

## Gaelic Books Council

### Equality, Diversity and Inclusion Plan for financial year 2021-22

This EDI action plan was approved by the Gaelic Books Council's Board of Trustees on 24 March 2021. This plan is based on the Gaelic Books Council's EDI policy, to which amendments have been made in March 2021 and which is also subject to review and approval by the board. The plan and the policy are reviewed annually and reports are made to Creative Scotland on performance against the targets set out in the plan.

Objective	Task	Date(s)	Lead	Measure of Success	Actual Performance
To provide support for Gaelic writers #1: commissions	The Gaelic Books Council will assess all commission grant applications on merit and experience	May 2021 Jul-Aug 2021 Oct-Nov 2021 Jan-Feb 2022	Head of Literature and Publishing	<p><b>Governance &amp; Employment</b> Quarterly meetings conducted as per schedule with applicants being notified within agreed timeframe</p> <p><b>Creative Programme</b> The development of new Gaelic writing of the highest quality, addressing a broad range of contemporary issues.</p> <p><b>Policies and Process</b> Annual review of priority genres and updating of application guidance.</p> <p><b>Audiences</b> Increased exposure of new readers across the country to new Gaelic writing.</p>	To be completed after March 2022
To provide support for Gaelic writers #2: author appearances	<p>The Gaelic Books Council will ensure that all Gaelic authors are paid fairly.</p> <p>Support with reasonable travel and subsistence costs to attend literary events and professional training will be offered.</p>	Ongoing	Director	<p><b>Governance &amp; Employment</b> Authors paid within 7 days of events.</p> <p><b>Creative Programme</b> Increased incidence of Gaelic authors appearing at literary events and festivals.</p> <p><b>Policies and Process</b> Fair pay for Gaelic authors applied consistently. Compliance with Scottish Govt "Fair Work First" framework.</p> <p><b>Audiences</b> More opportunities for readers in all parts of Scotland to meet</p>	To be completed after March 2022

				Gaelic authors and enjoy Gaelic literary events.	
To provide support for publishers of Gaelic books	The Gaelic Books Council will work in partnership with publishers in the Highlands and Islands and throughout Scotland to support book launches/literary events in a variety of locations and to overcome geographical barriers to sales and outreach efforts	Ongoing	Sales and Marketing Officer	<p><b>Governance &amp; Employment</b> Allocation of GBC sponsorship funds to events and book launches</p> <p><b>Creative Programme</b> Heightened awareness of new Gaelic publications and increased book sales</p> <p><b>Policies &amp; Process</b> Expansion of the sale-or-return agreement with publishers to reduce carriage costs</p> <p><b>Audiences</b> Increased exposure of new and existing audiences to new Gaelic publications</p>	To be completed after March 2022
To develop skills in the creative industries #1: creative writing	The Gaelic Books Council will work in partnership with national arts agencies to identify and support new Gaelic writers	<p>Gaelic Playwriting Award (PSS) Oct 2021</p> <p>Gaelic New Writers Awards (SBT) May 2021</p> <p>Las/Ignite Fellowship (SBT) Dec 2021</p> <p>MLitt Publishing bursary (Stirling) Aug 2021</p> <p>Tailored support for young writer(s) (TBC)</p>	<p>Director</p> <p>Director</p> <p>Head of Literature and Publishing</p> <p>Head of Literature and Publishing</p> <p>TBC</p>	<p><b>Governance &amp; Employment</b> Financial economies realised through collaborations / partnerships</p> <p><b>Creative Programme</b> Sustained/increased interest in opportunities for new Gaelic writers</p> <p><b>Policies &amp; Process</b> Continued collaboration between GBC and Scottish Book Trust, and between GBC and Playwrights' Studio Scotland</p> <p><b>Audiences</b> New Gaelic writers in print and performing/presenting their work</p>	To be completed after March 2022
To develop skills in the creative industries #2: editing, proofreading and teaching	The Gaelic Books Council will deliver an annual programme of accredited writing courses for writers, editors, media personnel	Ongoing	Head of Literature and Publishing	<p><b>Governance &amp; Employment</b> The establishment of a network of skilled freelance Gaelic editors</p>	To be completed after March 2022

