

## **MEASURES FOR INCLUSION AND PROMOTION OF GAELIC IN PROJECT ACTIVITIES:**

### **COMMUNICATION**

#### **FACE TO FACE**

- Bilingual welcome given by all staff, group members or volunteers
- Gaelic-speaking staff/members available and identified
- Response from a Gaelic-speaking member offered

#### **TELEPHONE**

- Bilingual welcome given by all staff, group members or volunteers
- Bilingual message given by answering machines
- Dedicated number for communication with Gaelic-speaking staff/members
- Gaelic menus offered on automated answering systems
- Transfer to a Gaelic-speaking member offered
- Return telephone call from a Gaelic-speaking member offered

#### **MAIL & EMAIL**

- Indication in all mailing that there is a policy to accept communication in Gaelic
- Respond in Gaelic to mail sent in Gaelic (without ad hoc translation of supporting documents)
- Stated Gaelic response time no longer than that given for English correspondence
- Database of groups and individuals preferring communication in Gaelic maintained and communication with them in Gaelic as a matter of practice
- Bilingual mailings or separate Gaelic and English circulars under one cover

#### **FORMS**

- Bilingual forms as a norm
- Gaelic versions of other forms readily available
- Indication on all forms, irrespective of language, that they may be completed in Gaelic

#### **PUBLIC RELATIONS**

- Gaelic speakers available to deal with Gaelic media enquiries and interviews
- Gaelic media and organisations provided with Gaelic versions of press releases
- Reference to the body's Gaelic policy and Gaelic provision in all notes to editors in press releases
- Gaelic-medium visitor presentations and corporate entertainment offered to parties of Gaelic users
- Gaelic used as a part of all presentations or entertainment

#### **PUBLICITY**

- On-going advertising of the group's Gaelic policy and provision
- Uptake of the group's Gaelic provision actively encouraged
- Gaelic versions of publicity campaigns
- Gaelic as an element in publicity campaigns

### **PUBLICATIONS**

#### **PRINTED MATERIAL**

- Gaelic versions or bilingual production of all leaflets
- Gaelic versions or bilingual production of all booklets and documents intended for general distribution
- Gaelic versions or bilingual production of booklets intended for limited distribution, if the material is related to Gaelic or is of particular interest to the Gaelic community, according to a clear policy to determine this

- Incorporation of Gaelic elements (eg, Gaelic names, bilingual captions, Gaelic summary) in non-Gaelic publications
- Gaelic versions launched at the same time as the English equivalent
- Gaelic versions advertised in their non-Gaelic equivalents
- Gaelic versions retailed at no greater price or of no less quality than non-Gaelic equivalents
- Gaelic publications included in displays and lists in the same way as their non-Gaelic equivalents

#### **WEBSITES**

- Gaelic incorporated into home page
- Gaelic and English web addresses
- Gaelic version of content based on Gaelic or bilingual printed material published by the body (as outlined above)
- Gaelic pages
- Gaelic website

#### **EXHIBITIONS**

- Reference to Gaelic and the group's Gaelic policy and provision in all display material
- Some Gaelic incorporated in all display material
- Significant amount of Gaelic incorporated in display material if the content is based on Gaelic or bilingual printed material published by the body (as outlined above)
- Significant amount of Gaelic incorporated in display material if the subject is related to Gaelic or of particular interest to the Gaelic community

### **INTERFACE**

#### **GROUP IDENTITY**

- Gaelic version of group's name formally registered
- Bilingual identity on stationery, badges, passes etc
- Bilingual slogans and strap-lines
- Gaelic incorporated into logos
- Gaelic internet domain used in parallel with the existing corporate domain
- Gaelic incorporated into corporate signature files

#### **DEVELOPMENT**

- Employment of dedicated Gaelic development officer(s)

#### **EXTERNAL SIGNAGE**

- Bilingual external signs, of the same font family (colour may vary) with equal prominence for Gaelic and English, with colour contrast in compliance with the Disability Discrimination Act
- On multilingual signs and plaques, Gaelic immediately precedes or follows the English text with equal prominence
- New signage erected through staged replacement or normal upgrading programmes, in order to maximise opportunity and minimise cost
- Temporary signage subject to the same language requirements as permanent signs

