

Comhairle na Gàidhealtachd  
The Highland Council

Buidheann Buileachaidh na Gàidhlig – 10 Samhain 2016  
Gaelic Implementation Group – 10 November 2016

Agenda Item	<b>6</b>
Report No	<b>GIG 15/16</b>

**Gaelic Language Plan 2012-16, Theme 5 “What we will do for Gaelic in Economic Development and Theme 4 Gaelic in the Workplace” – Implementation Report**

**Report by Director of Care and Learning**

**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, and Theme 4 Gaelic in the Workplace”. 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. Background**

1.1 Implementing GLP 2012-16 Theme 5 “What we will do for Gaelic in Economic Development and Theme 4 Gaelic in the Workplace”.

1.2 The 2 themes Economic Development Theme and the Workplace theme are reproduced in **Appendix 1** below for reference. The Themes have 3 Strategic Aims and the undernoted provide a progress report on the implementation.

**2. Strategic Commitment 1**

2.1 We will increase Gaelic usage and the profile of the Gaelic language internal Gaelic services, across the Council.

**2.2 Strategic Commitment 2**

2.3 We will increase the use and profile of Gaelic in dealings with external partners, stakeholders and contacts.

2.4 The Council and its partners are increasing the profile of Gaelic in the City of Inverness. The Council continues to take opportunities to increase the profile of Gaelic in commercial and retail developments. This will continue as the Royal National Mòd returns to the City in 2020. The City Deal allows for additional opportunities in relation to the development and promotion of Gaelic and Culture.

- 2.5 The Gaelic Team work closely with Ainmean Àite na h-Alba (Scottish Place-Names of Scotland) to provide Gaelic names and translation for road and street signage also for housing and commercial developments.
- 2.6 The Council continues to maximise the economic opportunities provided by Gaelic cultural, media and arts events; and will continue to foster and nurture the positive relations with high profile premier Gaelic cultural events such as the Royal National Mod. 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 The Council continues to work with partners to provide a higher profile for the economic benefits of Gaelic and bilingualism; alongside cultural and heritage profile and development. The funding which the Council awards to partners provides support for employment in the organisations; and the aim is to underpin these as both economic and cultural priorities. A study showed that the 2014 Mòd when hosted in Inverness generated an impressive £3.5million to the business community.

**3. Strategic Commitment 3 - 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 The Gaelic Team continues to work with Skills Development Scotland (SDS) and others, to heighten the profile of Gaelic related careers and skills. The SIUTHAD! Careers Events have taken place in Inverness and Skye these have been organised in partnership with SDS, with support from Bòrd na Gàidhlig and HIE.

3.2 The Gaelic Team in conjunction 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 The Gaelic Team continue to pursue community engagement and economic development aims within the 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.

**4. Translation**

4.1 For the period January to October 2016, a significant number of translation requests have been administered in order to increase Gaelic usage and the profile of the Gaelic language in the workplace, and in dealings with external partners, stakeholders and contacts. These are detailed under the sub-headings below.

**5. Signage**

5.1 Requests from within the Highland Council and High Life Highland included 43 building signage projects for external and internal signage in Council-owned buildings such as offices, town halls, schools, nurseries, libraries,

museums and sports centres. These included signage for the Inverness Town House and Service Point, Kingussie Courthouse, Wick Town Hall, Lundavra School, the Wick Campus, the Caol Campus, the Inverness Royal Academy, and the Elgin Residence. 12 door signs were also provided to individuals for HC Offices.

- 5.2 Assistance regarding signage projects was also provided to external partners and bodies including Sustrans, Ainmean-Àite na h-Alba (AÀA) and UHI.

## **6. Marketing and Publicity Materials**

- 6.1 Some 12 requests were returned for displays, information boards and posters in Council-owned buildings, particularly schools, offices and museums – thereby increasing the visual presence of Gaelic in the workplace and in wider Council-owned properties. In addition, 58 requests were administered for advertising and information leaflets relating to Council services and events.

