



Ar Cànan, Ar Cultar, Ar Beartas - Ceisteachan

Seo na ceistean san t-suirbhidh gus ur cuideachadh le bhith a' cruinneachadh fiosrachaidh, ma tha feum agaibh air.

Gus ur freagairt a cho-roinn, lìon an t-suirbhidh air-loidhne an seo: [Importance of Gaelic in Scotland](#)

Our Language, Our Culture, Our Prosperity - Questionnaire

Here are the questions contained within the survey to help you collate information, if required.

To share your response, please complete the survey online here: [Importance of Gaelic in Scotland](#)

Page P11

T2

Please select whether you prefer to answer this questionnaire in:

Innis an fheàrr leat an ceisteachan seo a fhreagairt ann an:

1 English

2 Gàidhlig

Page P1

T1

Questionnaire for reference only

Highlands and Islands Enterprise (HIE), in partnership with the Scottish Government, Bòrd na Gàidhlig, VisitScotland and Skills Development Scotland, is conducting research into the cultural, social and economic value of Gaelic across Scotland. The study recognises Gaelic as a strategic national asset and aims to inform decision-making, strengthen the evidence base for future action, and support the long-term sustainability of the language and the communities that use it.

The research is being delivered by GC Insight, with Reference Economics and Lasair Ltd. In addition to a review of existing data and literature and a programme of consultations, the study includes a large-scale survey of businesses, social enterprises, community groups, public sector organisations and academic institutions that use Gaelic in their operations -whether through branding, marketing, communications, or as a core part of organisational identity.

The survey will provide insight into:

- the scale and nature of Gaelic-related cultural and economic activity;
- the social and economic impact of and benefits associated with Gaelic;
- workforce and skills gaps;
- opportunities arising from digital technologies; and
- key growth opportunities and challenges.

We would appreciate your participation. The questionnaire takes approximately 20 minutes to complete and can be saved and returned to at any time (Copy the URL and save it to continue the interview at a later time). The survey will remain open until early May 2026.

All data will be processed in line with data protection legislation, and responses will be aggregated and anonymised for reporting purposes.

- Your data will be collected by GC Insight, the independent evaluator commissioned to conduct this evaluation on behalf of Highlands and Islands Enterprise
- GC Insight will keep any information that you share with us confidential and store it securely. It will be deleted six months after this project ends. The project is expected to end in September 2026
- Your data will be anonymous
- Your data will be shared with Highlands and Islands Enterprise, but not with any other third parties
- Your participation is voluntary
- More detail on how your data will be processed, as well as on how a complaint could be filed, can be found in GC Insight's privacy notice on our website: [Privacy Policy | GC Insight](#)

For any questions about the study, please contact: harry.gover@gcinsight.co.uk or hieresearch@hient.co.uk

Thank you for taking the time to share your views.

T3

Section 1: The Organisation

Q1

Organisation name:

1

Q2

What is the nature of your organisation? (Please tick one)

- 1 Sole trader
- 2 Private Company
- 3 Social Enterprise
- 4 Voluntary/ Third Sector
- 5 Public Sector
- 6 Academia
- 7 Other (please specify)

Q3

What sector does your organisation primarily operate in? (Please tick one)

- 1 Arts and crafts (Creative Industries)
- 2 Media including digital media (Creative Industries)

- 3 Creative Industries (other)
- 4 Food and drink production
- 5 Education and skills
- 6 Life sciences
- 7 Health and social care
- 8 Heritage
- 9 Manufacturing
- 10 Financial and business services
- 11 Visitor attraction (Tourism and Hospitality)
- 12 Events (Tourism and Hospitality)
- 13 Food services (Tourism and Hospitality)
- 14 Visitor accommodation (Tourism and Hospitality)
- 15 Tourism and Hospitality (other)
- 16 Translation and/ or interpretation services
- 17 Other (please specify)

abc

Q4

Please tell us your organisation's postcode (main office). This will be used for internal purposes only and is to help us understand where organisations are located. We will use the data to build bespoke geographies for analysis and reporting (e.g. islands vs mainland).

1 abc

2 Prefer not to say

Q5

Please indicate where else your organisation has premises (please tick all that apply):

1 No other premises

2 Other parts of the Highlands and Islands

3 Other parts of Scotland

4 Other parts of the UK

5 Internationally

Q6

How many people (full-time equivalent) does your organisation currently employ in Scotland, including yourself? (Please insert the number, or as close as you can) Full time equivalent is equivalent to one person working full time for one year.

