


























Appendix 1 - Summary of Gaelic Language Plan Themes






Theme 1 - Gaelic in the Home, Early Learning and Childcare Q2 23/24	
 completed to date	0
	6
	0
	0
	0

Theme 2 - Gaelic in the Community Q2 23/24	
 completed to date	1
	13
	2
	0
	0

Theme 3 - Gaelic in Education Q2 23/24	
 completed to date	21
	31
	0
	0
	0

Theme 4 - Gaelic in the Arts, Culture and Heritage Q2 23/24	
 completed to date	8
	10
	0
	0
	0

Theme 5 - Gaelic in the Workplace Q2 23/24	
 completed to date	4
	13
	3
	0
	0

Theme 6 - The Social, Economic and Cultural Value of Gaelic Q2 23/24	
 completed to date	6
	7
	1
	0
	0

Theme 1: Gaelic in the Home, Early Learning and Childcare

1.1 Encourage and support parents or guardians in using Gaelic in the home

Enabling Action	RAG	Comment	Latest Update
Undertake a survey of parents/guardians of children accessing Gaelic education to create a linguistic Gaelic skills-based audit for future planning of services to support learning in the home. Autumn 2018, Autumn 2020, Autumn 2022	Q2 23/24 ●	This action will now be carried forward into GLP 4, due to GLP4 consultation we postponed until the next plan.	Q2 23/24 ●
Organise and deliver language classes for parents around The Highland Council's ASGs where GME is provided. Classes include: beginners' classes for parents held during the day, beginners family learning classes, beginners and intermediate community-based adult learning classes. Annually.	Q2 23/24 ●		Q2 23/24 ●
Deliver sessions related to Gaelic education, to advise and inform parents on a range of issues e.g., the benefits of bilingualism, available resources, and how to support their children in the home. November of each school session.	Q2 23/24 ●		Q2 23/24 ●
Work with partners to organise and expand initiatives such as the Gaelic Family Learning Week. Annually.	Q2 23/24 ●	The Gaelic Team worked in partnership with Sabhal Mor Ostaig to deliver a face-face event in July 2023. Funding application had been successful and 13k received from BnaG	Q2 23/24 ●
Deliver a varied programme of GME promotional events aimed at families of pre-school children. In February of each school session.	Q2 23/24 ●	Gaelic promotional days and events for families of pre-school children are delivered in partnership with GM schools throughout the academic year.	Q2 23/24 ●
Be aware of the needs of young people with Gaelic skills who are under the care of The Highland Council, and provide them with Gaelic services as part of The Highland Council's Corporate Parenting responsibilities. Annually.	Q2 23/24 ●		Q2 23/24 ●

Theme 2: Gaelic in the Community

2.1 Provide opportunities to encourage and increase the use of Gaelic in the community

Enabling Action	RAG	Comment	Latest Update
Create language support activities around the Council's Associated School Groups where Gaelic education is provided. October of each school session.	Q2 23/24 ●	Charges being made to Gaelic activities taking place in schools continues to be a challenge.	Q2 23/24 ●
In partnership with High Life Highland, organise coaching events for Gaelic education secondary school pupils to enable them to deliver activities in Gaelic. Annually.	Q2 23/24 ●	The Gaelic team liaise with HLH to ensure GM secondary pupils engage with the Sports Leadership programme delivered by HLH. A dedicated Gaelic training event is planned within the next GLP 4	Q2 23/24 ●
Support existing and expand on future extra-curricular activities such as after-school clubs which are delivered through Gaelic. October of each school session.	Q2 23/24 ●		Q2 23/24 ●
Continue with and support a programme of community-based adult learning classes. Annually.	Q2 23/24 ●		Q2 23/24 ●
Further develop the Adult Literacy Initiative through a programme of classes aimed at speakers whose first language is Gaelic. Annually.	Q2 23/24 ●	The Gaelic Team continue to engage with Alzheimer Scotland to further develop opportunities to adults whose first language is Gaelic, this project will continue in GLP 4	Q2 23/24 ●
Establish a programme of training for Gaelic tutors. Annually.	Q2 23/24 ●		Q2 23/24 ●
Provide opportunities for inter-generational Gaelic usage, particularly between senior citizens and young people. May of each school session.	Q2 23/24 ●		Q2 23/24 ●
Organise and deliver Seachdain nan Deugairean for fluent and learner secondary pupils each year at SMO. Annually.	Q2 23/24 ●	The Highland Council worked in partnership with GM Secondary schools and Sabhal Mor Ostaig to deliver the project in May 2023	Q2 23/24 ●
Enhance community learning and development liaison within stand-alone Gaelic education provision. September of each school session.	Q2 23/24 ●	CLD Gaelic officers provide programmes of support to GME pupils and families around the three stand-alone Gaelic schools. Gaelic development plans to further support the three stand-alone Gaelic schools will be delivered in GLP 4	Q2 23/24 ●
Work with partners to deliver a programme of Arts and Sporting activities around GM stand-alone schools. September of each school session.	Q2 23/24 ●	Charges being levied on Gaelic activities taking place in schools continues to be an issue	Q2 23/24 ●
Create opportunities through Provincial Mòd organisers that allow inter-generational exchange of skills and ideas, leading to greater confidence in language usage by young people. Annually.	Q2 23/24 ●		Q2 23/24 ●

