

THE HIGHLAND COUNCIL

GAELIC COMMITTEE – 13 November 2008

Agenda Item	7.
Report No	G/31/08

**Highland 2007 Legacy Programme
Guidelines for the Promotion of Gaelic**

Report by Director of Education, Culture and Sport Service

Summary

The purpose of this report is to present proposed guidelines to the recipients of awards through the Highland 2007 Legacy Programme on the minimum requirements to promote Gaelic as a condition of award for consideration and comment by Members.

1. Background

- 1.1 One of the conditions of the award of Highland 2007 grant funding was the requirement of event and project managers to promote Gaelic language and culture. The same requirement will be made of forthcoming recipients of Highland 2007 Legacy Programme funding.
- 1.2 ECS officials have been liaising with the Council's Gaelic Development Manager to produce a set of guidelines that reflect the **minimum** requirements that will be required of event and project managers. The draft guidelines have been developed to account for the successes and practical arrangements associated with this undertaking during Highland 2007 and aim to begin to address some of the missed opportunities to maximise on the promotion of Gaelic through the region's programme of events, festivals and cultural activity in 2007.

2. Proposed Guidelines

- 2.1 A copy of the draft guidelines is contained in Appendix 1 for Members' consideration.
- 2.2 In addition to the minimum guidelines being applied as outlined for all events and projects awarded Highland 2007 Legacy Programme funding, ECS officials managing the Programme will highlight further opportunities to significantly increase the exposure of Gaelic language and culture to new audiences where possible and will work with event organisers to advise and propose the methods by which such opportunities can be fulfilled.

3. Recommendation

3.1 It is recommended that Members note and comment upon the draft guidelines contained in Appendix 1.

Signature:

Designation: Director of Education, Culture and Sport

Date: 30 October 2008

Author: Fiona Hampton

Appendix 1 - Highland 2007 Legacy Programme Guidelines for the Promotion of Gaelic

The Highland Council, the grant-awarding organisation behind the Highland 2007 Legacy Programme, is committed to the further development of the Gaelic Language. The Council's Gaelic Language Plan, the first in Scotland to be formally approved, is available at www.highland.gov.uk/gaidhlig. In accordance with The Highland Council Gaelic Language Plan, a condition of the funding support from the Highland 2007 Legacy Programme is the provision of a strong Gaelic language element in the projects and events funded by the programme.

Organisers of projects and events funded by the programme must include appropriate representation of Gaelic within their project or event. Successful projects and events will be required to consider how Gaelic could be fully integrated into the heart of the project or event. A proposed plan for the representation of Gaelic within projects and events through the Highland 2007 Legacy Programme should be submitted to Fiona Hampton within 4 weeks of your grant award.

Grant recipients should follow the guidelines below, as a minimum :

1. All projects and events should produce bilingual promotional material where key elements to be translated would include day, date, time and location of the event. The title of the event would not necessarily require to be translated, but ought to be where this is feasible and appropriate.
2. Where a programme or similar is produced, as a minimum, page or section titles should be bilingual. Where a 'welcome' or letter from the chair of the organisation is included, this should also be bilingual.
3. Each event or project will offer specific opportunities to include Gaelic representation within the event. Examples of these may include:
 - A bilingual master of ceremonies (or simply a welcome in Gaelic as well as English);
 - Translation of the programme/running order for the event;
 - Bilingual elements on the project or event website;
 - Banners with Gaelic or bilingual wording on display at the event.
4. Projects and events must demonstrate the representation of Gaelic in their activity by submitting some or all of the following (note: this list is not exhaustive): photographs, samples of print produced, press cuttings.
5. Contact details for translators will be provided on request. Projects and events are expected to incorporate translation costs into their existing project or event budget for marketing and promotion.