

NHS Highland



Meeting: NHS Highland Board

Meeting date: January 2023

Title: Dual-language Gaelic-English logo

Responsible Executive/Non-Executive: Fiona Hogg, Director of People and Culture

Report Author: Ruth Fry, Head of Communications and Engagement

1 Purpose

This is presented to the Forum for:

- Awareness

This report relates to a:

- NHS Board/Integration Joint Board Strategy or Direction

This aligns to the following NHSScotland quality ambition(s):

- Person Centred

This report relates to the following Strategic Outcomes

Start Well	Thrive Well		Stay Well		Anchor Well	
Grow Well	Listen Well		Nurture Well		Plan Well	
Care Well	Live Well		Respond Well		Treat Well	x
Journey Well	Age Well	x	End Well		Value Well	
Perform well	Progress well					

2 Report summary

2.1 Situation

NHS Highland's Gaelic Language Plan (GLP) includes a commitment to develop and use a dual-language Gaelic/English logo. This action is dependent on approval from NHSScotland and, ultimately, the Cabinet Secretary. This approval has now been granted and NHS Highland will shortly be able to begin using the new logo.

2.2 Background

2.2.1 Introduction

NHS Highland is among 57 public authorities in Scotland, required to publish and implement a Gaelic Language Plan (GLP) under the Gaelic Language (Scotland) Act 2005. Gaelic language plans are prepared to increase the capacity of an organisation to support the usage, status and acquisition of Gaelic as part of its functions. Key to achieving this is the introduction and mainstreaming of Gaelic into policy development, service delivery and other organisational activities. The broad outcome is to make Gaelic increasingly visible and audible across Scotland.

2.2.2 Gaelic Plan Background

Highland's first two GLPs were approved in 2012 and 2018 respectively. The next plan is due for submission to Bòrd na Gàidhlig in Spring 2023. The Plans generally last for five years. In the previous two plans, there was a commitment made to rendering the NHS Highland logo bilingual.

2.2.3 Progress to date

NHSScotland retains ownership of NHS branding across Scotland. Within NHS Highland, use of the logo and visual brand is in line with national guidelines and is overseen by Medical Illustration, who provide a professional design service for the Board.

Following the engagement of Lasair Ltd to provide support with GLP implementation and the preparation of the next GLP, the NHS Highland Communications Team made a request to NHS Scotland for a bilingual NHS Highland logo in 2021 but this was turned down due to a proposed review of branding. As that review is now underway, the request was repeated, with NHSHighland Chief Executive, Pam Dudek raising this with Director General, Caroline Lamb and a business case submitted.

At the end of December NHS Highland received notice that NHSScotland would recommend approval of the request to the Cabinet Secretary, and the Cabinet Secretary has now approved the request.

NHSScotland has stated that other NHS Boards, on an individual case-by-case basis, may submit a business case to adopt a dual language logo – only as part of their own Gaelic Language Plan, for agreement with Bòrd na Gàidhlig. The

NHSScotland parent brand identity will not adopt a dual language logo, at this stage.

To create consistency across all NHS Boards, the NHSScotland branding team will create and agree the dual language logo variant itself in all the various required versions (two colour, spot colour, black, reversal and in jpeg, eps and png). This will follow existing protocols to ensure consistency with existing approaches and future requests.

The final design files will be provided to NHS Highland. The logo is likely to have a similar layout to the NHS Western Isles / Eileanan Siar logo.

2.3 Assessment

2.3.1 Aims

We continue to make progress against the Communications and Engagement Strategy and Annual Action Plan, with some significant milestones reached over this period.

A bilingual logo not only demonstrates equal respect for Gaelic and English also has a major impact in awareness-raising across the organisation and to the public, as the logo is so visible across all departments and capital infrastructure.

Discussions with Bòrd na Gàidhlig have emphasised the importance and meaningful impact that a bilingual logo could have in terms of awareness raising. Many of the public authorities with Gaelic language plans have already implemented bilingual logos, and in this respect, NHS Highland has been lagging behind.

The dual-language logo will:

- Fulfil our statutory duties under the Gaelic Language (Scotland) Act 2005 by carrying out the NHS Highland Gaelic Language Plan.
- Demonstrate equal respect for Gaelic and English.
- Ensure Gaelic speakers recognise they can access health and social care support and services in their native tongue.
- Encourage Gaelic speaking and learning and therefore contribute to the future of the Gaelic language.
- Bring NHS Highland into line with other local and national public bodies in the area which have bilingual logos (e.g. The Highland Council, HIE, Police Scotland).

2.3.2 Target audience: Gaelic speakers amongst service users and staff

The area covered by NHS Highland is home to almost 50% of the Gaelic speakers in Scotland. The NHS Eileanan Siar (Western Isles) Board area remains the stronghold for Gaelic language, and NHS Highland provides a number of services for people living there. Raigmore Hospital in Inverness plays a key role in the healthcare of many Western Isles patients.

2.3.3 Target audience: Gaelic speakers amongst staff

The positive uptake of our most recent Gaelic language class activity confirms that there is a real willingness on the part of staff to learn the language, and the breadth of role and location further confirms that there is no limit in terms of either locus or post, for those wishing to learn the language, with active learners from as far north as Orkney and as far south as Helensburgh

2.3.4 Benefits

A bilingual logo signals to members of the public that they are entitled to use Gaelic in conducting their daily business with the public authority, and to employees that they can use Gaelic in the workplace as part of their normal duties. It will play a part in ensuring that Gaelic continues to be used, securing the future of the language and supporting its recovery, in line with the aims of the 2005 Act.

Using such a logo would also ensure Bòrd na Gàidhlig do not refer NHS Highland to the Scottish Government for not fulfilling its statutory duties under the Gaelic Language Act.

2.3.5 Next steps

Digital versions can be rolled out initially at no cost, to include online usage (website, TURAS eLearning platform, letterhead, email signatures etc) and on a new for old basis for estates/signage/vehicles.

An estates signage policy will be developed to reflect the changes in conjunction with the communication and estates departments. Funding has been provided under the Slàinte project via Bòrd na Gàidhlig's Gaelic Language Act Implementation Fund (GLAIF) to provide key signage at the entrances to Raigmore Hospital and Assynt House in a bilingual format.

The dual-language logo will be implemented as soon as the approved versions are received by NHSScotland.

2.5 Proposed level of Assurance

This report proposes the following level of assurance:

Substantial	<input checked="" type="checkbox"/>	Moderate	<input type="checkbox"/>
Limited	<input type="checkbox"/>	None	<input type="checkbox"/>

4 Recommendation

- **Awareness** – For Members' information only.