	and Gaelic teachers.			<p><b>Creative Programme</b> Developing relationships between the GBC and local authorities for the delivery of Gaelic-medium continuing professional development</p> <p><b>Policies &amp; Process</b> Review of succession planning policy and priorities</p> <p><b>Audiences</b> An increase in the numbers of Gaelic media personnel and teachers successfully completing training courses</p>	
Accessibility #1: online information	The Gaelic Books Council will regularly monitor and evaluate the company website, email, newsletter and digital resources to ensure accessibility for all users and to ensure compliance with the most recent version of WCAG (web content accessibility guidelines). New GBC website due to launch April 2021.	On-going	Sales and Marketing Officer	<p><b>Governance &amp; Employment</b> Maintenance of Eurosystems contract to protect and back up corporate data</p> <p><b>Creative Programme</b> Improved digital content on website and accessible Gaelic content and formatting</p> <p><b>Policies &amp; Process</b> Regular review and refreshing of web content</p> <p><b>Audiences</b> Increased traffic on website and social media</p>	To be completed after March 2022
Accessibility #2: Gaelic language at live events	The Gaelic Books Council will provide simultaneous interpretation of the highest quality at public literary events and, where possible, will also provide appropriate interpretation (through audio, subtitles or other means) for online events.	On-going	Sales and Marketing Officer	<p><b>Governance &amp; Employment</b> Increased employment opportunities for translators</p> <p><b>Creative Programme</b> Gaelic literary events accessible to all, irrespective of fluency in Gaelic.</p> <p><b>Policies &amp; Process</b> New translators introduced to live interpretation services</p> <p><b>Audiences</b> Growing new audiences through</p>	To be completed after March 2022

				increased accessibility of events	
Accessibility #3: audiobooks and easy-to-read fiction	<p>GBC will continue to investigate the potential for audiobook development, with a view to supporting more Gaelic publishers to create audiobooks in future.</p> <p>GBC will work with Acair Books to complete the research and development phase of the accessible fiction project begun in 2019-20.</p> <p>GBC will review the effectiveness and audience appeal of the Giglets online e-reader titles currently offered through the GBC website.</p>	<p>Ongoing</p> <p>Phase 2 (author engagement) to be completed by October 2021</p> <p>Current GBC/Giglets contract runs until July 2021. Review will take place in April/May 2021.</p>	Literature & Publishing team	<p><b>Governance &amp; Employment</b> Communication with Gaelic publishing sector and industry experts</p> <p><b>Creative Programme</b> GBC will investigate options for recording and distribution of audiobooks, and will work with authors and publishers to kickstart a new fiction imprint</p> <p><b>Policies &amp; Process</b> Review of progress on digital developments, new publishing formats and accessible fiction</p> <p><b>Audiences</b> Alternatives provided to readers/audiences unable to access traditionally published Gaelic books or seeking easy-to-read options</p>	To be completed after March 2022
Accessibility #4: physical access to shop and offices	<p>Level access from the street to the GBC shop and offices is provided for wheelchair users, and disabled toilet facilities are available to customers and visitors.</p> <p>See also "Retail &amp; Distribution" below</p>	Ongoing	Director	<p><b>Governance &amp; Employment</b> Compliance with regulations and best practice on disabled access</p> <p><b>Creative Programme</b> N/A</p> <p><b>Policies &amp; Process</b> Review of facilities and compliance annually</p> <p><b>Audiences</b> Signage and online information make audiences and customers aware of our accessibility</p>	To be completed after March 2022
Education & community programme #1: remote areas	The Gaelic Books Council will seek to address difficulties in accessing books due to rural isolation through mail order discount schemes, and sale-or-return inspection boxes where we cannot visit in person, to enable pre-schools, primary	On-going	Sales and Marketing Officer	<p><b>Governance &amp; Employment</b> Collaboration with Education Scotland and GLAN to promote book service for GM schools</p> <p><b>Creative Programme</b> Greater awareness of the Leum Dhan Leabhar initiative and an increase in the number of</p>	To be completed after March 2022

	schools and secondary schools in isolated communities to access Gaelic books and encourage children's enjoyment of reading and literature.			schools accessing the service provided <b>Policies &amp; Process</b> Annual review of effectiveness of book club and associated logistics <b>Audiences</b> More children accessing service and reading Gaelic books	
Education & community programme #2: early years literacy	The Gaelic Books Council will develop the Leugh is Seinnbrand (early-years reading and singing sessions) by: <ul style="list-style-type: none"> <li>visiting schools and communities in rural areas</li> <li>providing "quiet" reading sessions for autistic children</li> <li>providing support for non-Gaelic-speaking families through vlogs and phonetic resources</li> <li>promoting basic BSL in reading sessions</li> <li>making sessions available live online and through bespoke recordings for particular schools and groups</li> </ul>	On-going	Gaelic Reading Ambassador & Sales and Marketing Officer	<b>Governance &amp; Employment</b> Relevant training and development made available to Linda <b>Creative Programme</b> Tour dates agreed with communities not previously visited by Linda. Specific reading sessions for autistic children and their families offered as necessary <b>Policies &amp; Process</b> Linda to reinforce elements of BSL in each reading session <b>Audiences</b> Increased involvement in reading sessions by a more diverse group of families with particular requirements	To be completed after March 2022
Education & community programme #3: student book club & writing group	The Gaelic Books Council will work in partnership with Glasgow University to deliver literature-focused activities for immersion year students	September 2021-March 2022	Director	<b>Governance &amp; Employment</b> Increased commitment to support Gaelic readers <b>Creative Programme</b> High uptake in student-targeted activities, increased incidence of book reviews by a wider reading community, increased Gaelic book sales. <b>Policies &amp; Process</b> Collaboration with Glasgow	To be completed after March 2022