Continue to support sporting events, such as the football competition 'Cuach na Cloinne' and the national shinty competition 'Cupa Iomain na h-Òige' for primary GE pupils (a pilot project hoped to become an annual event based in the Highlands but open to schools across Scotland). September of each calendar year. September of each calendar year.	Q2 23/24 ●	In the process of setting up an afterschool football club with FC Sonas	Q2 23/24 ●
Liaise with High Life Highland to include Gaelic in their activity programmes as per the terms of The Highland Council Gaelic Language Plan. Annually.	Q2 23/24 ●	The Gaelic team liaise with HLH to ensure that Gaelic medium pupils have access to sporting activities delivered through the medium of Gaelic. A Gaelic sports festival was organised in July 2023, and partnership working with HLH will continue within GLP 4	Q2 23/24 ●
Work with partners to provide opportunities to develop transferable skills through events such as GM Primary Schools debating and heritage activities. September of each school session.	Q2 23/24 ●	The Highland Council Gaelic Team continue to develop and offer initiatives that develop their transferable skills such as The Laithean Cultur and Seachdain na Gaidhlig	Q2 23/24 ●
2.2 Contribute to and support Community Partnership Development Plans			
Enabling Action	RAG	Comment	Latest Update
Develop marketing and awareness events and material, promoting the many benefits of bilingualism through Gaelic, including use in the home. Target Date May 2019	Q2 23/24		Q1 19/20 ●
Produce pre-school enrolment information that promotes the benefits of bilingualism through Gaelic education. February each school session.	Q2 23/24 ●		Q2 23/24 ●

Theme 3: Gaelic in Education

3.1 Contribute to national strategic partnership initiatives and policy formulation across Gaelic education

Enabling Action	RAG	Comment	Latest Update
Through membership of the National Gaelic Education Strategy Steering Group and other forums, contribute to and engage with initiatives which inform and influence national policy and guidance. Each Academic year.	Q2 23/24 ●		Q2 23/24 ●
Work with Bòrd na Gàidhlig on a national Gaelic Education Workforce Planning Strategy. Each Academic year.	Q2 23/24		Q3 22/23 ●
In response to robust self-evaluation processes, establish working groups and workstreams to respond to areas for development as highlighted within a Local Authority Gaelic Education Operational Improvement Plan, contributing to national development priorities. Each Academic year.	Q2 23/24 ●		Q2 23/24 ●
Work with Partners on a national Gaelic Education Additional Support Needs Strategy, taking account of resource priorities for learning and teaching. Target date June 2019.	Q2 23/24		Q1 23/24 ●
Review and update existing Highland Council Additional Support Needs policy and guidance for Gaelic Medium Education. Target date June 2019.	Q2 23/24		Q1 23/24 ●
Ensure engagement and involvement with academic sources, research bodies, conferences, studies and reports which may inform and influence national policy, guidance and resources for our schools. Each academic year.	Q2 23/24 ●		Q2 23/24 ●
Ensure that teachers engage in ongoing self-evaluation processes to support and inform developments associated with the creation and distribution of resources. Each academic year.	Q2 23/24 ●		Q2 23/24 ●
Continue to work in collaboration with partners in the production of generic Gaelic education marketing material in order to establish a national strategy for student teacher placements. Each academic year.	Q2 23/24 ●		Q2 23/24 ●
Work in collaboration with partners to establish a baseline of linguistic competency and confidence for staff working across Gaelic education. June 2019, June 2021, June 2023.	Q2 23/24 ●		Q2 23/24 ●
In collaboration with partners, develop and enhance linguistic competency as part of Career Long Professional Learning, through promotion and access to both Highland Council and external training opportunities. Each academic year.	Q2 23/24 ●		Q2 23/24 ●

