

Gaelic Books Council

Equality, Diversity and Inclusion Plan for financial year 2020-21

This EDI plan was submitted to Creative Scotland in January 2020 and approved by the Gaelic Books Council's Board of Trustees on 25 March 2020. The plan is based on the Gaelic Books Council's EDI policy, approved by the Board of Trustees in September 2018 and subsequently reviewed in September 2019. The plan and the policy are reviewed annually.

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 2020 August 2020 November 2020 February 2021	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, addressing a broad range of contemporary issues.</p> <p>Policies and Process Annual review of priority genres and updating of application guidance.</p> <p>Audiences Increased exposure of new readers across the country to new Gaelic writing.</p>	To be completed after March 2021
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>Governance & Employment Authors paid within 7 days of events.</p> <p>Creative Programme Increased incidence of Gaelic authors appearing at literary events and festivals.</p> <p>Policies and Process Fair pay for Gaelic authors applied consistently.</p> <p>Audiences More opportunities for readers in all parts of Scotland to meet Gaelic authors and enjoy Gaelic literary events.</p>	To be completed after March 2021

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>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 2021
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>Young Writer Award (SBT) Sep-Dec 2020</p> <p>Gaelic Playwriting Award (PSS) Oct 2020</p> <p>Gaelic New Writers Awards (SBT) May 2020</p> <p>Las/Ignite Fellowship (SBT) Dec 2020</p> <p>MLitt Publishing bursary (Stirling) Aug 2020</p>	<p>Director</p> <p>Director</p> <p>Literature and Publishing Officer</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 between GBC and Scottish Book Trust, and between GBC and Playwrights' Studio Scotland</p> <p>Audiences New Gaelic writers in print and performing/presenting their work</p>	To be completed after March 2021
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</p>	To be completed after March 2021

				<p>between the GBC and local authorities for the delivery of Gaelic-medium continuing professional development</p> <p>Policies & Process Review of succeeding planning policy and priorities</p> <p>Audiences 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). Subject to budget, a redesign of the GBC website is planned for 2020-21.	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 2021
Accessibility #2: Gaelic language at live events	The Gaelic Books Council will provide simultaneous interpretation of the highest quality at public literary 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 2021

<p>Accessibility #3: audiobooks and easy-to-read fiction</p>	<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 build on the focus group research conducted in 2019-20 into accessible fiction, with a view to developing a new series of young adult / adult learner fiction</p>	<p>Ongoing</p> <p>April-July 2020 (work with Acair & authors)</p>	<p>Literature and Publishing Officer</p> <p>Head of Literature and Publishing</p>	<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>	<p>To be completed after March 2021</p>
<p>Accessibility #4: physical access to shop and offices</p>	<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 & Distribution" below</p>	<p>Ongoing</p>	<p>Director</p>	<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 compliance annually</p> <p>Audiences Signage and online information make audiences and customers aware of our accessibility</p>	<p>To be completed after March 2021</p>
<p>Education & community programme #1: remote areas</p>	<p>The Gaelic Books Council will seek to address rural isolation through the Leum Dhan Leabhar book club which provides pre-schools, primary and secondary schools in isolated communities with access to a wide range of Gaelic publications and aims to increase children's enjoyment of Gaelic reading.</p>	<p>On-going</p>	<p>Sales and Marketing Officer</p>	<p>Governance & Employment Collaboration with Education Scotland and GLAN to promote book service for GM schools</p> <p>Creative Programme Greater awareness of the Leum Dhan Leabhar initiative and an increase in the number of schools accessing the service provided</p>	<p>To be completed after March 2021</p>

				<p>Policies & Process Annual review of effectiveness of book club and associated logistics</p> <p>Audiences More children accessing service and reading Gaelic books</p>	
Education & community programme #2: early years literacy	<p>The Gaelic Books Council will develop the Leugh & Seinn le Linda brand (early-years reading and singing sessions) by:</p> <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 	On-going	Gaelic Reading Ambassador	<p>Governance & Employment Relevant training and development made available to Linda</p> <p>Creative Programme Tour dates agreed with communities not previously visited by Linda. Specific reading sessions for autistic children and their families offered as necessary</p> <p>Policies & Process Linda to reinforce elements of BSL in each reading session</p> <p>Audiences Increased involvement in reading sessions by a more diverse group of families with particular requirements</p>	To be completed after March 2021
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	Commencing Sept 2020	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>	To be completed after end of academic year in June 2021

				Audiences 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"> • address childhood poverty • provide support in under-resourced areas • foster creative engagement and literacy 	On-going	Sales and Marketing Officer	Governance & Employment Links established with new reading communities throughout Scotland. Creative Programme 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. Policies & Process Annual review of policy to ensure GBC is identifying those groups in most need of additional support. Audiences Growth of new audiences from the above collaborations and initiatives	To be completed after March 2021
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 young song writers project, events at Glasgow Women's Library, etc.	On-going	Director	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 as the First Minister's Reading Challenge to identify Gaelic schools not currently engaging with GBC. Policies & Process Annual review of policy and initiatives to ensure that outreach objectives are being	To be completed after March 2021

				<p>achieved, with particular regard to geographical spread, age and other audience characteristics.</p> <p>Audiences Growth of new audiences from the above collaborations and initiatives</p>	
Education & community programme #6: lifelong reading journeys	<p>Research to establish baseline figures and develop a readership strategy in 2019-20, with a target, set by Bòrd na Gàidhlig, to increase numbers of Gaelic readers by 5% in each subsequent year, with the aim of improving literacy, confidence in using Gaelic and engagement with Gaelic literature.</p>	On-going	Director	<p>Governance & Employment Links with Bòrd na Gàidhlig, Scottish Book Trust, other experts & researchers</p> <p>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</p> <p>Policy & Process Review of GBC policies to ensure target audiences are effectively engaged</p> <p>Audiences More readers engaged with literature, 5% increases achieved year on year</p>	To be completed after March 2021
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, rural and communities, and will provide inspection boxes to schools and learner groups through Leum Dhan Leabhar (see above).</p> <p>The GBC shop is wheelchair and pram accessible (via the main</p>	Ongoing	Sales and Marketing Officer	<p>Governance & Employment Achievement of book sales of £75,000 in 2019-20.</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</p>	To be completed after March 2021

	close). New books and themed displays are accessible on a lower level table. See also "Accessibility #4" above.			access to information and Gaelic books.	
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