

GAELIC PRODUCTS AND SERVICES AND THE ACTIVITIES OF YOUR BUSINESS

This questionnaire is designed to elicit responses regarding the economic activities associated with a single establishment or office.

Please answer the questions in this questionnaire in relation to your own establishment only.

Office use
only

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SECTION A BACKGROUND INFORMATION

This section is included to gain general background information about your establishment.

1. Name of establishment

2. Address

3. What was the year your establishment located at this address?

4. Name and position of respondent

Name

Position

Telephone

Fax

5. What is the ownership status of your establishment?

Voluntary Organisation

Co-operative

Partnership

Public Sector/Quango

Private

Other

6. How many individuals (including yourself) are employed by your establishment:

Full Time

Part Time

Number employed

7. If applicable, on average, how many hours per week do the part time employees work?

8. If applicable, for how many weeks in the year on average do the part time workers work.

9. If your establishment is part of a multi-establishment organisation, please indicate here: If not, please go to next question.

Name of Organisation and general location of Headquarters

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10. Please indicate the category which best described your establishment 's business turnover in the financial year 1995-96

- Up to £10,000
- £10,000 up to £25,000
- £25,000 up to £50,000
- £50,000 up to £100,000
- £100,000 up to £250,000
- £250,000 up to £1,000,000
- £1,000,000 up to £5 million
- £5 m and over

11. Please briefly describe the main economic activities undertaken at your establishment

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12. What level of spoken Gaelic do you have personally

- Fluent/ native speaker
- Able to handle most everyday matters
- Limited ability in simple conversations
- A few words
- None at all

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13. What level of written Gaelic do you have personally

- Able to handle all matters
- Able to handle most everyday matters
- Limited ability in simple matters
- A few words
- None at all

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14. Do any other employees of your establishment have a knowledge of Gaelic?

- Yes
- No

If yes, approximately what proportion %

Section B - Your establishment's provision/ production of goods and services related to Gaelic language and culture.

Please note the the following sub-sections (Section B1 & Section B2) refer to two different concepts:

Section B1 refers to

- **Gaelic language and culture related products and services you directly sell** (these can range from books, music, heritage items, to the services of Gaelic singers or bands, and Gaelic related artistic crafts or print products etc.)

Section B2 refers to

- **The use of Gaelic language and culture related products in the process of producing or supplying any products and services by your establishment - ie the use of Gaelic music in the background, employment of Gaelic speaking staff, use of Gaelic signs or advertising etc.**

Although the distinction may seem slightly artificial in some circumstances, it is a very necessary one if we are to produce an accurate picture of the differing impacts of each aspect of the use of Gaelic language and culture in business activity. Please fill in as much appropriate information in these sections as you can.

Section B1 - Gaelic related products and services you directly sell.

If this section is inapplicable, please go to section B2 on page 7

15. Please identify which of the products or services (if any) you sell are in any way Gaelic language and culture related (e.g. which use the language - written, spoken/ sung; are drawn from the tradition and history of the Gaels etc.)

15a) Approximately what per centage of your total turnover is currently accounted for by these Gaelic language or culture related services and products?

Factors that may influence your decisions to sell these products

15b) Please identify the relative importance of the following in influencing your decisions to provide/ produce the Gaelic language and culture related products you noted in Question 15:

	<i>critically important</i>	<i>very important</i>	<i>important</i>	<i>of limited importance</i>	<i>unimportant</i>
i) The price such goods/ services can command	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii) The quality of these goods/ services you can provide for a given price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iii) The attractiveness of such goods/ services to customers compared to alternative (non-Gaelic related) goods and services (if applicable)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iv) The Gaelic language competence of individuals within your business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v) The Gaelic language competence of some, or all of your customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
vi) A general preference on the part of your customers for Gaelic related goods and services over alternative goods and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
vii) The product image of Gaelic related goods and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
viii) The level/ quality of marketing / advertising of Gaelic related goods and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ix) The support and assistance from development agencies/ promotion bodies to encourage the provision of Gaelic language and culture related goods and services:(e.g.general marketing of your region, specific financial incentives, advice etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Impacts arising from your decision to provide these goods/ services

16) Please outline the impacts (if any) of selling goods or services related to Gaelic language and culture, on the following dimensions of your business:

i) The impact on your sales/turnover:

ii) The impact on customer loyalty

Three horizontal lines for writing.

iii) The impact on the skills required of employees in your business

Three horizontal lines for writing.

iv) The impact on your buying strategies (i.e. sourcing locally etc)

Three horizontal lines for writing.

v) The impact on the range of products or services you provide

Three horizontal lines for writing.

vi) The impact on the seasonal pattern of your trade (e.g. spreads sales more evenly, concentrates sales in particular periods etc.)

Three horizontal lines for writing.

vii) The impact on the form and level of advertising you undertake

Three horizontal lines for writing.

17. If you did not provide/ produce the goods or services related to Gaelic language and culture, **but provided a non Gaelic related alternative** what effect would this have on the attractiveness of your establishment to your customers?

- Cease altogether
- Greatly decrease
- Slightly decrease
- Stay the same

18. If you did not provide/ produce the goods or services related to Gaelic language and culture, **and provided no alternative** what effect would this have on the attractiveness of your establishment to your customers?

- Cease altogether
- Greatly decrease
- Slightly decrease
- Stay the same

19. Do you see the sale of Gaelic products and services becoming more or less important for the development of your business in the future?

More Same Less

Please outline the reasons for your answer:

Blank lined area for writing reasons for answer to question 19.

20. What is the impact (if any) of Tourism on the level of Gaelic language and culture related products and services which you currently provide/ produce

Strong pressure to increase level Slight pressure to decrease level
Slight pressure to increases level Strong pressure to decrease level
No effect

Please outline the reasons behind your answer

Blank lined area for writing reasons behind answer to question 20.