Work with partners to deliver the annual Gaelic careers event 'Siuthad!' for secondary fluent and learner pupils. Each academic year.	Q2 23/24		Q4 20/21 ●
Increase the percentage of the pupil population who are being educated through the medium of Gaelic in primary school to 10%. June 2019, June 2021, June 2023.	Q2 23/24 ●		Q2 23/24 ●
Continue the ongoing development of Gaelic Primary Language Learning (PLL) planning materials and associated high-quality teaching resources. June 2019, June 2021, June 2023.	Q2 23/24 ●		Q2 23/24 ●
3.2 Gaelic education embedded in The Highland Council's Strategic Education Improvement Planning			
Enabling Action	RAG	Comment	Latest Update
Ensure that Gaelic education is considered as an important component within The Highland Council's estates and associated management meetings. Each academic year.	Q2 23/24 ●		Q2 23/24 ●
Ensure a lead officer for Gaelic education will support strategic education reviews, assessments and developments. Each academic year.	Q2 23/24 ●		Q2 23/24 ●
Encourage and support career development opportunities within Gaelic education. Each academic year.	Q2 23/24 ●		Q2 23/24 ●
Ensure that all Highland School Improvement Plans will demonstrate measures that support the implementation and embedding of meaningful learning about Gaelic language, culture and heritage as part of entitlements to learn about Scotland through Curriculum for Excellence Social Studies delivery. Each academic year.	Q2 23/24 ●		Q2 23/24 ●
Work closely with Education Scotland and Stòrlann to develop a Gaelic Grammar Progression Framework that enhances Gaelic learning and teaching. June 2019	Q2 23/24		Q1 23/24 ●
Ensure that Care and Learning Officers deliver ongoing, high-quality support for school staff, relevant to the unique context of our Highland schools. Each academic year.	Q2 23/24 ●		Q2 23/24 ●
Update Gaelic Medium Additional Support Needs Policy and Guidance; consider and respond to implications e.g. training or resources. June 2019	Q2 23/24		Q1 23/24 ●
Develop and share Highland Council policy and guidance regarding entitlements to Gaelic Medium Primary Education with schools and parents. November each year.	Q2 23/24		Q4 20/21 ●

Work with schools to support accessibility to software and applications specific to Gaelic education on ICT devices. Each academic year.	Q2 23/24 ●	Duolingo is now available on ICT devices.	Q2 23/24 ●
Enable staff delivering L2 and L3 Gaelic to have increased confidence in their level of Gaelic and use planners, online activities and other teaching resources. June 2019, June 2021, June 2023.	Q2 23/24 ●	Gaelic L2 and L3 has been embedded as a key strategic priority in the revised draft GLP.	Q2 23/24 ●
3.3 Support the 0–3 Early Learning and Childcare sector			
Enabling Action	RAG	Comment	Latest Update
Agree a financial package in collaboration with Bòrd na Gàidhlig to ensure the continuation of working partnerships with the Third Sector. Annually	Q2 23/24		Q4 22/23 ●
In conjunction with the Third Sector, create an online training module, introducing Gaelic language to parents and babies/toddlers. June 2019.	Q2 23/24		Q1 19/20 ●
In conjunction with partners, ensure input to HNC Course in Early Learning and Childcare. June 2019	Q2 23/24		Q1 19/20 ●
Continue, in conjunction with Bòrd na Gàidhlig and Third Sector, to promote Gaelic education to pre-school children and families. 2018 to 2023.	Q2 23/24		Q4 20/21 ●
Work with Partners to develop a training programme for Early Years staff engaged in Gaelic Language Learning to assist with all areas of Gaelic education. April 2019 and ongoing.	Q2 23/24		Q3 21/22 ●
3.4 Develop 3-18 Gaelic Education			
Enabling Action	RAG	Comment	Latest Update
Continue Scottish Government partnerships to deliver new stand-alone Gaelic schools. Ongoing	Q2 23/24 ●		Q2 23/24 ●
Agree a sustainable funding package with Bòrd na Gàidhlig for new developments and additional provision to support growth. Annually	Q2 23/24 ●		Q2 23/24 ●
In collaboration with Bòrd na Gàidhlig and the Gaelic National Strategy Group, explore a core suite of subjects for secondary Gàidhlig education. June 2020.	Q2 23/24 ●		Q2 23/24 ●
Support ongoing professional development through a training programme to deliver 1+2. Ongoing.	Q2 23/24 ●		Q2 23/24 ●
Audit Gaelic medium capacity in existing provision in order to target and promote expansion. June 2020.	Q2 23/24		Q3 22/23 ●

