

Agenda Item	5
Report No	G/6/21

THE HIGHLAND COUNCIL

Committee: Gaelic Committee

Date: 18 May 2021

Report Title: Gaelic Translation

Report By: Executive Chief Officer, Performance and Governance

1. Purpose/Executive Summary

- 1.1 This report informs Members of the work of the Gaelic Translation Service, including:
- a) an overview of work administered between April 2020 and March 2021; and
 - b) a summary of forthcoming projects

2. Recommendations

- 2.1 Members are asked to:
- i. Consider the report and note the work that has been undertaken in relation to Gaelic translation; and
 - ii. Note the areas of current and future development.

3. Implications

- 3.1 Resource
The resource implications are within the current main budget stream which include core Council budget and Gaelic Specific Grant.
- 3.2 Legal
The Highland Council has a requirement to implement its Gaelic Language Plan under the Gaelic Language (Scotland) Act of 2005.
- 3.3 Community (Equality, Poverty, Rural and Island)
The report complies with The Highland Council's policies on equality. There are no adverse socio-economic, rural or island implications.
- 3.4 Climate Change / Carbon Clever
The Gaelic Team currently attend all meetings online and virtually, thus reducing the requirement for business travel.

3.5 Risk

The work of the Gaelic Translation Service is important in order to ensure compliance with the Council's bilingual policy and implementation of The Highland Council's Gaelic Language Plan 2018–2023 (GLP3), as well as the National Gaelic Language Plan.

3.6 Gaelic

This report has positive implications regarding the preservation and development of Gaelic language and culture across all sectors in the Highland area. The Gaelic Translation Service also contributes to consultation on place-names and linguistic or corpus issues with other organisations, thereby contributing to language development nationally.

4. Gaelic Translation

4.1 The Gaelic Translation Service consists of one member of staff, a Senior Translation Officer, whose remit includes translation, proofreading and dealing with linguistic advice requests. During the period 1 April 2020 to 31 March 2021 some 939 requests were administered. Individual requests vary in size from short phrases to projects running to tens of thousands of words. While most of these requests were from within the Council's services, assistance was also provided to Council Members, Ainmean-Àite na h-Alba (AÀA) and occasionally to external organisations. Requests from High Life Highland were fewer than usual due to the Covid-19 lockdown.

The majority of translations were from English to Gaelic. 14 translations were from Gaelic to English and related to correspondence from the public and the media.

Most requests relate to educational materials, corporate documents, and street and building signage. The following sub-sections provide an overview of the work of the Gaelic Translation Service over the financial year 2020-21.

4.2 Education

Support for educational resources included: the 'Cùm Ort' series of children's books; a phonics book; the Highland Literacy Project; the Highland Numeracy & Mathematics Project (which included diagnostic assessment materials and problem cards); an online creative writing workshop; Home Economics teaching materials; Gaelic phrase cards for schools; and Build Back Better activities including PowerPoint presentations about coronaviruses and the importance of hygiene and social distancing.

Work was undertaken in collaboration with the Gaelic Resources Assistant to produce materials to support home-learning and activities during lockdown. This included production of numerous interactive PowerPoint resources, with voice-overs to support language acquisition and promote correct pronunciation.

Other administrative and support texts relating to education included school newsletters, school dinner menus, enrolment information and communication regarding school catchment areas. Posters relating to Covid-19 information and guidance for use in schools and other settings were also produced.

4.3 Gaelic Team

Assistance continued for Gaelic Team staff, including Community Learning and Development. Materials were provided for all ages from Early Years through to Adult

Learning, the emphasis being on videos and resources which could be used online. Translation was provided to FC Sonas to promote Gaelic in conjunction with footballing skills and health and fitness, via videos and PowerPoint presentations. Assistance was also provided to staff who liaise with key Gaelic and cultural partners.

4.4 Corporate and Marketing Texts

All the agendas, reports and minutes for the Council's Gaelic Committee are provided fully in Gaelic as well as in English. Bilingual headings and subheadings are provided for corporate documents not directly related to Gaelic. These include committee agendas and minutes, miscellaneous corporate reports, and advertising and information leaflets relating to Council services.

4.5 Public Relations and Publicity

36 Gaelic press releases relating to Gaelic issues and events were uploaded bilingually to the Council's website. These included: promotion of FC Sonas football videos; shinty promotional videos; congratulations to Bun-Sgoil Ghàidhlig Phort Rìgh on winning a World Social Enterprise Forum award for charitable work regarding refugees; promotion of the online local Skye Mòd; promotion of Clean Air Day initiatives; promotion of Cèilidh na Comhairle; celebration of the success of the online Royal National Mòd 2020; information regarding the online Siuthad careers event; promotion of online Blas 2020; celebration of the success of Highland Council staff at the 2020 Education Awards; success of Highland schools at FilmG Awards; commencement of construction work on a new nursery at Bun-Sgoil Shlèite; and promotion of an online Latha Gàidhlig, providing information to parents about the benefits of bilingualism.

4.6 Correspondence

There were 45 requests for translation of official correspondence and other informal email messages to and from the Council, including several tweets and Facebook posts.

4.7 Job Adverts

Gaelic job adverts, including job descriptions and person specifications, for 25 separate posts where Gaelic was an essential or desirable requirement, were translated for publication.