1

Q7

Please tell us how many people (full-time equivalent) your organisation currently employs in the Highlands and Islands, including yourself? (Please insert the number, or as close as you can)

1

Q8

Please indicate how the workforce may change throughout the year in response to seasonal demand. (Please tick one only)

1 No seasonal changes in the workforce

2 We employ more staff in Spring and Summer

3 We employ more staff in the lead up to the festive period

4 We employ more staff at a number of key points in the year

Q9

Does your organisation have any unpaid staff/ volunteers?

1 Yes

2 No

Q9a

If yes, please specify how many people (full-time equivalent).

1

Q10

To help us understand the economic impact, what was your/ your organisation's approximate annual turnover in the last full financial year? (Please tick one only)

- 1 £0-£49,999
- 2 £50,000-£99,999
- 3 £100,000-£249,999
- 4 £250,000-£499,999
- 5 £500,000-£999,999
- 6 £1,000,000-£2,499,999
- 7 £2,500,000-£4,999,999
- 8 More than £5,000,000
- 9 Unsure
- 10 Not relevant to the organisation
- 11 Prefer not to say

Q11

Has the organisation received any public sector grant funding in the last full financial year? This does not include payment for services delivered (e.g. translation, service level agreements, etc). (Please tick one only)

- 1 Yes
- 2 No
- 3 The organisation is a public sector body

Q11a

If yes, please indicate the amount of public sector grant funding.

- 1 £10,000 or less

- 2 £10,0001 to £25,000
- 3 £25,001 to £50,000
- 4 £50,001 to £100,000
- 5 £100,001 to £250,000
- 6 £250,001 to £500,000
- 7 £500,001 to £1m
- 8 £1m to £5m
- 9 Over £5m
- 10 Don't know

Q12

Does your organisation have an approved statutory Gaelic Language Plan? (Please tick one only)

- 1 Yes
- 2 Currently in development
- 3 No
- 4 Not relevant to my organisation
- 5 Don't know

Page P3

T4

Section 2: Gaelic as a Business Asset

Q13

Please indicate the statement that best describes the importance of Gaelic to your organisation. (Please tick one only)

- 1 Gaelic is central to our brand, product or service
- 2 Gaelic contributes significantly to our operations (e.g. marketing and customer engagement)

- 3 Gaelic language and culture add value in certain situations and contexts
- 4 Gaelic is not a major focus, but part of the wider context in which we operate
- 5 Gaelic language and culture do not currently play a role
- 6 Don't know

Q14

Is your organisation signed up to a Gaelic Charter? (Please tick one only)

- 1 Yes
- 2 No
- 3 Unsure

Q15

Does your organisation have a Business Plan, Operating Plan, Gaelic policy or similar? (Please tick one only)

- 1 Yes
- 2 No

Q16

To what extent does Gaelic feature in your current business plan or strategic objectives? (Please tick one only)

- 1 Gaelic is core to our business plan, shaping key objectives, actions, and long-term strategy
- 2 Gaelic is a clear strategic priority, with defined goals, actions, and resources allocated to support it
- 3 Gaelic is included in some objectives or initiatives, with limited but identified actions planned
- 4 Gaelic is mentioned occasionally, but it is not a priority and has no specific actions attached
- 5 Gaelic does not feature in our business plan or strategic objectives

Q17

Does the organisation have a specific budget for Gaelic-related activities? (Please tick one only)

- 1 Yes, all of our budget is for Gaelic-related activities

- 2 Yes, part of our budget is for Gaelic-related activities
- 3 No
- 4 Unsure

Q18
Please indicate which statement best describes your organisation's involvement in Gaelic language and culture (Please tick one only)

- 1 We are a Gaelic-led organisation
- 2 Gaelic is important to the organisation, but we are not Gaelic-led
- 3 We are an organisation in a Gaelic community
- 4 Our organisation is not involved in Gaelic language or culture

Q18a
How supportive would you say the environment in which you operate is, in relation to Gaelic business activity? (Please tick one only)

- 1 Very supportive
- 2 Quite supportive
- 3 Not very supportive
- 4 Not at all supportive