Identify and support 3–5 pre-school provision in targeted locations, taking account of the increase in hours of Early Learning provision, to improve the transitions to primary Gaelic education and in the longer term, secondary schools. 2020-2021 onwards.	Q2 23/24		Q2 21/22 ●
Identify Gaelic community development activities within Associated School Groups, to complement and link with formal Gaelic education provision. Annually.	Q2 23/24 ●	CLD Gaelic officers have developed pilot Gaelic Development Plans to formally link with schools with GME provision, and will continue to further develop and refresh the plans with schools in GLP4	Q2 23/24 ●
Respond to demand for full Gaelic wraparound care provision. As required	Q2 23/24 ●		Q2 23/24 ●
Support staff in accessing a progressive and coherent curriculum for Gaelic Language Learning as part of the 1+2 approach in English medium settings. Encourage all schools which have GM provision to include Gaelic as an L2 for GM classes. Annually.	Q2 23/24		Q2 21/22 ●
Work collaboratively with Comhairle nan Eilean Siar and e-Sgoil to expand access to secondary Gaelic subject delivery. Ongoing.	Q2 23/24 ●		Q2 23/24 ●
Engage with stakeholders to identify an action plan to support and encourage transition at key stages, in order to maintain and develop pupil numbers. June 2020.	Q2 23/24 ●		Q2 23/24 ●
Develop links between Gaelic medium primary and Gaelic medium secondary schools, where Gaelic teaching provision for S1–S3 might usefully be supported by primary teachers. As required.	Q2 23/24 ●		Q2 23/24 ●
Support ongoing promotion and marketing material, highlighting the benefits of Gaelic education and bilingualism. Annually.	Q2 23/24 ●	GME promotion events are once again in person and ongoing in a targeted plan cross Highland schools by CLD team.	Q2 23/24 ●
Provide guidance and support for relevant Council staff, including in schools, to encourage parents to choose the Gaelic education route to bilingualism. Annually.	Q2 23/24 ●		Q2 23/24 ●
Collaborate with partners to develop the range and availability of Gaelic language learning opportunities for teachers delivering Gaelic as L2 or L3. Ongoing.	Q2 23/24 ●		Q2 23/24 ●
Engage with neighbouring local authorities to examine where joint working and shared services might benefit the sustainability and expansion of Gaelic education. As required.	Q2 23/24 ●		Q2 23/24 ●
Encourage schools to promote GME on their websites. Ongoing.	Q2 23/24 ●		Q2 23/24 ●

