

Gaelic Books Council

Equality, Diversity and Inclusion Plan for financial year 2022-23

This EDI action plan was approved by the Gaelic Books Council's Board of Trustees at its meeting on 29 March 2022. This plan is based on the Gaelic Books Council's EDI policy, to which minor amendments have been made in March 2022, 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	Ongoing, with quarterly submission deadlines	Head of Literature and Publishing	<p>Governance & Employment Quarterly meetings conducted as per schedule with applicants being notified within agreed timeframe</p> <p>Creative Programme The development of new Gaelic writing of the highest quality from a diverse range of writers,</p> <p>Policies and Process Annual review of priority genres and updating of application guidance, including provision for equality, fairness and respect for all our stakeholders.</p> <p>Audiences Increased exposure of new readers across the country, from all backgrounds and within all communities, to new Gaelic writing.</p>	To be completed after March 2023
To provide support for Gaelic writers #2: author appearances	<p>The Gaelic Books Council will ensure that all Gaelic authors are treated equally, including provision of fair payment.</p> <p>Support with reasonable travel and subsistence costs to attend literary events and professional training will be offered.</p>	Ongoing	Director	<p>Governance & Employment Authors paid within 7 days of events.</p> <p>Creative Programme Increased incidence of Gaelic authors of all backgrounds appearing at literary events and festivals.</p> <p>Policies and Process Fair pay for Gaelic authors applied consistently. Compliance with Scottish Govt</p>	To be completed after March 2023

				<p>“Fair Work First” framework.</p> <p>Audiences More opportunities for readers in all parts of Scotland to meet Gaelic authors and enjoy Gaelic literary events.</p>	
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, with submission deadlines in: May 2022 Jul-Aug 2022 Oct-Nov 2022 Jan-Feb 2023	Sales and Marketing Officer	<p>Governance & Employment Allocation of GBC sponsorship funds to events and book launches</p> <p>Creative Programme Heightened awareness of new Gaelic publications and increased book sales</p> <p>Policies & Process Expansion of the sale-or-return agreement with publishers to reduce carriage costs</p> <p>Audiences Increased exposure of new and existing audiences to new Gaelic publications</p>	To be completed after March 2023
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 of all backgrounds	<p>Gaelic Playwriting Award (PSS) (to be offered next in 2023-24)</p> <p>Gaelic New Writers Awards (SBT) May 2022 call-out for 2023 cohort</p> <p>Las/Ignite Fellowship (SBT) Dec 2023</p> <p>MLitt Publishing bursary (Stirling) Aug 2022 for academic year 2022-23</p>	<p>Director</p> <p>Director</p> <p>Head of Literature and Publishing</p> <p>Head of Literature and Publishing</p>	<p>Governance & Employment Financial economies realised through collaborations / partnerships</p> <p>Creative Programme Sustained/increased interest in opportunities for new Gaelic writers</p> <p>Policies & Process Continued collaboration with Scottish Book Trust, Playwrights’ Studio Scotland, and Stirling University</p> <p>Audiences New Gaelic writers in print and performing/presenting their work</p>	To be completed after March 2023

		Ar Guthan (pilot 2022-23) Tailored support for young writer(s) (TBC)	Head of Literature and Publishing TBC		
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 and Gaelic teachers.	Ongoing	Head of Literature and Publishing	<p>Governance & Employment The establishment of a network of skilled freelance Gaelic editors</p> <p>Creative Programme Developing relationships between the GBC and local authorities for the delivery of Gaelic-medium continuing professional development</p> <p>Policies & Process Review of succession planning policy and priorities</p> <p>Audiences An increase in the numbers of Gaelic media personnel and teachers successfully completing training courses</p>	To be completed after March 2023
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).	On-going	Sales and Marketing Officer	<p>Governance & Employment Maintenance of Eurosystems contract to protect and back up corporate data</p> <p>Creative Programme Improved digital content on website and accessible Gaelic content and formatting</p> <p>Policies & Process Regular review and refreshing of web content</p> <p>Audiences Increased traffic on website and social media</p>	To be completed after March 2023

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>Governance & Employment Increased employment opportunities for translators</p> <p>Creative Programme Gaelic literary events accessible to all, irrespective of fluency in Gaelic.</p> <p>Policies & Process New translators introduced to live interpretation services</p> <p>Audiences Growing new audiences through increased accessibility of events</p>	To be completed after March 2023
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 and/or other digital formats in future.</p> <p>GBC will work with Acair Books to develop the “Ficsean Furasta” imprint.</p>	<p>Ongoing</p> <p>Delivery of four commissioned texts due in 2023.</p>	Literature & Publishing team	<p>Governance & Employment Communication with Gaelic publishing sector and industry experts</p> <p>Creative Programme 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>Policies & Process Review of progress on digital developments, new publishing formats and accessible fiction</p> <p>Audiences Alternatives provided to readers/audiences unable to access traditionally published Gaelic books or seeking easy-to-read options</p>	To be completed after March 2023
Accessibility #4: physical access to shop and offices	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.	Ongoing	Director	<p>Governance & Employment Compliance with regulations and best practice on disabled access</p> <p>Creative Programme N/A</p> <p>Policies & Process Review of facilities and</p>	To be completed after March 2023