Q19a
Please indicate the ways in which Gaelic language is used in your organisation:

In the workplace (Please tick all that apply)

- 1 Gaelic is spoken informally amongst colleagues
- 2 Discussions and/or meetings are conducted in Gaelic
- 3 Internal written communications are provided in Gaelic
- 4 Internal written communication is in Gaelic and English
- 5 Training and development are offered in Gaelic
- 6 Training and development are offered to enhance Gaelic skills

7 Other (please specify)

abc

8 Not at all

Q19b

Please indicate the ways in which Gaelic language is used in your organisation:

Externally with customers, clients, suppliers and service users (Tick all that apply)

1 Gaelic is offered as an alternative to English in external written and spoken communications

2 There is parity between Gaelic and English in all communications

3 Gaelic is used informally with clients/customers/service users/suppliers

4 Gaelic is used in product/service names

5 Discussions and meetings are sometimes conducted in Gaelic

6 Gaelic is used in branding

7 Gaelic is used in marketing and promotion

8 Gaelic is part of the provenance of products or services

9 Gaelic is used in collaborations or networking

10 Other (please specify)

abc

11 Not at all

Q20

How important is Gaelic to your overall brand? (Please tick one only)

1 Extremely important

2 Very important

3 Moderately important

4 Slightly important

	1 Not at all	2 Small extent	3 Moderate extent	4 Great extent	5 Don't know	6 Not applicable
.8 Supports and demonstrates creativity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.9 Enables access to funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.10 Supports premium positioning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.11 Enhanced customer experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.12 The development of new products or services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22a

Are there any other attributes that your organisation's use of Gaelic contributes to?

1

Q23

What are the main challenges or barriers you experience in terms of undertaking business in Gaelic, or using Gaelic in your business? This might be in relation to the sector in which you work, the broader economic context, the policy and legislative environment, (Please tick all that apply)

- 1 Limited labour pool or skills to recruit
- 2 Limited use of Gaelic in supply chains
- 3 Limited use of Gaelic among partners and stakeholders
- 4 Lack of incentives for business use of Gaelic
- 5 Perception among other organisations business and customers that Gaelic is a cultural rather than economic or business asset

- 6 Business is located outside traditional Gaelic-speaking regions
- 7 Staff lack confidence in using their Gaelic
- 8 Not wanting to exclude non-Gaelic speakers
- 9 Not wanting to make mistakes in spoken or written Gaelic
- 10 Other (Please specify)

abc

- 11 None of the above

Q24

Please indicate how your organisation currently or intends to support Gaelic in the community.

Please tick an answer for each one, including if it is not applicable to your organisation.

	1 Currently doing	2 Not doing but intend to	3 Not doing and not intending to
.1 Offer Gaelic work placements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.2 Engage with schools, colleges or universities to promote Gaelic language and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.3 Offer apprenticeships that use Gaelic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.4 Offer graduate positions that use Gaelic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.5 Sponsorship of Gaelic events or clubs in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.6 Fund prizes for Gaelic e.g. in schools and colleges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.7 Collaborating with local organisations to promote Gaelic language and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.8 Using or increasing use of local Gaelic suppliers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1 Currently doing	2 Not doing but intend to	3 Not doing and not intending to
.9 Delivering Gaelic activities for the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q24a

Are there any other ways in which your organisation currently or intends to support Gaelic in the community?

1

Q25

What do you see are the social benefits of Gaelic to your organisation? (Tick all that apply)

- 1 Roots the organisation to the community
- 2 Builds and sustains local customer/client loyalty
- 3 Local people can access Gaelic related goods and services
- 4 Contributes to community's pride in place
- 5 Contributes to staff and community wellbeing
- 6 Helps to sustain Gaelic language and culture
- 7 Opportunities for local people to participate in Gaelic-cultural events
- 8 Supports inclusion for Gaelic speakers
- 9 Other (please specify)

abc

- 10 Don't know

T5

Section 3: The Economic Impact

Q26

From which of these markets do you currently source goods or materials? (Please tick all that apply)

- 1 Highlands and Islands
- 2 Other parts of Scotland
- 3 Rest of the UK
- 4 Outside the UK

Q27

In which of these markets do you currently sell or provide goods or services into? (Please tick all that apply)

