



**HIGHLAND
CULTURE
PROGRAMME**

**PRÒGRAM
CULTUR NA
GAIDHEALTACHD**

**GUIDELINES FOR THE
PROMOTION OF GAELIC**

STIÙIREADH AIRSON
ADHARTACHADH
NA GAIDHLIG

The Highland Council, the grant-awarding organisation behind the Highland Culture 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 Culture Programme is the provision of a strong Gaelic language element in the projects and events funded by the programme.

In general, 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 would 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 Culture Programme should be submitted to Fiona Hampton and must be received in advance of claims for payment.

Grant recipients should follow the guidelines below:

1. All projects and events should produce promotional material with key elements represented in both Gaelic and English. This should 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 incorporate Gaelic. 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.