## **7. Corpus Development**

- 7.1 A large number of corporate documents have been provided, either fully bilingually or incorporating Gaelic headings and sub-headings. These include 72 separate requests relating to committee agendas and minutes, and 62 miscellaneous corporate reports. In addition, 17 Gaelic job adverts have been published and 14 press releases have been uploaded bilingually to the Council's website.
- 7.2 Council staff submitted several requests for Gaelic headings for presentations, while there have also been several requests for e-mail signatures, job titles, out of office messages, and business cards from Highland Council staff.

## **8. Correspondence**

- 8.1 Some 14 requests from Highland Council staff related to Gaelic translation of emails, letters and formal invitations to ensure bilingual drafts of correspondence were sent to external partners.
- 8.2 Several requests for Twitter and Facebook postings were also administered, thereby increasing the use of and profile of Gaelic in dealings with external partners, stakeholders and contacts.

## **9. Advocacy Role**

- 9.1 Linguistic advice has been regularly provided to colleagues as well as pronunciation assistance regarding general phrases.
- 9.2 General assistance regarding documents such as website materials, publicity and advertising materials and participation regarding linguistic and grammatical consultation was provided to external partners and bodies including Bòrd na Gàidhlig, Care and Learning Alliance, Scotland's Rural College, Blas Festival and AÀA.

## **10. Gaelic Classes**

- 10.1 The Gaelic Team organise a programme of Gaelic classes across the Highland Council area and Council staff attend a number of the classes. Elected Members, Council staff and parents/ guardians of children who attend Gaelic Medium Education are offered discounted rates. The classes identify and provide developmental opportunities for Members and Officers to learn Gaelic and/or improve their Gaelic skills.

## **11. Social Media**

- 11.1 The Gaelic Team liaise with the Corporate Communication Team to promote Gaelic Events, and Gaelic/ bilingual media releases on Social Media. This assists in increasing Gaelic usage and the profile of Gaelic across all Council Services and externally with all members of the public.

## **12. Partners, Stakeholders and Organisations**

- 12.1 The Gaelic Team liaise and work with many external partners, agencies and stakeholders to increase the use of, and raise the profile of Gaelic, the following are a just a few examples:  
Education Scotland, SQA, The Scottish Parliament, Transport Scotland, Police Scotland, Historic Environment Scotland, Commercial Developers, Site Agents, Community Groups, Community Councils, and the Third Sector.

## **13. Ainmean Àite na h-Alba (AÀA)**

- 13.1 AÀA – Gaelic Place-Names of Scotland – is the national advisory partnership for Gaelic place-names in Scotland. The purpose is to agree correct forms of Gaelic place-names for maps, signs and general use. They draw on the expertise of the partner organisations, local knowledge and historical sources to agree authoritative forms of Gaelic place-names. To ensure consistent spelling they use established principles such as the Gaelic Orthographic Conventions and the guidance they have produced on Gaelic place names.
- 13.2 AÀA have completed names for Highland Council, The Scottish Parliament, Bòrd na Gàidhlig, SNH, Transport Scotland, Historic Environment Scotland, Sabhal Mòr Ostaig, Ordnance Survey, and Bear Scotland. This includes Names for Gaelic Language Plan Maps for Bòrd na Gàidhlig.
- 13.3 AÀA are currently working on a fourth booklet with SNH on the Place-names Colonsay and Oronsay, which is due to be launched in April. AÀA are also working on a new website due to be launched in the New Year.
- 13.4 They have received 75 enquiries, 439 names for 2016/17 (Apr-Sep) to date. The total number of names researched and translated to date is 9,132.

## **14. Implications**

- 14.1 There are no rural, legal, equality, risk, climate change/carbon clever or Gaelic implications.

## **Recommendation**

The Group is invited to:

- Comment on the implementation of the GLP Economic Development and the Workplace Themes
- Agree to encourage the marketing of Gaelic Careers and Job Opportunities with SDS and Bòrd na Gàidhlig

**Designation:** **Norma A. Young**

**Date:** **October 31<sup>st</sup> 2016**

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## **Appendix 1**

### **Theme 4 - What we will do for Gaelic in the Workplace**

#### **Strategic Commitment 1**

We will increase Gaelic usage and the profile of the Gaelic language and internal Gaelic services, across the Council.

Partners

Bòrd na Gàidhlig, Local Authorities, Sabhal Mòr Ostaig.