- 1 Highlands and Islands
- 2 Other parts of Scotland
- 3 Rest of the UK
- 4 Outside the UK

Q28a

When considering the use of Gaelic in your organisation and/or in your products and services, what proportion of FTE employment is associated with Gaelic-related activity? (Please tick one only)

- 1 None
- 2 Less than 5%
- 3 5-10%
- 4 10-30%
- 5 30-50%

- 6 50-70%
- 7 70-90%
- 8 90-99%
- 9 100%
- 10 Don't know

Q28b

When considering the use of Gaelic in your organisation and/or in your products and services, what proportion of your business / organisation's turnover is associated with this activity?
(Please tick one only)

- 1 None
- 2 Less than 5%
- 3 5-10%
- 4 10-30%
- 5 30-50%
- 6 50-70%
- 7 70-90%
- 8 90-99%
- 9 100%
- 10 Don't know

Q29

We would now like to explore the potential impacts if Gaelic was not used by your organisation in relation to its operations, communications, products, or services.

If Gaelic language and culture was not used by your organisation or incorporated into your organisation's activities, FTE employment would be: (Please tick one only)

- 1 The primary function of the organisation relates to Gaelic language and culture (i.e. FTE employment would be 100% lower)
- 2 Significantly lower (decrease of between 20% to 99%) – (if selected, please specify the scale of decrease)

- 3 Somewhat lower (decrease of 5%-19%)

- 4 About the same (Less than 5% increase or decrease)
- 5 Somewhat higher (increase of 5%-19%)
- 6 Significantly higher (increase of more than 20%) – (if selected, please specify the scale of increase)

abc

- 7 Don't know

Q29.1

Please provide any further information to explain the impacts on employment that you would expect to see.

1

Q29a

Please now consider the reasons why your organisation's activities not incorporating Gaelic language and culture may negatively impact on FTE Employment. Would the exclusion of Gaelic Language and Culture negatively impact on your organisation's ability to (tick all that apply):

- 1 Sell within Scotland
- 2 Sell outside of Scotland
- 3 Recruit and retain employees
- 4 Secure investment or funding
- 5 Attract visitors
- 6 Reduce the cost of doing business or business overheads
- 7 Accessing local supply chains
- 8 Develop or deliver products or services

9 Other (please specify)

abc

10 Don't know

Q29a.1

Please provide any further information to explain your response, including how the factors identified above may impact on employment.

1

Q29b

Please now consider the reasons why your organisations activities not incorporating Gaelic language and culture may positively impact on FTE Employment. Would the exclusion of Gaelic Language and Culture positively impact on your organisation's ability to (tick all that apply):

1 Sell within Scotland

2 Sell outside of Scotland

3 Recruit and retain employees

4 Secure investment or funding

5 Attract visitors

6 Reduce the cost of doing business or business overheads

7 Accessing local supply chains

8 Develop or deliver products or services

9 Other: (Please specify)

abc

10 Don't know

Q29b.1

Please provide any further information to explain your response, including how the factors identified above may impact on employment.

1

Q30

If Gaelic language and culture was not used by your organisation or incorporated into its activities, turnover would be: (please tick one only)

1 The primary function of the organisation relates to Gaelic language and culture (i.e. turnover would be 100% lower)

2 Significantly lower (decrease of between 20% to 99%) – (if selected, please specify the scale of decrease).

3 Somewhat lower (decrease of 5%-19%)

4 About the same (Less than 5% increase or decrease)

5 Somewhat higher (increase of 5%-19%)

6 Significantly higher (increase of more than 20%) – (if selected, please specify the scale of increase).

7 Don't know

Q30.1

Please provide any further information to explain the impacts on turnover that you would expect to see.

1

Q30a

Please now consider the reasons why your organisations activities not incorporating Gaelic language and culture may negatively impact on turnover. Would the exclusion of Gaelic Language and Culture negatively impact on your organisation's ability to (tick all that apply):

- 1 Sell within Scotland
- 2 Sell outside of Scotland
- 3 Recruit and retain employees
- 4 Secure investment or funding
- 5 Attract visitors
- 6 Reduce the cost of doing business or business overheads
- 7 Accessing local supply chains
- 8 Develop or deliver products or services
- 9 Other (please specify)

abc

- 10 Don't know

Q30a.1

Please provide any further information to explain your response, including how the factors identified above may impact on turnover.