3.5 Review the learning materials and learning resources provided to support Gaelic education

Enabling Action	RAG	Comment	Latest Update
Work in collaboration with Education Scotland to deliver standardised assessments suitable for Gaelic Medium Education’s model of delivery. December 2019.	Q2 23/24		Q1 23/24 ●
Support Highland staff in sharing resources within a digital platform. June 2019	Q2 23/24		Q1 22/23 ●
Work with partners to develop resources for Gàidhlig and Gaelic (Learners), for example, reading schemes. Ongoing.	Q2 23/24 ●		Q2 23/24 ●
Enable teachers to have confidence to engage with Gaelic Primary Language Learning materials and provide subsequent feedback relative to their use. Ongoing.	Q2 23/24 ●		Q2 23/24 ●
Highland Council Grammar Working Group, in collaboration with Education Scotland and Stòrlann, create a grammar teaching framework and supporting resources. June 2019.	Q2 23/24		Q1 23/24 ●
Highland Council Additional Support Needs Working Group work towards the development of policy and resource materials to support pupils with Additional Support Needs. June 2019.	Q2 23/24		Q1 23/24 ●
Work with Bòrd na Gàidhlig and Partners on a National Gaelic Education Additional Support Needs Strategy and associated resources. Ongoing	Q2 23/24 ●		Q2 23/24 ●

Theme 4: Gaelic in the Arts, Culture and Heritage

4.1 Contribute to national initiatives/policy for Gaelic in the arts/culture/heritage sectors

Enabling Action	RAG	Comment	Latest Update
Participate in the work of the National Gaelic Arts Strategy. Autumn 2017 - Autumn 2023	Q2 23/24 ●		Q2 23/24 ●
Work with Sabhal Mòr Ostaig to support and maximise the impact and the outcomes of the Residency Programme, further developing links with schools and communities. Each academic year.	Q2 23/24		Q4 22/23 ●

4.2 Increase profile/usage of Gaelic across the Highlands

Enabling Action	RAG	Comment	Latest Update
Work with An Comunn Gàidhealach to deliver a Royal National Mòd in Inverness in 2020, building on the success of Lochaber 2017. Autumn 2018 and 2021	Q2 23/24		Q4 20/21 ●
Work with An Comunn Gàidhealach and other stakeholders to increase the number of young people and adults participating at Royal National Mòds, through the Mòd Academy. Autumn 2018 and 2021	Q2 23/24		Q4 21/22 ●
Through Gaelic language classes, encourage adult learners to participate in Provincial and National Mòds. Annually.	Q2 23/24 ●		Q2 23/24 ●
Work with An Comunn Gàidhealach to ensure the number of young people participating in Provincial Mòds remains stable and, when opportunities allow, that the numbers increase. Support Mòd Academy and Mòd Roadshow initiatives when it is appropriate. October 2020	Q2 23/24		Q1 23/24 ●
Work with Fèisean nan Gàidheal and Fèis Rois through our Service Delivery Contracts, to support Fèisean based in the Highlands in promoting and increasing Gaelic in their outputs. Annually.	Q2 23/24 ●		Q2 23/24 ●
Work with High Life Highland and partners to raise the profile and increase the usage and visibility of Gaelic throughout visitor attractions, leisure facilities, museums, archive centres and at events. Annually	Q2 23/24 ●		Q2 23/24 ●
Work in collaboration with Comunn na Gàidhlig to organise and support sporting activities through the medium of Gaelic. September each year.	Q2 23/24		Q4 22/23 ●
Support and promote arts events. September each year.	Q2 23/24 ●		Q2 23/24 ●

4.3 Opportunities for people to engage with Gaelic through the arts and creative industries

Enabling Action	RAG	Comment	Latest Update
Work with Sabhal Mòr Ostaig to implement the broad range of projects agreed between both organisations under the Memorandum of Understanding. Each academic year.	Q2 23/24 ●		Q2 23/24 ●
Work with media specialists, such as FilmG to support Gaelic Medium and Learner pupils to create short films through the medium of Gaelic. Annually	Q2 23/24 ●		Q2 23/24 ●
Continue to work with media and film-making professionals to support the annual Gaelic FilmG Awards. March each year.	Q2 23/24		Q4 22/23 ●
Continue to work with partners to develop a programme of creative writing workshops in schools. March each year.	Q2 23/24		Q4 22/23 ●
Continue to develop links with the broader linguistic and cultural diaspora, for example Nova Scotia and other countries with lesser-used languages such as Ireland and Wales. October 2019.	Q2 23/24 ●		Q2 23/24 ●
Engage with MG ALBA in relation to national issues which may affect Gaelic broadcasting. October 2019.	Q2 23/24		Q3 19/20 ●
In collaboration with Sabhal Mòr Ostaig and the Provincial Government of Nova Scotia, develop a programme to celebrate educational, cultural and economic links. Annual review.	Q2 23/24 ●		Q2 23/24 ●
Over the lifetime of the Plan, organise and support exchange visits for young people and adults. October 2019/2021/2023.	Q2 23/24 ●		Q2 23/24 ●