4.8 Street and Road Directional Signage

The Council continues to work in partnership with AÀA as the national advisory partnership on Gaelic place-names and consults with them, as a matter of policy, to ensure correct forms of Gaelic place-names on signage and documents.

Requests for 147 road and street signs were administered for new developments and replacement or new signage for existing streets and locations across the Highland Council area.

Signage for streets and housing developments were provided for Alness, Ardersier, Avoch, Beaully, Caol, Carrbridge, Culbokie, Dingwall, Dornoch, Evanton, Fort Augustus, Fort William, Glen Urquhart, Inverness, Kingussie, Nairn, Skye, Spean Bridge, Strathcarron, Strathpeffer, Tain and Tornagrain. Road directional signage was provided for Ardnamurchan, Caithness, Dingwall, Fort William, Inverness, Lairg, Onich and Ullapool. This included 30 signs provided to HITRANS for a wayfinding strategy for

Lochaber. Signage was also provided for the Raigmore Active Travel Link.

4.9 Building Signage

Requests for 111 separate building signs were administered for Council-owned buildings and properties. Projects included Merkinch Primary School, Alness Academy, Alness Leisure Centre, Merchant House in Inverness, Rosebank Nursery, Marybank Primary School, Duncan Forbes Primary ELC and Auldearn ELC Centre. Bilingual lift commands were also recorded for Alness Academy. The ongoing development of bilingual signage increases the visual presence of Gaelic and raises its profile in schools, the workplace and the wider community. It is hoped the more recent initiative, which will ensure that Gaelic is heard as well as seen, can be replicated elsewhere and will help to further promote the language.

4.10 Interpretation Panels

Gaelic was provided for several interpretation panels, including those which were erected on hoardings around Inverness Castle during redevelopment works. The bilingual interpretation incorporated local cultural, historical and Gaelic information. Text was also provided for the Spirit of the Highlands website relating to the ongoing Inverness Castle project and for the Highland Pictish Trail website.

Gaelic texts celebrating local history and heritage were provided for engraving on wooden sculptures to be erected in Newtonmore village square. Interpretation was also provided for Russian Arctic Convoy panels to be erected at Battery Cove, as well as markers for the Highland Pictish Trail. Bilingual Honorary Quidditch Town banners were provided for installation in Portree.

5. Comparison with Previous Years

5.1 The Gaelic Translation Service was established in March 2009, initially with the assistance of incrementally decreasing Gaelic Language Act Implementation Fund (GLAIF) financing from Bòrd na Gàidhlig. Since 2011, the service has been supported by Gaelic Specific Grant funding from the Scottish Government.

The service is demand-led and has administered a high volume of translation and proofreading requests since it was established. The following table shows the total number of requests returned per financial year, for the last several years. Monthly logs are maintained with details of dates, contacts, services, subjects and word counts. Individual requests vary greatly in size from single words to sizeable documents and consequently, time spent on each individual request can also vary greatly. Single word requests such as place-names may involve significant research and consultation with AÀA, while other short phrases can be returned instantly. Therefore, due to many variables, the figures cannot be directly compared on a like for like basis. Nevertheless, they demonstrate a steady demand for the work of the service.

April–March	No. of Requests Returned
2014–15	810
2015–16	767
2016–17	620
2017–18	918
2018–19	748
2019–20	720
2020–21	939

6. Bilingual Policy Redraft

- 6.1 The *Guidelines on bilingual signage for Highland Council staff and additional Guidance for the use of Gaelic* was produced in 2010 and requires review. This document is currently being redrafted and is scheduled for redesign into a more user-friendly format by the Council's Graphic Designer. Contact details will be updated and references will be aligned with the current Highland Council Gaelic Language Plan and National Gaelic Language Plan.
- 6.2 Some practical points will be added to strengthen the policy and align it with current practice. These include a request to provide brief background information on street-names to assist the translation process, and a requirement to send sign templates back to the Gaelic Translation Service for proof-reading prior to manufacture. The current practice of providing Gaelic-only signage in GME standalone settings, in order to support the immersion experience, will also be formally included.
- 6.3 The refreshed document should provide opportunities to reinforce the bilingual policy – which is very much a cross-service policy – across the Council. The current document is only available on the Council's intranet, and it is proposed that the refreshed policy document should be made available on the Council's website to be viewed by all.
- 6.4 It is intended that the redrafted and redesigned document will be presented to Members for consideration and approval at the next meeting of the Gaelic Committee, and submitted thereafter to the Full Council for ratification.

7 Forthcoming Projects

- 7.1 Due to the high volume of requests received, the work of the Gaelic Translation Service tends to be reactive rather than proactive. However, a number of additional projects are due to be implemented under GLP3. These include offering personalised bilingual email footers and out-of-office messages etc. to staff, to be rolled out across services.

The Gaelic Translation Service will also assist with training of frontline and reception staff to reinforce bilingual welcome messages, salutations and basic phrases.

In collaboration with colleagues in the Gaelic Team the Gaelic Toolkit, available on the Council's intranet, will be updated. We also aim to increase the presence of Gaelic on The Highland Council's website, in collaboration with the Council's Digital Team and Corporate Communications Team.

Designation: Executive Chief Officer, Performance and Governance

Date: 27.04.21

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Background Papers: N/A