1

Q30b

Please now consider the reasons why your organisations activities not incorporating Gaelic language and culture may positively impact on turnover. Would the exclusion of Gaelic Language and Culture positively impact on your organisation's ability to (tick all that apply):

- 1 Sell within Scotland
- 2 Sell outside of Scotland
- 3 Recruit and retain employees
- 4 Secure investment or funding
- 5 Attract visitors
- 6 Reduce the cost of doing business or business overheads
- 7 Accessing local supply chains
- 8 Develop or deliver products or services
- 9 Other: Please specify

abc

- 10 Don't know

Q30b.1

Please provide any further information to explain your response, including how the factors identified above may impact on turnover.

1

Q31

If the use of Gaelic language and culture has any impact on your organisation beyond the employment and turnover effects above, please provide details below. Where appropriate, please specify the nature of the impacts, whether they are positive or negative, and the scale of impact on your organisation.

1

Q32

Please estimate how many tourists / visitors come to your organisation each year?

1

123

Q33

Please estimate the average visitor spend at your organisation per visit? (Where visits are over-night / multi-day please consider the whole stay as a single visit). (Please tick one only)

- 1 £0 (e.g. entry is free and there is no on-site shop / café)
- 2 £1 to £4.99
- 3 £5 to £14.99
- 4 £15 to £24.99

5 £25 to £49.00

6 £50 to £99.99

7 More than £100 (Please specify the amount)

8 Don't know

Q34

We would now like to explore the potential impacts if Gaelic was not used by your organisation in relation to visitor numbers and expenditure.

If Gaelic language and culture was not used by your organisation or incorporated into your organisation's activities, visitor numbers to your organisation (please tick one only)

1 The primary function of the organisation relates to Gaelic language and culture (i.e. visitor numbers would be 100% lower)

2 Significantly lower (decrease of between 20% to 99%) – (if selected, please specify the scale of decrease).

3 Somewhat lower (decrease of 5%-19%)

4 About the same (Less than 5% increase or decrease)

5 Somewhat higher (increase of 5%-19%)

6 Significantly higher (increase of more than 20%) – (if selected, please specify the scale of increase).

7 Don't know

Q35

If Gaelic language and culture was not used by your organisation or incorporated into your organisation's activities, average spend per visitor in your organisation would be: (please tick one only)

1 Significantly lower (decrease of more than 20%) – (if selected, please specify the scale of decrease).

2 Somewhat lower (decrease of 5%-19%)

- 3 About the same (Less than 5% increase or decrease)
- 4 Somewhat higher (increase of 5%-19%)
- 5 Significantly higher (increase of more than 20%) – (if selected, please specify the scale of increase).

- 6 Don't know

Page P5

QT6

Section 4: Attitudes to Gaelic

Q36

In your experience, which statement best describes how interest in Gaelic language and culture in general has changed in the last ten years (please tick an answer for each one)

	1 Interest has increased a lot	2 Interest has increased a little	3 Interest has stayed the same	4 Interest has decreased a little	5 Interest has decreased a lot	6 Unsure
.1 In the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.2 Amongst young people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.3 Amongst visitors from elsewhere in the UK	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.4 Amongst international visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.5 In the business community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q37

Please tell us more about how interest in Gaelic has changed and what is driving this change.

1

Q38

Please indicate how this change in interest in Gaelic language and culture have and are impacting on your organisation. (Please tick all that apply)

- 1 We now need more Gaelic speakers in our workforce
- 2 We now need fewer Gaelic speakers in our workforce
- 3 Our revenues have increased
- 4 Our revenues have decreased as Gaelic is not part of what we do
- 5 We have introduced new products
- 6 We buy in translation services
- 7 We have introduced new services
- 8 We have introduced new Gaelic-related events or festivals
- 9 We have reduced the Gaelic-related products and services we provide
- 10 Other impacts (please tell us what these are)

abc

- 11 No impact

Section 5: Gaelic as a Social Asset

Q39

What do you see are the social and community benefits of Gaelic generally? (Please tick all that apply)