Theme 5: Gaelic in the Workplace

5.1 Increase the status, profile, awareness and usage of Gaelic across all Council services

Enabling Action	RAG	Comment	Latest Update
Ensure that Highland Council Senior Management Team will continue to ensure that when Council policies and initiatives are being scoped, account is taken of the potential impact on Gaelic. Quarterly.	Q2 23/24 ●		Q2 23/24 ●
Work with contractors (third party sector) who provide services and work for The Highland Council to engage with and increase the use of Gaelic within their companies, encouraging them to support Gaelic and cultural events in the Highlands. Annually.	Q2 23/24 ●		Q2 23/24 ●
Reinforce the message that customers who write to The Highland Council in Gaelic are guaranteed a written response in Gaelic. Autumn 2018	Q2 23/24		Q1 23/24 ●
Update and refresh the Gaelic Toolkit which is currently available on the intranet. Summer 2019	Q2 23/24 ●	This is an action which will be taken forward in the refreshed Gaelic Language Plan	Q2 23/24 ●
Provide training for front-line staff to use the standard bilingual welcome phrases. Summer 2019.	Q2 23/24		Q2 19/20 ●
Update the online Bilingual Toolkit for Members and The Highland Council staff. Autumn 2019	Q2 23/24 ●		Q2 23/24 ●
Continue the requirement for all Services to use the internal Gaelic Translation Service for quality and consistency. Ongoing	Q2 23/24 ●		Q2 23/24 ●
Ensure that press releases relating to Gaelic matters will appear in Gaelic first on the Council's website, with a bilingual heading and a 'Read in English' option. Summer 2019	Q2 23/24		Q1 23/24 ●
Create a prominent Gaelic portal on the The Highland Council website which will include information on Gaelic education, bilingualism, the learning toolkit, Gaelic developments across the Council and links with partners. Autumn 2019.	Q2 23/24 ●	This action is currently being revisited and revised.	Q2 23/24 ●
Ensure that bilingual door signs, e-mail signatures and out-of-office messages will be actively offered and promoted to staff across The Highland Council services. Autumn 2018 - Autumn 2023	Q2 23/24 ●		Q2 23/24 ●
Provide training for front-line staff to use the standard bilingual welcome phrases. Ongoing.	Q2 23/24 ●		Q2 23/24 ●

5.2 Opportunities for elected members and officer to learn Gaelic

Enabling Action	RAG	Comment	Latest Update
Establish up-to-date baseline data, by conducting a Gaelic language skills audit, which will include Gaelic usage within the Council. Autumn 2020	Q2 23/24 ●	Project requires cross service collaboration aim to issue a staff survey to determine the current staff language skills	Q2 23/24 ●
Provide workplace Gaelic Awareness sessions for Elected Members and Council Staff. Autumn 2020	Q2 23/24		Q2 22/23 ●
Explore the potential for using external funding to support Gaelic learning in the workplace. Autumn 2020	Q2 23/24 ●	External funding has been applied for to support the project. Council staff and Members receive 50% class fee discount if enrolling onto HC Gaelic Adult Learning classes. This action has been taken forward to GLP4, funding application has been submitted to BnaG to support Gaelic learning in the workplace.	Q2 23/24 ●

