

Comhairle na Gàidhealtachd  
The Highland Council

Buidheann Buileachaidh na Gàidhlig – 13 Samhain 2014  
Gaelic Implementation Group – 13 November 2014

Agenda Item	<b>4</b>
Report No	<b>GIG 18/14</b>

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:

- 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 and its cross cutting commitment to ‘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’; and
- The Highland Council 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.

1.2 Members should also note that the Presentation outlining our collaborative work with Skills Development Scotland (SDS) - also on the Agenda for this meeting - also contributes significantly to the implementation of this Theme.

**2. 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.*

2.1 We continue 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 significantly increased the profile of Gaelic in the City before and during the Royal National Mod in October 2014.

2.2 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. We continue to

liaise with colleagues internally and with Ainmean Àite na h-Alba to provide Gaelic names for housing and commercial developments.

2.3 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.

2.4 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. A full economic impact assessment will be carried out in due course and will be presented to Members. We now look forward to welcoming the Royal National Mod to Lochaber in 2017

2.5 We are 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 will be held in Inverness from 22-24 April 2015. This prestigious international event will undoubtedly provide economic benefits to the area and Members will be provided with further detail as and when available. The website can be found here: <http://www.celticmediafestival.co.uk/>

2.6 We are also delighted that we have been successful in attracting the “Trads” – the Scottish Traditional Music Awards – to Inverness on 13 December 2014. More details can be found here: <http://projects.scottishcultureonline.com/scotstradmusicawards/> All these events provide a high profile and multi-media platform for Gaelic and they also bring significant economic benefits to the Council area.

2.7 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 build and develop on our agreement with VisitScotland in the promotion of the Highlands’ distinct culture; including featuring Gaelic in marketing campaigns.

2.8 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.

2.9 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.

2.10 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***.

2.11 DC Research was commissioned to gather detailed information from businesses, communities and social enterprises which used Gaelic in their operations or which saw the use of Gaelic as an asset. The final Report has been agreed and the Gaelic and Development and Infrastructure Teams have been involved on the Research Steering Group. The research looked at examples of best practice in using Gaelic as an asset, highlight opportunities to scale up existing activity and develop a toolkit of analysed data and opportunities to guide organisations engaged in Gaelic development in supporting business innovation, internationalisation and sectoral development.

2.12 The logistics and arrangements associated with the publication and launch of the research Report is being finalised for November 2014 and will likely include a Parliamentary launch and reception plus several sectoral webinars around Scotland. The Full Report will also be the subject of a presentation to the Planning, Development and Infrastructure Committee on 18 February 2015.

**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 Gaelic Careers event for Secondary pupils, a second event was organised on 31 October 2014 in Eden Court Theatre in Inverness. Around 200 S2/S3 pupils attended the event; which sought to encourage young Secondary pupils to continue with their Gaelic studies up to qualification level. The event, opened by BBC personality Kirsteen Macdonald, showcased a vast range of Gaelic organisations and employers along with practical examples of career opportunities.

3.2 Along with SDS and the Scottish Government, we are pushing ahead to re-establish the Gaelic Employment and Skills Partnership (GESP). This group is expected to have representation from the Scottish Government, Bòrd na Gàidhlig, HIE, Local Authorities, Sabhal Mòr Ostaig and SDS, amongst others. This engagement aims to outline the educational, economic and cultural benefits of bilingualism; which in turn feed into a wide range of careers options and opportunities. We also aim to assess the potential for Modern Apprenticeships; seeking cross-sectoral development/pilots/case studies; engaging with national initiatives and with potential employers. We are also undertaking fresh action to establish links with the Scottish Government's data analysts on Labour Market Intelligence (LMI).

**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 on Labour Market Intelligence (LMI).

3.4 We also 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, Development and Infrastructure is a member of the Funders Group for the project.

#### 4. Implications

4.1 There are no Resource, Legal, Equalities, Climate Change, Risk or Rural implications associated with this Report at present.

<b>5.</b>	<b>Recommendations</b>  Members are invited to: <ul style="list-style-type: none"><li>• Comment on the implementation of the GLP Economic Development Theme.</li><li>• Agree to welcome the Scottish Trad Muisic Awards and the Celtic Media Festival being held in Inverness and to explore how to attract Gaelic-related high profile economically and culturally beneficial events, which might be hosted in Highland</li><li>• Agree to renewed activity and action on the Gaelic Employment and Skills Partnership and engagement with the Government's Labour Market Intelligence specialists.</li><li>• Agree to encourage the marketing of Gaelic Careers and Job Opportunities with the Scottish Government, Bòrd na Gàidhlig, SDS and others.</li><li>• Agree to foster and develop the economic potential of partnerships including Blas Festival, Fèisean nan Gàidheal, Fèis Rois and An Comunn Gàidhealach.</li></ul>
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Designation: Head of Policy and Reform

Date: 30 October 2014

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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.