- 1 Sense of belonging
- 2 Sustainability of culture
- 3 Addressing depopulation
- 4 Creating and sustaining local jobs
- 5 Growing/diversifying the local economy
- 6 Building/supporting local supply chains
- 7 Intergenerational connection
- 8 Shared cultural background
- 9 Employment opportunities for Gaelic-speakers
- 10 Pride in place
- 11 Community resilience
- 12 Encourages participation in cultural events
- 13 Supports inclusion for Gaelic speakers
- 14 Community engagement
- 15 Other (Please specify)

abc

- 16 None of the above
- 17 Don't know

Q40

To what extent, if at all, do you agree or disagree with the following statements in relation to Gaelic? (Please tick an answer for each one)

	1 Strongly disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly agree
.1 There is a supportive legislative and policy environment for Gaelic language use and development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.2 There is a strong pipeline of Gaelic skills to support the jobs of the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.3 Gaelic language and culture is in decline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.4 Gaelic language and culture are core to place-based development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.5 Gaelic language and culture are important to the growth of my sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.6 Gaelic language and culture are not relevant in today's society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.7 Economic development is driving new opportunities for Gaelic to flourish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.8 People can be reluctant to use their Gaelic in case their Gaelic language abilities are criticised by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page P7

T8

Section 6: Workforce

Q41

Thinking about understanding, reading and writing, what is the current level of Gaelic skills in your organisation? (Please tick one only)

- 1 All staff have some Gaelic skills
- 2 Most staff have some Gaelic skills

- 3 Some staff have Gaelic skills
- 4 Few staff have Gaelic skills
- 5 No staff have Gaelic skills
- 6 Don't know

Q42

Please indicate what proportion (%) of jobs in the organisation are Gaelic-essential or Gaelic-desirable meaning that Gaelic is needed to fulfil the role? (Please tick one only)

- 1 None
- 2 Less than 5%
- 3 5-10%
- 4 10-30%
- 5 30-50%
- 6 50-75%
- 7 75-99%
- 8 100%
- 9 Don't know

Q42a

Please tell us or estimate how many FTE jobs is this? (Number)

1

Q43

Do you currently have the right level of Gaelic skills in your organisation? (Please tick one)

- 1 Yes
- 2 No
- 3 Don't know

Q44

Do you currently have enough people with Gaelic skills in your organisation? (Please tick one)

- 1 Yes
- 2 No
- 3 Don't know

Q45

We are interested to understand what roles require Gaelic and if they are easy or difficult to fill.

Please tell us about any types of roles in your organisation that require Gaelic skills that are hard to fill, or retain.

1

Q46

Do you use any external sources of Gaelic skills? (Please tick one only)

- 1 Yes
- 2 No
- 3 Unsure

Q46a

If yes, what are the top three skills you most commonly outsource?

1

.1 1	<input type="text" value="abc"/>
.2 2	<input type="text" value="abc"/>
.3 3	<input type="text" value="abc"/>

Q47

Please indicate the extent of the following Gaelic-related skills challenges experienced by your organisation? (Please tick one for each answer)

	1 Very challenging	2 Somewhat challenging	3 Slightly challenging	4 Not at all challenging	5 Not applicable
.1 Difficulty recruiting for Gaelic-essential or desirable roles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.2 Achieving mix of specialist skills and Gaelic language	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.3 Too few applicants with required Gaelic level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.4 Lack of confidence in using business Gaelic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.5 Lack of work based learning opportunities in Gaelic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.6 Lack of confidence in using Gaelic generally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.7 Competition for Gaelic talent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.8 Lack of structured career pathways using Gaelic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1 Very challenging	2 Somewhat challenging	3 Slightly challenging	4 Not at all challenging	5 Not applicable
.9 Delivery of Gaelic skills training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q47a

Are there any other Gaelic-related skills challenges that are experienced by your organisation?

1

Q48

Please indicate any other issues that impact on your ability to recruit and retain Gaelic skills. (Tick all that apply).