				University staff to ensure students' diverse reading needs are met <b>Audiences</b> Regular attendance and on-going engagement with Gaelic literary events	
Education & community programme #4: book gifting initiatives	Through the Togail Coimhearsnachd Leughaidh gifting initiative, GBC will provide book vouchers to community groups to: <ul style="list-style-type: none"> <li>• address childhood poverty</li> <li>• provide support in under-resourced areas</li> <li>• foster creative engagement and literacy</li> </ul> <p>GBC will also support other charities and good causes, such as the St Andrew's Fair Saturday initiative.</p>	On-going	Sales and Marketing Officer	<b>Governance &amp; Employment</b> Links established with new reading communities throughout Scotland. <b>Creative Programme</b> Donations to Togail Choimhearsnachd Leughaidh scheme to be solicited year-round and particularly at Xmas. Surplus Bookbug packs to be donated to schools and libraries. <b>Policies &amp; Process</b> Annual review of policy to ensure GBC is identifying those groups in most need of additional support. <b>Audiences</b> Growth of new audiences from the above collaborations and initiatives	To be completed after March 2022
Education & community programme #5: to bring Gaelic to specific audience groups	GBC will work with other organisations on one-off and continuing projects to engage groups with specific characteristics and interests, thereby building a more diverse audience for Gaelic, e.g. collaboration with Ceòl is Craic on song writing projects, events at Glasgow Women's Library, liaison with the Scottish BAME Writers' Network, etc.	On-going	Director	<b>Governance &amp; Employment</b> GBC will establish and strengthen links with other organisations <b>Creative Programme</b> GBC will collaborate with other specialist arts organisations, and will take advantage of existing initiatives such "Reading Schools" to identify Gaelic schools not currently engaging with GBC. <b>Policies &amp; Process</b>	To be completed after March 2022

				Annual review of policy and initiatives to ensure that outreach objectives are being achieved, with particular regard to geographical spread, age and other audience characteristics. <b>Audiences</b> Growth of new audiences from the above collaborations and initiatives	
Education & community programme #6: lifelong reading journeys	GBC will pursue the readership strategy developed in 2020-21, gathering statistics to monitor the number of Gaelic readers (aiming for an increase of 5% each year), and working with key partners such as Stòrlann, Scottish Book Trust, Bòrd na Gàidhlig and other organisations to promote literacy and increased confidence in using Gaelic and engaging with Gaelic literature.	On-going	Director	<b>Governance &amp; Employment</b> Links with Bòrd na Gàidhlig, Scottish Book Trust, other experts & researchers <b>Creative Programmes</b> To build on the “Ficsean Furasta” (2020) and Scotinform (2017) research conducted to establish figures, in collaboration with Bòrd na Gàidhlig and publishers <b>Policy &amp; Process</b> Review of GBC policies to ensure target audiences are effectively engaged <b>Audiences</b> More readers engaged with literature, 5% increases achieved year on year	To be completed after March 2022
Retail and distribution	The Gaelic Books Council will identify and support new retail outlets willing to stock a range of Gaelic books to meet the needs of their local communities.  GBC will also deliver information sessions, pop-up shops and sales events in remote and rural communities – COVID restrictions permitting – and will make sale-or-return arrangements with schools and	Ongoing	Sales and Marketing Officer	<b>Governance &amp; Employment</b> Achievement of book sales of £75,000 in 2019-20. <b>Creative Programme</b> Increased access to Gaelic books in smaller retail outlets and community venues, and at events, increased Gaelic book sales. <b>Policies &amp; Process</b> The GBC will target new/remote communities and retail outlets annually.	To be completed after March 2022

	<p>learner groups and offer discounts as appropriate.</p> <p>The GBC shop is wheelchair and pram accessible (via the main close). New books and themed displays are accessible on a lower level table. See also "Accessibility #4" above.</p>			<p><b>Audiences</b> An increase in readership numbers due to improved access to information and Gaelic books.</p>	
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17 March 2021

Alison Lang, Stiùiriche/Director