#### **RECEPTION**

- Fixed counter markers indicate where Gaelic-speaking staff are always available
- Temporary counter markers or prominent badges indicate staff with Gaelic

#### **PUBLIC MEETINGS**

- Use of Gaelic as the principle language where significant proportion of potential participants are Gaelic speakers
- Principle language of a meeting clarified in prior publicity
- Provision of any interpretation facilities advertised in prior publicity
- Any contributions made in Gaelic to be minuted in Gaelic, with English translation

### **COMPLAINTS PROCEDURE**

- Clients provided with the means of registering complaints in Gaelic or English
- Publicising the existence and nature of the complaints procedure in Gaelic and English

### **INTERNAL OPERATION**

#### **INTERNAL COMMUNICATION**

- Tolerance of the use of Gaelic in the workplace
- Encouragement for staff to use Gaelic if they have proficiency
- Encouragement of the use of Gaelic in all meetings of local authorities

#### **SIGNAGE**

- Bilingual internal signs, of the same font family (colour may vary) with equal prominence for Gaelic and English, with colour contrast in compliance with the Disability Discrimination Act
- On multilingual signs and plaques, Gaelic immediately precedes or follows the English text with equal prominence
- New signage erected through staged replacement or normal upgrading programmes, in order to maximise opportunity and minimise cost
- Temporary signage subject to the same language requirements as permanent signs

#### **INCREASING LANGUAGE CAPACITY**

- External translation and proofing services employed when required
- Basic training for non-Gaelic staff who may be involved in the group's Gaelic policy and provision (eg, identifying text or speech as Gaelic, using courtesy phrases)
- General support resources for staff directly involved in implementing the body's Gaelic policy and provision (eg, dictionaries, software)
- Specialist training for staff involved in implementing the body's Gaelic policy and provision (eg, technical vocabulary, bilingual design)
- Staff encouraged to learn Gaelic, to acquire literacy, and to enhance their Gaelic language skills (eg, through external Gaelic education facilities and/or internal language classes)
- Gaelic-medium social events for staff

#### **STAFF RECRUITMENT**

- All posts working specifically with or through the language to be designated "Gaelic-essential"
- All posts in Gaelic work environments to be designated "Gaelic-essential"
- All posts having a potential linguistic impact on Gaelic environments or duties to be designated "Gaelic-desirable"
- Gaelic-only or Gaelic-predominant advertising of "Gaelic-essential" posts
- Bilingual or separate Gaelic and English advertising of "Gaelic-desirable" posts
- Reference to the body's Gaelic policy and provision in recruitment documentation for all posts
- Staff development and redeployment to take account of family participation in, or intention to participate in, Gaelic-medium education

### **POLICY**

#### **LANGUAGE IMPACT AUDIT**

- Neutral or positive impact of policy decisions and their implementation on the use and status of Gaelic
- Monitoring of the impact of policy implementation on the use and status of Gaelic
- Recognition of communities with 5% of the local population shown by the latest Census to have a Gaelic language skill as discrete units in economic and community planning

**SOCIAL FUNCTIONS**

- Support for the transmission of Gaelic as a mother tongue, irrespective of location
- Encouragement of, and support for, 0-3 Gaelic-medium provision through engagement with young couples and families, irrespective of location
- Promotion of new 0-3 Gaelic-medium provision, in support of local Gaelic-medium education provision

**CULTURE FUNCTIONS**

- Support for Gaelic heritage as an appreciation of the past and an enrichment of the present, irrespective of location
- Support for art as a developer and diversifier of Gaelic-medium culture, irrespective of location
- Development of targeted cultural, art, recreation, sport and healthy living services for Gaelic-medium pre-school and school education, available through the medium of Gaelic
- Gaelic-medium interpretation of and access to presentation of heritage, culture and art on offer

**COMMUNICATION FUNCTIONS**

- Promotion of the awareness of, and of access to information on, Gaelic, Gaelic education, Gaelic activities, Gaelic development and Gaelic employment, irrespective of location
- Support for community and occupational use of Gaelic as a language of communication, where 20% of the local population by civil parish or a significant numerical concentration are shown by the latest Census to have a Gaelic language skill
- Support for Gaelic broadcasting and print as community builders and language disseminators, irrespective of location