- 1 Lack of affordable housing
- 2 Competition for staff with other sectors/employers
- 3 Area attractiveness
- 4 Relatively low levels of pay
- 5 Lack of local services and amenities
- 6 Lack of employment opportunities for other members of the household
- 7 Poor transport infrastructure
- 8 Poor connectivity
- 9 Other challenges (please tell us what these are)

- 10 None of the above

Q49

Please indicate the ways in which the organisation supports the development of Gaelic skills in the workforce (Please tick all the apply)

- 1 There is no specific support to develop Gaelic skills in the workforce
- 2 There is a dedicated budget for Gaelic skills development
- 3 We have a skills development plan that includes Gaelic
- 4 We provide training in using Gaelic in a business setting
- 5 We fully fund employees to study and learn Gaelic
- 6 We partially fund employees to study and learn Gaelic
- 7 Developing Gaelic skills in the workforce is a set out as a key organisational objective
- 8 We support Gaelic skills development in other ways (please tell us in what ways)

abc

Q50

What external support have you accessed to help increase Gaelic skills in the organisation? (Please tick all that apply)

- 1 Access to local training opportunities for Gaelic in the workplace
- 2 Gaelic media training
- 3 Gaelic content creation
- 4 Training in business Gaelic and terminology
- 5 Training and learning in written Gaelic
- 6 Training and learning in spoken Gaelic
- 7 Access to online training opportunities for Gaelic in the workplace
- 8 Funding for Gaelic language and culture training
- 9 Sector specific Gaelic language training e.g. Gaelic in Tourism; Gaelic in Healthcare; Gaelic in culture and media
- 10 Other (Please specify)

abc

- 11 I haven't accessed any external support

Q50a

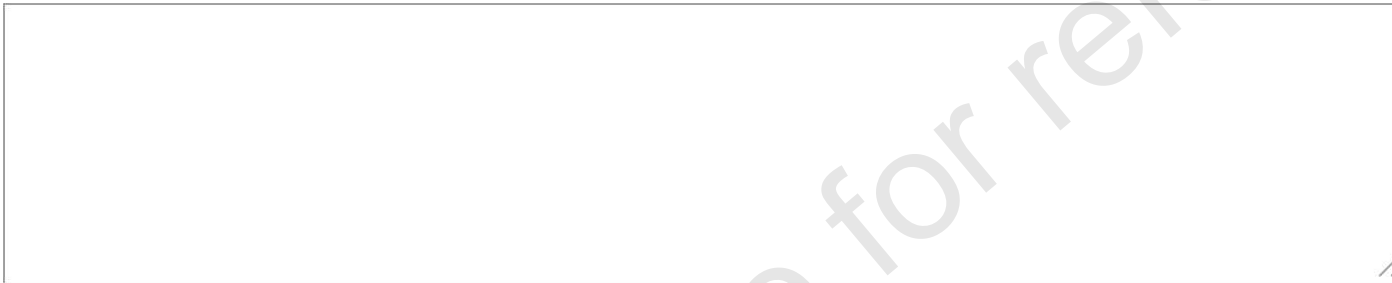
Do you need more of this support? (Please tick one only)

- 1 Yes, I need it now
- 2 Not now but I might in the future
- 3 No, I have had all the support I need
- 4 Unsure

Q51

What additional support would be helpful to you to help increase Gaelic skills in the organisation or meet the future needs of your organisation, markets, customers, digital and innovation opportunities?

1



Page P8

T9

Section 7: The Role of Digital Technology in Gaelic Language and Culture

Q52

Digital technology is part of how most organisations work. Please answer the following questions, thinking about digital technology and Gaelic and considering all platforms.

What opportunities for Gaelic language and culture are offered by digital technology (Please tick all that apply)

- 1 Creating low-cost bilingual written content
- 2 Ability to broadcast in Gaelic and English at lower cost

3 Opportunities for Gaelic digital entrepreneurs and influencers

4 Digital showcase content (videos, tours)

5 Low-cost collaboration with Gaelic organisations

6 E-commerce market expansion

7 Improving visibility and reaching new markets

8 Improving accessibility in existing markets

9 Organisational efficiencies

10 Other (please specify)

abc

11 None of the above

Q53

To what extent does your organisation use technology in each of the following ways to support use of Gaelic language and culture? (Tick one for each answer)

	1 Not at all	2 Small extent	3 Moderate extent	4 Great extent	5 Don't know
.1 Provision of bilingual written content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.2 Bilingual broadcasting/podcasting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.3 To support Gaelic language broadcasting/podcasting specifically	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.4 To increase visibility across a range of digital platforms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.5 To innovate Gaelic products, services and use of the language	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.6 Digital showcase content (videos, tours) in Gaelic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.7 Collaboration with Gaelic organisations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1 Not at all	2 Small extent	3 Moderate extent	4 Great extent	5 Don't know
.8 E-commerce using Gaelic language and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.9 To reach new markets for Gaelic-related products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q53a

What other ways does your organisation use technology to support use of Gaelic language and culture?