21.)What would be the impact (if any) on your provision of goods or services related to Gaelic language and culture, arising from an increase in use of the Gaelic language in your community:

Strong pressure to increase provision Slight pressure to decrease provision
Slight pressure to increase provision Great pressure to decrease provision
No effect

Please explain:

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22. Please outline the main constraints on your establishment increasing its provision of Gaelic related products and services (i.e. lack of a market for such products or service; product image; lack of proficiency in the language within your establishment; marketing/ advertising decisions taken elsewhere; cost of such provision; lack of adequate business/ agency support for this activity etc. etc.)

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Section B2 - The use of Gaelic language and culture related products and services in the delivery of your products and services.

If this section is inapplicable, please go to section B3 on page 9

23. Please identify any role played by Gaelic language or culture related products or services in the operation of your business (e.g. where the Gaelic language is used in promotion e.g. signs, labelling etc; preference for Gaelic speaking staff given customer's needs; use of Gaelic language or symbols in advertising, where Gaelic music is used as a backdrop in your premises etc.)

Note: These activities are distinct from products and services priced and sold directly to your customers (dealt with in section B1)

Please complete the following with respect to each of the 4 most important Gaelic language and culture related activities (in terms of the success of your business) as identified in Q.22 above.

A possible, fictitious example is given below

Activity

Hiring Gaelic speaking bar / restaurant staff

Main reason for undertaking Activity

To respond to wishes of the clientele to speak Gaelic

Main impact on your business of undertaking Activity

Takings are boosted by the custom of local people who prefer to speak Gaelic

24. Activity 1

Main reason for undertaking Activity 1

Main impact on your business of undertaking Activity 1

25. Activity 2

Main reason for
undertaking
Activity 2

Main impact on
your business of
undertaking
Activity 2

26. Activity 3

Main reason for
undertaking
Activity 3

Main impact on
your business of
undertaking
Activity 3

27. Activity 4

Main reason for
undertaking
Activity 4

Main impact on
your business of
undertaking
Activity 4

Section B3 - The decision not to provide/ produce goods or services related to Gaelic language and culture, or not to use Gaelic language and culture related products and services in the ~~in the~~ process of producing or supplying your products or services.

If this section is inapplicable, please go to section C on page 10

28. In your view is it possible, given your line of business, to:
a) Sell any products or services related to Gaelic language or culture

Yes No

29. In your view is it possible, given your line of business, to:
b) Use any Gaelic language or culture related products or services in the process of producing or supplying any products and services by your establishment - ie the use of Gaelic music in the background, employment of Gaelic speaking staff, use of Gaelic signs or advertising etc

Yes No

30. If you answered yes to Question 28, please identify the main reasons for your current decision not to sell such Gaelic language or culture related goods and service

31. If you answered yes to Question 29, please identify the main reasons for your current decision not to use Gaelic language or culture related goods and services in the process of producing or supplying products and services.

32. Please identify the changes (if any) that would lead you to reconsider your decision not to sell such Gaelic language or culture related goods and services

33. Please identify the changes (if any) that would lead you to reconsider your decision not to use any Gaelic language or culture related products or services in the process of producing or supplying your products and services

2-10

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SECTION C - DYNAMIC ISSUES

Irrespective of whether you supply or use Gaelic language and culture related goods and services in your business currently, this section is designed to find out the effect, if any, of the general revival of interest and expenditure on Gaelic related activities on the local business community of which you are part, and on your local community in general.

34. Please identify the effect which the general revival of interest and expenditure on Gaelic related activities have had on the following issues:

	<i>Very Positive effect</i>	<i>Positive effect</i>	<i>No effect</i>	<i>Negative effect</i>	<i>Very negative effect</i>
The regional image of the area for business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The attractiveness of the area for tourists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The local job opportunities for young people in general	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The local job opportunities for Gaelic speakers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The local job opportunities for non Gaelic speakers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The number of people now willing to return to your community in order to seek employment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The <u>quality</u> of jobs now available in your community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ability of local businesses to market products as 'unique' or distinct	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The range of business opportunities available in your area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The willingness of people to start up in business locally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ability of local businesses to sustain themselves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The desirability for people to live and work within their local community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The attractiveness of the area to incomers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The attachment of local people to their community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The level of confidence within your local community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3 - 70

<input type="checkbox"/>
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3 - 80

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

4 - 11

X

Section D The impact of public policy

This section is designed to establish the impact of current public policy on the demand for your establishment's products and services

Please give your personal opinion on the effect which the general revival of interest and expenditure on Gaelic related activities have had on the following issues:

35. Please outline how public policy towards Gaelic (i.e. Gaelic promotion organisations; Gaelic signage, increased TV coverage; increased Gaelic medium education etc) has had an effect on the demand for your own establishment's products and services:

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36. Please outline any specific help your own establishment has had through this public policy (ie business advice, marketing support, translation facilities etc)

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37. Please detail any changes in the current approach to Gaelic development that would improve the ability of your organisation to provide it's products/ services successfully:

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Grid of 8 empty boxes for office use, arranged in two columns of four.

Single empty box for office use.

4-30

Grid of 8 empty boxes for office use, arranged in two columns of four.

Single empty box for office use.

Please use the box below to add any additional relevant points which you feel would help our enquiries

[A large rectangular box with horizontal lines for writing additional relevant points.]

Thank you very much for the time you have spent in filling in this questionnaire. A succesful and representative return by those involved in the business community in the Western Isles and Skye and Lochalsh will provide us with some very significant information on this crucial economic sector.

When completed, please return in attached pre-paid envelope to:

**Douglas Chalmers
Department of Economics
Glasgow Caledonian University
Cowcaddens Road
Glasgow
G4 OBA**