

**Comhairle na Gàidhealtachd
The Highland Council**

**Buidheann Buileachaidh na Gàidhlig – 12 Samhain 2015
Gaelic Implementation Group – 12 November 2015**

Agenda Item	5
Report No	GIG 11/15

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

Report by the Head of Policy and Reform

Summary

This Report provides Members with an 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:

- Scottish 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 which commits us to work with all our partners and across all communities to develop Gaelic as a regional asset, sharing our experience, skills and resources to continue implementing and building on the Gaelic Language Plan. This also includes 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.
- The Council’s Gaelic Language Plan.

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

1.1 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.

2. Strategic Commitments

2.1 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.*

2.2 The Council and our partners have increased the profile of Gaelic in the City before and after the Royal National Mod in October 2014 and we seek to support the Council’s marketing of Inverness as a major events venue.

2.3 The Council continues to take opportunities to increase the profile of Gaelic in commercial and retail developments and this is helped by the positive relations between colleagues in the Gaelic and the Development and Infrastructure Teams. The Council and our partners have increased the profile of Gaelic in the City before and after the Royal National Mod in October 2014.

- 2.4** This augmented work already done in providing bilingual signage on Finger Sign Posts around the City of Inverness; bilingual signage in Boots and in McDonald's, in the Mercure Hotel and in Tesco, Asda and Sainsbury stores.
- 2.5** We continue to liaise with colleagues internally and with Ainmean Àite na h-Alba to provide Gaelic names for housing and commercial developments.
- 2.6** We continue to maximise the economic opportunities provided by Gaelic cultural, media and arts events; and we will 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.
- 2.7** We work for continued success for the Blas Festival and we forged highly successful partnerships, locally and nationally, that delivered a memorable Royal National Mod in Inverness in 2014. We now look forward to welcoming the Royal National Mod to Lochaber in 2017 and a further Mod comes to Highland in 2020.
- 2.8** We were delighted that, due to the support and efforts of the Gaelic Team, the Development and Infrastructure Team and the City and Area Team, the Celtic Media Festival was held in Inverness from 22-24 April 2015. This prestigious international event provided economic benefits to the area the website can be found here, <http://www.celticmediafestival.co.uk/>
- 2.9** We were also delighted to host the "Trads" – the Scottish Traditional Music Awards – in Inverness in December 2014. Events like this provide a high profile and multi-media platform for Gaelic and they also bring significant economic benefits to the Council area.
- 2.10** We have collaborated with colleagues in the Highlands of Scotland Film Commission to increase Gaelic in that business area; to provide a bilingual app. We will also continue to build and develop on our agreement with VisitScotland in the promotion of the Highlands' distinct culture; including featuring Gaelic in marketing campaigns.
- 2.11** 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. 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.
- 2.12** 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 assessing the success of Royal National Mod in Inverness in 2014, we will engage with An Comunn Gàidhealach to further develop the Economic Impact Assessment Study of the Mod so that we are better prepared to capitalise on opportunities for 2017 and 2020 in Highland.

2.13 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 completed a major project to research the ***Economic and Social Value of Gaelic as an Asset***. This is the subject of a separate Presentation at this GIG Meeting.

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 continue to work with SDS and others, to heighten the profile of Gaelic related careers and skills. Following the success of the first two Gaelic Careers events for Secondary pupils, a further two events are planned for March 2016 One will take place in Inverness and one in Skye and these are being organised in partnership with SDS, Bòrd na Gàidhlig and HIE.

3.2 Along with SDS, we are keen to assess the potential for Modern Apprenticeships; seeking cross-sectoral development/pilots/case studies; engaging with national initiatives and with potential employers.

3.3 We are also about to undertake fresh action with Scottish Government and SDS colleagues to establish links with the Scottish Government's data analysts across the Labour Market Intelligence (LMI) Partnership Network.

3.4 We continue to pursue community engagement and economic development aims within our Memorandum of Understanding projects with Sabhal Mòr Ostaig. In addition the Kilbeg Village development in Sleat on Skye is a significant progressive economic step for the area and receives support from the Council. The Director of Development and Infrastructure and the Gaelic Development Manager attend the Funders Group for the project.

4. Implications

4.1 There are no additional implications associated with this Report at present.

5.	<p>Recommendations</p> <p>Members are invited to:</p> <ul style="list-style-type: none"> • Comment on the implementation of the GLP Economic Development Theme. • Welcome the economic success of major events being held in Inverness; and agree to further explore how to attract Gaelic-related high profile economically and culturally beneficial events, which might be hosted in Highland • Agree to continued activity and action with SDS and the Scottish Government relating to Gaelic inclusion in the Labour Market Intelligence Network. • Agree to encourage the marketing of Gaelic Careers and Job Opportunities with the Scottish Government, Bòrd na Gàidhlig, SDS,
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	<p>HIE and others.</p> <ul style="list-style-type: none">• Agree to foster and develop the economic potential of partnerships including Blas Festival, Fèisean nan Gàidheal, Fèis Rois and An Comunn Gàidhealach.
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Designation: Head of Policy and Reform

Date: 30 October 2015

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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.