on Gaelic careers and skills - outlining the educational, economic and cultural benefits of bilingualism; the breadth of careers options and opportunities that Gaelic provides; assessing the potential for Modern Apprenticeships; seeking cross-sectoral development/pilots/case studies; engaging with national initiatives and with potential employers.
- (iii) Under the terms of the 2011 Memorandum of Understanding, work with Sabhal Mòr Ostaig to develop partnership projects including increasing educational and economic opportunities for Gaelic, media training, project management and adult learning collaboration.
- (iv) Support and expand opportunities for young people to gain work experience in a Gaelic environment within the Highlands through, for example, Sgeama Greis Gnìomhachais.
- (v) Support the University of the Highlands & Islands Gaelic Bursaries Scheme.