1

Q54

What support would help your organisation maximise the opportunities offered by digital technology? (Tick all that apply)

- 1 More information about what is available and how it can be used
- 2 Access to training on using digital technology in the organisation
- 3 Collaboration with other organisations focusing on digital technologies
- 4 A technology audit to understand how we could better use digital technology
- 5 Funding to invest in technology
- 6 Sector-specific digital technology training and support
- 7 Funding to develop new digitally based processes, products or services
- 8 Other (Please specify)

abc

9 None of the above

Q55

Are you aware of social media influencers operating in Gaelic language and culture? Tick only one.

1 Yes

2 No

Q56

From the following statements, what impact do you believe these influencers are having on Gaelic language and culture (please tick all that apply)

1 Generating interest in the Highlands and Island about Gaelic language and culture

2 Generating interest in other parts of Scotland about Gaelic language and culture

3 Generating interest in other parts of the UK and internationally about Gaelic language and culture

4 Demonstrating the variety in Gaelic culture e.g. music, poetry, literature, sports, heritage

5 Demonstrating the economic value of Gaelic language and culture

6 Demonstrating the social and community benefits of Gaelic language and culture

7 Other (please tell us what)

8 No impact

Page P9

T10

Section 8: Looking to the Future

Q57

Do you have any plans in place to increase the use of Gaelic language and culture in your organisation? Tick only one.

- 1 Yes
- 2 No
- 3 Unsure

Q57a

If yes, what are your reasons for increasing Gaelic use in your organisation? (Tick all that apply)

- 1 To differentiate our brand or organisation
- 2 Make our brand or organisation more memorable
- 3 Reach new geographic markets
- 4 Build new audiences and customers
- 5 To support inclusion for Gaelic speakers
- 6 To build customer loyalty
- 7 To enhance community engagement
- 8 To support employee wellbeing
- 9 Other (Please specify)

abc

Q57b

If no, why not? (Tick all that apply)

- 1 It is not required for organisation resilience or growth
- 2 It would be too costly
- 3 Lack of available Gaelic language skills appropriate in a professional setting
- 4 Adds to operational complexity with no clear benefit
- 5 Other (please specify)

abc

Q58

	1 Not at all useful	2 Slightly useful	3 Moderately useful	4 Very useful	5 Don't know	6 Not accessed previously
Funding to create Gaelic-language materials and/or digital content						
.6 Support with Gaelic social media content creation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.7 Funded or free translation support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.8 Industry networking and support with other organisations / sectors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
.9 Support to develop a Gaelic language plan, Business Plan incorporating Gaelic and objectives related to Gaelic-related activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q60a

What other support has your organisation previously accessed to help unlock growth opportunities in Gaelic language and culture? How useful was this support?

1

Q61

What support would help unlock economic opportunities in Gaelic language and culture? (Please tick all that apply)

- 1 Clear articulation of economic contribution of Gaelic
- 2 Business advice tailored to Gaelic enterprises
- 3 Business advice available in Gaelic

- 4 Targeted funding for Gaelic enterprise development
- 5 Employer recruitment incentives for roles using Gaelic
- 6 Targeted support for Gaelic-related entrepreneurship
- 7 Embedding Gaelic learning in the national curriculum
- 8 A strong pipeline of Gaelic skills
- 9 Stronger and supported Gaelic networks
- 10 Greater national visibility
- 11 Dedicated support for content creation
- 12 Development of Gaelic AI tools
- 13 Strengthening legislation to increase statutory rights and responsibilities in relation to promoting and accessing Gaelic language and culture
- 14 Other (Please specify)
- 15 None of the above

Page P10

T11

Section 9: Final Comments

Q62

Please tell us any other comments you would like to make.

1

Q63

Would you be willing to be contacted for a follow up interview?

1 Yes

2 No

Q64

If yes, please provide your name and contact details.

1

.1 Name	<input type="text" value="abc"/>
.2 Email	<input type="text" value="abc"/>
.3 Telephone	<input type="text" value="abc"/>