Key Performance Results

- A Gaelic Impact Assessment will be included as part of the “risk” checklist for policy initiative consideration.
- “Gaelic” will be added to the list of “Implications” that are taken into consideration in all Council Committee Reports.
- Database to identify a network of Gaelic contacts across Services.
- Introduction of a standard bilingual welcome for Council Reception staff including the Service Centre and Service Points; to signal increasing normalisation of Gaelic within the Council.
- Restructuring and consolidation of the Gaelic elements on the Council Website.

Enabling Actions

- (i) Council Senior Management Team will ensure that, when Council policies and initiatives are being scoped, account is taken of the potential impact on Gaelic.
- (ii) Issue a circular to all Council Services, including Headquarters, Service Points and the Service Centre; complemented by a news release - reinforcing the message that customers who contact the Council and wish a response in Gaelic, are guaranteed a response in Gaelic.
- (iii) Develop “Welcome” phrases for relevant Members or staff for use at meetings or other Council events; provide individual training or coaching where appropriate; and use the Council’s online Bilingual Toolkit.
- (iv) Requirement for all Services to use the internal Gaelic translation service for quality and consistency.
- (v) Review all pages relating to Gaelic on the website; and create a new, unified area which will include information on Gaelic Education, bilingualism, the learning toolkit, Gaelic developments across the Council and links with partners.

Theme 4 - What we will do for Gaelic in the Workplace

#### **Strategic Commitment 2**

We will identify and provide developmental opportunities for Members and officers to learn Gaelic or improve their Gaelic skills.

Partners

Clì Gàidhlig, Sabhal Mòr Ostaig

Key Performance Results

- Organise Gaelic Awareness Training for new Members as part of their Induction process.
- Increase the number of Members and staff who participate in Gaelic language courses and awareness training.

Enabling Actions

- (i) Establish up to date baseline data, by conducting a Gaelic language skills audit; which will include Gaelic usage within the Council.
- (ii) Review the need for updated workplace Gaelic Awareness sessions for Members and Council Staff.
- (iii) Organise sustainable Ùlpan progressive language courses for staff.
- (iv) Explore the potential for using external funding sources to support Gaelic learning in the workplace.

Theme 4 - What we will do for Gaelic in the Workplace

### **Strategic Commitment 3**

We will increase the use and profile of Gaelic in dealings with external partners, stakeholders and contacts.

Partners

Community Planning Partnership, including Forestry Commission Scotland, Scottish Natural Heritage, the Crofters Commission, University of the Highlands & Islands, NHS Highland, Northern Constabulary, Highlands & Islands Fire & Rescue Service and Highlands & Islands Enterprise

Key Performance Results

- Completion of a scoping exercise on sharing expertise, staff numbers and resources in the provision of Gaelic Language training courses for public sector staff in Inverness.
- Gaelic to be included in the Council's deliberations on the Integrating Care in the Highlands exercise and interfaced with NHS Highland's Gaelic Language Plan.
- Gaelic language criteria included within Council Grants, Service Delivery Contracts, Service Level Agreements and Commercial Contracts.

## Enabling Actions

- (i) Contact public sector organisations, initially in Inverness, such as Forestry Commission Scotland, Scottish Natural Heritage, Crofters Commission, University of the Highlands & Islands, NHS Highland, Northern Constabulary, Highlands & Islands Fire & Rescue Service and Highlands & Islands Enterprise to scope potential joint provision of Gaelic awareness or language learning courses. If Inverness proves successful, we will look at other similar opportunities within the Highlands.
- (ii) Undertake an assessment of the demand for, and the potential to provide, opportunities for Gaelic speaking senior citizens to speak and hear Gaelic within publicly funded care provision.
- (iii) Keep abreast of Gaelic Corpus issues including Gaelic orthographic developments and issues relating to translation and interpretation quality control and accreditation.
- (iv) Work in collaboration with and support, Ainmean Àite na h-Alba, as the national experts on Gaelic place names.
- (v) Review the Gaelic content within Standard Contracts, Service Delivery Agreements and associated Schedules.

## **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 Gníomhachais.
- (v) Support the University of the Highlands & Islands Gaelic Bursaries Scheme.