

INTRODUCTION RO-RÀDH

This advice note promotes good practice in bilingual signage for new developments. It is directed at developers who may be bringing forward development proposals in the Highland Council area and may wish to consider the use of Gaelic in their signs.



RAISING AWARENESS OF GAELIC A' TOGAIL AIRE MUN GHÀIDHLIG

The Highland Council recognises the importance of widespread awareness of Gaelic and a positive opinion towards it. This means we will support and encourage efforts to make more of the public aware of Gaelic. We will promote the visual profile of Gaelic by using it consistently, alongside English, on our property signage, road and street signs, official literature, letterheads and logos.



GAELIC SIGNS IN PRIVATE DEVELOPMENTS SOIDHNICHEAN GÀIDHLIG ANN AN LEASACHAIDHEAN PRÌOBHAIDEACH

There are some good reasons for using bilingual signage in private developments:

- to emphasise the distinctive Highland nature of an organisation or its products;
- to satisfy customer and client demand;
- to enhance customer service and care;
- to gain a public relations or marketing edge;
- to harness community goodwill at little extra cost.



Across the Highland area, there are already a wide range of businesses that have made a positive choice by using Gaelic only or bilingual signage in their business premises. Outside of specific planning rules for signs in conservation areas or on listed buildings, there are no set guidelines on how the signs should look. The examples here present some solutions how language separation and clarity on signs are for different types of businesses.

EXAMPLES OF BEST PRACTICE EISIMPLEIREAN DEN CHLEACHDADH AS FHEÀRR

All signs, no matter how large or small, can play a significant part in raising the profile of the Gaelic language and can be of real benefit to your business, the local economy and the heritage of the highland area. We therefore encourage developers and businesses to discuss the opportunities at an early stage in the planning process. Please contact the Highland Council on 01463 702000 or visit www.highland.gov.uk for further information.

Funding for bilingual signage (in some cases up to 50% of the total cost) can be secured from a variety of sources. In particular, Comunn na Gàidhlig currently provide funding and translation assistance for businesses and organisations wishing to incorporate Gaelic into their brand and/or identity. For further information, please follow this web-link:

www.cnag.org.uk



Planning and Development Service

Development Management
Advice Note Series

Using Gaelic In Signs

A' Cleachdadh Gàidhlig ann an Soidhnichean

Advice Note #