	See also "Retail & Distribution" below			compliance annually Audiences Signage and online information make audiences and customers aware of our accessibility	
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, targeted marketing, online presentations, and tours of the reading and singing sessions and other events to schools and community venues.	On-going	Sales and Marketing Officer	Governance & Employment Collaboration with schools and local authorities to promote opportunities for schools to engage with Gaelic literature Creative Programme Targeted marketing to schools and parents, and an increase in the number of schools accessing books and services Policies & Process Annual review of effectiveness of book club and associated logistics Audiences More children accessing service and reading Gaelic books	To be completed after March 2023
Education & community programme #2: early years literacy	The Gaelic Books Council will develop the Leugh is Seinn brand (early-years reading and singing sessions) by: <ul style="list-style-type: none"> • visiting schools and communities in rural areas • providing "quiet" reading sessions for autistic children • providing support for non-Gaelic-speaking families through vlogs and phonetic resources • promoting basic BSL in reading sessions • making sessions available live online and through bespoke recordings for 	On-going	Gaelic Reading Ambassador & Sales and Marketing Officer	Governance & Employment Relevant training and development made available to Linda MacLeod Creative Programme Tour dates agreed with communities not previously visited by Linda. Specific reading sessions for autistic children and their families offered as necessary Policies & Process Linda to reinforce elements of BSL in each reading session Audiences Increased involvement in reading sessions by a more diverse group of families with	To be completed after March 2023

	particular schools and groups			particular requirements	
Education & community programme #3: student book club & writing group	The Gaelic Books Council will work in partnership with Glasgow University to deliver 20 sessions of the Club Leughaidh Oilghith Ghlaschu reading club	September 2022-March 2023	Director	<p>Governance & Employment Increased commitment to support Gaelic readers</p> <p>Creative Programme High uptake in student-targeted activities, increased incidence of book reviews by a wider reading community, increased Gaelic book sales.</p> <p>Policies & Process Collaboration with Glasgow University staff to ensure students' diverse reading needs are met</p> <p>Audiences Regular attendance and on-going engagement with Gaelic literary events</p>	To be completed after March 2023
Education & community programme #4: book gifting initiatives	<p>Through donations to community groups and gifting initiatives, GBC will provide book vouchers and books to:</p> <ul style="list-style-type: none"> • support children in low-income households • provide support in under-resourced areas • foster creative engagement and literacy <p>GBC will also support other charities and good causes, such as the St Andrew's Fair Saturday initiative and Trees for Life (see environmental policy).</p>	On-going	Sales and Marketing Officer	<p>Governance & Employment Links established with new reading communities throughout Scotland.</p> <p>Creative Programme Donations to the Togail Choimhearsnachd Leughaidh scheme to be solicited year-round and particularly at Xmas. Surplus Bookbug packs to be donated to schools and libraries.</p> <p>Policies & Process Annual review of policy to ensure GBC is identifying those groups in most need of additional support.</p> <p>Audiences Growth of new audiences from the above collaborations and initiatives</p>	To be completed after March 2023

<p>Education & community programme #5: to bring Gaelic to specific audience groups</p>	<p>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 BPOC Writers’ Network, etc.</p>	<p>On-going</p>	<p>Director</p>	<p>Governance & Employment GBC will establish and strengthen links with other organisations Creative Programme 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. Policies & Process 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. Audiences Growth of new audiences from the above collaborations and initiatives</p>	<p>To be completed after March 2023</p>
<p>Education & community programme #6: lifelong reading journeys</p>	<p>GBC will pursue and review the readership strategy first 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.</p>	<p>On-going</p>	<p>Director</p>	<p>Governance & Employment Links with Bòrd na Gàidhlig, Scottish Book Trust, other experts & researchers Creative Programmes To build on the “Ficsean Furasta” (2020) and Scotinform (2017) research conducted to establish figures, in collaboration with Bòrd na Gàidhlig and publishers Policy & Process Review of GBC policies to ensure target audiences are effectively engaged Audiences More readers engaged with literature, 5% increases achieved year on year</p>	<p>To be completed after March 2023</p>

Retail and distribution	<p>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.</p> <p>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 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>	Ongoing	Sales and Marketing Officer	<p>Governance & Employment Achievement of book sales of £81,000 in 2022-23.</p> <p>Creative Programme Increased access to Gaelic books in smaller retail outlets and community venues, and at events, increased Gaelic book sales.</p> <p>Policies & Process The GBC will target new/remote communities and retail outlets annually.</p> <p>Audiences An increase in readership numbers due to improved access to information and Gaelic books.</p>	To be completed after March 2023
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Alison Lang, Stiùiriche/Director

Approved by the Board of Trustees, 29 March 2022