5.3 Raise profile and use of Gaelic with external partners/relevant stakeholders

Enabling Action	RAG	Comment	Latest Update
As part of the Community Partnership, continue to liaise with other Local Authorities, public sector organisations such as University of the Highlands and Islands, NHS Highland, Police Scotland, Highlands & Islands Fire & Rescue Service, and Highlands and Islands Enterprise, especially in relation to the development of Gaelic language plans. Annually. 23/3/23 Updater change to Paul Nevin from Kate Lackie	Q2 23/24 ●		Q2 23/24 ●
Continue to liaise with organisations such as Forestry and Land Scotland, Scottish Natural Heritage and Crofting Commission, to signpost provision of Gaelic awareness or language learning courses across Highland. Quarterly.	Q2 23/24 ●		Q2 23/24 ●
Keep abreast of Gaelic corpus issues, including Gaelic orthographic developments and issues relating to translation and interpretation quality control and accreditation. 2018-2023	Q2 23/24 ●		Q2 23/24 ●
Continue to work in collaboration with and support Ainmean-Àite na h-Alba as the national experts on Gaelic place-names. 2018-2023	Q2 23/24 ●		Q2 23/24 ●
Continue to ensure that Gaelic headings and sub-headings are included in standard contracts, service delivery agreements and associated schedules. Autumn 2020	Q2 23/24 ●		Q2 23/24 ●
Maximise the use of digital technology and social media. Quarterly	Q2 23/24 ●		Q2 23/24 ●

Theme 6: The Social, Economic and Cultural Value of Gaelic

6.1 Gaelic within general economic development and cultural tourism in Highlands

Enabling Action	RAG	Comment	Latest Update
Collaborate with VisitScotland to secure a higher profile and visibility for Gaelic in the promotion and advertising campaigns of the Highland Council area relating to genealogy, language, music, topography, flora and fauna, food and drink, and the natural environment. Annually.	Q1 23/24 ●		Q1 23/24 ●
Contribute to, and engage with, the development of VisitScotland's Gaelic Tourism Strategy for Scotland. Ongoing.	Q1 23/24		Q4 22/23 ●
Collaborate with internal services to secure a higher profile and visibility for Gaelic in the development of links with the film and media industry. Ongoing	Q1 23/24		Q4 22/23 ●
Add 'Gaelic Impact' to internal Service process checklists and plans for cultural and sporting events, including the creative industries. Annually	Q1 23/24		Q4 22/23 ●
Work in collaboration with key partners in order to increase the visibility and use of the language in high-profile national events. Annually	Q1 23/24		Q4 22/23 ●
Increase the visibility of Gaelic in retail, commercial development and small businesses signage at the formal planning stage. Annually	Q1 23/24 ●		Q1 23/24 ●
Collaborate with local groups and Ainmean-Àite na h-Alba to promote Gaelic place-names in housing and commercial developments. Ongoing.	Q1 23/24 ●		Q1 23/24 ●
Help to increase the number of participants at, and sponsorship engagement with, Gaelic-related events in the Highlands. Ongoing	Q1 23/24		Q4 22/23 ●
Work in collaboration with key partners to develop a Gaelic tourism strategy for the Highlands. Autumn 2021.	Q1 23/24 ●		Q1 23/24 ●
Continue to work with An Comunn Gàidhealach to further develop the Economic Impact Assessment Study of the Royal National Mòd when it is held in the Highlands. December 2020.	Q1 23/24		Q4 21/22 ●

6.2 Work with partners to develop strategies for the Gaelic jobs' markets, including careers advice

Enabling Action	RAG	Comment	Latest Update
-----------------	-----	---------	---------------

Contribute to targeted campaigns advising on Gaelic careers and skills, outlining the educational, economic and cultural benefits of bilingualism, and the breadth of careers options and opportunities that Gaelic provides. Assess the potential for developing our young workforce appropriately, seeking cross-sectoral development/pilots/case studies, and engaging with national initiatives and with potential employers. Annually.	Q1 23/24 ●		Q1 23/24 ●
Under the terms of the Memorandum of Understanding, work with Sabhal Mòr Ostaig to develop partnership projects, including increasing educational and economic opportunities for Gaelic, media training, project management, young people and adult learning collaboration. Quarterly.	Q1 23/24 ●	The Highland Council have an MOU with Sabhal Mor Ostaig and continue to deliver projects that are agreed within the MOU	Q1 23/24 ●
Continue to work with Sabhal Mòr Ostaig to deliver and implement The Highland Council Gaelic Bursaries Scheme. Annually	Q1 23/24 ●		Q1 23/24 ●
Make Gaelic learning training available to Customer Service staff. Annually	Q1 23/24 ●	This is an action which will be taken forward in the refreshed Gaelic Language Plan	Q1 23/24 ●