

# THE ECONOMICS OF GAELIC ART AND CULTURE

## SECTION 1 BACKGROUND INFORMATION

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.

Unless otherwise stated, information is sought on activity in the financial year 1994/5.

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

☐

Public Sector/Quango

☐

Co-operative

☐

Private

☐

Partnership

☐

Other

☐

6. If your establishment is part of a multi-establishment organisation, please indicate:

If not, please go to question 7.

Name of organisation

Address of  
Headquarters


Number and gen-  
eral location of  
'branches'


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7. Please briefly list the range of services or products provided from your establishment


8. Please list all Gaelic artistic or cultural services (or products) your establishment normally or typically provides.  
Please rank the top three by their importance as measured by the income generated.


9. Please describe any trends in the level and pattern of provision of your 3 main Gaelic arts and cultural services or products (as specified in the previous answer) over the last 5 years, under the following headings:

i) Trends in the general level of demand for services/products


ii) Changes (where applicable) in the range of customers purchasing your products/services (e.g. has the balance between public/private sector customers changed? Are there general changes in the geographical location of customers? Can you identify changes in age, gender profile etc. amongst your customers?)


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## SECTION 2 - ECONOMIC ACTIVITY AND EMPLOYMENT

The following section refers to the income/turnover earned by your establishment in its Gaelic related arts and cultural activity during 1994/5. We appreciate that the information sought is quite detailed, but it is essential if the project is to identify the scale of Gaelic arts and cultural activity. Please provide as much detail as possible. As previously intimated, responses to this questionnaire will be treated in total confidence.

### Your establishment

10. What was the total turnover/income of your establishment for the financial year 1994/5? £

11. What was the turnover/income of your establishment associated with its Gaelic Arts and Cultural provision in the same year. (If an accurate figure is very difficult to quantify, please provide your best estimate.) £

12. What was the breakdown of employment in your establishment in 1994/5 arising from the provision of Gaelic art and cultural services or products.

	Full Time	Part Time
Number employed on permanent basis	<input type="text"/>	<input type="text"/>
Number employed on temporary basis	<input type="text"/>	<input type="text"/>
Number employed on other arrangements (please detail):	<input type="text"/>	<input type="text"/>

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

14. If applicable, for how many weeks in the year on average were those hired on a temporary basis normally employed?

15. What percentages of your total employees identified above were normally resident in the following areas:

Western Isles  % Skye and Lochalsh  %

16. What were the total labour costs (wages, employer's NI and pension contributions etc) for your employees who were involved in the provision of Gaelic artistic and cultural services or products in the financial year 1994/95? (If an accurate figure is very difficult to quantify, please provide your best estimate.) £

17. What proportion of these Gaelic related labour costs were incurred in:  
(If an accurate figure is very difficult to quantify, please provide your best estimate.)

Western Isles  % Skye and Lochalsh  %

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## SECTION 3 EMPLOYMENT ISSUES

This section is designed to ascertain the skill mix and qualifications of those employed in your establishment in the provision of Gaelic related art and cultural products or services.

18i) Please indicate the number of employees involved in the provision of Gaelic artistic and cultural activities or products in 1994/5 with the following formal qualifications:

Degree or equivalent/post-graduate qualification

Post Higher (or A level) certificates/diplomas

Higher Grade or A levels

Vocational qualifications directly related to present employment

18ii) Please outline the general areas which the vocational qualifications relate to: (ie business studies; computer related courses; arts administration courses etc).


19. Please indicate proportion of employees delivering Gaelic artistic or cultural products or services who attended formal training in the year 1994/95 indicating the broad subject area covered by the training:

Subject	Training Internally Provided		Training Externally Provided	
<input type="text"/>	<input type="text"/>	%	<input type="text"/>	%
<input type="text"/>	<input type="text"/>	%	<input type="text"/>	%
<input type="text"/>	<input type="text"/>	%	<input type="text"/>	%

20. Please indicate the number of workers in your establishment ( including yourself ) involved in the provision of Gaelic art and cultural services or products, that you would categorise under the following headings:

	No of employees	
	Full Time	Part Time
Senior Managerial:	<input type="text"/>	<input type="text"/>
Mid management	<input type="text"/>	<input type="text"/>
Senior Supervisory/Professional:	<input type="text"/>	<input type="text"/>
Clerical/Admin:	<input type="text"/>	<input type="text"/>
Unskilled:	<input type="text"/>	<input type="text"/>

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21. Please indicate the number of employees in Gaelic related activities falling into the following annual income bands: (Please report the income that part-time and temporary staff would receive if they worked full time for a year:)

£5,000 up to £10,000	<input type="text"/>	from £30,000 up to £40,000	<input type="text"/>
from £10,000 up to £15,000	<input type="text"/>	from £40,000 up to £50,000	<input type="text"/>
from £15,000 up to £20,000	<input type="text"/>	over £50,000	<input type="text"/>
from £20,000 up to £30,000	<input type="text"/>		

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22. Do you operate a formal staff development scheme for employees employed in the provision of Gaelic related art and cultural products or services?

Yes ☐ No ☐

☐

23. If yes, please outline briefly, the objectives of this scheme as it effects workers employed in the provision of Gaelic related art and cultural products: (box)

☐  
☐  
☐

24. Please indicate your average annual staff turnover figure for permanent employees involved in the provision of Gaelic related art and cultural products for the last 5 years:

Full Time Staff	<input type="text"/>	%
Part Time Staff	<input type="text"/>	%

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## SECTION 4 DYNAMIC ISSUES

This section is designed to help identify dynamic factors which might hinder or help the development of the provision of Gaelic artistic or cultural services or products by your establishment and to ascertain your views of broader issues affecting the provision of Gaelic art and culture.

### Part A

25. Please indicate the main objectives your establishment is seeking to achieve through the provision of Gaelic related artistic and cultural products or services:


26a. Please indicate the main factors influencing your choice of geographical location for this establishment::


26b. Could your establishment deliver its current Gaelic related arts and cultural services or products from another geographical location:

No ☐

Yes - anywhere in Scotland

Yes - only in another part of the Highlands and Islands

Yes - only if located in Western Isles/Skye and Lochalsh


☐

27. Please indicate below the main factors internal to your establishment organisation (both positive and negative) which you perceive as influencing growth of your establishment's provision of Gaelic artistic or cultural services, ( eg finance, staff availability, head office support, sponsorship etc).

If there is one factor which stands out as important above all others, please underline this factor.

**Positive  
Factors**


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## Part B

We would greatly value your views of the impact of general Gaelic related cultural and artistic services and products on individuals and the communities in which they live.

To assist our understanding, could you briefly outline your views on the effect of current Gaelic related arts and cultural developments under two headings: One relating to the impact of your own Gaelic related artistic and cultural services on the issues listed below The second relating to the impact of overall developments in Gaelic art and culture on the same listed issues.

### 29. The cultural distinctiveness of the areas where Gaelic is in use.

Effects of your own establishment's activity

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Effects of general developments in Gaelic art and culture.

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### 30. The level of self confidence in communities where Gaelic is in use.

Effects of your own establishment's activity

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Effects of general developments in Gaelic art and culture.

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### Effects of your own establishment's activity

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The diagram shows a rectangular domain with a central square hole. The domain is labeled with 'x' and 'y' axes. The central square hole is labeled 'hole'.

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### Effects of your own establishment's activity

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**33. Overall trends in provision of Gaelic related arts and cultural products/services by other establishments or organisations eg. suppliers, entertainment venues etc.**

Effects of your own establishment's activity

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Effects of general developments in Gaelic art and culture.

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**34. The desirability of maintaining residence in Gaelic speaking areas on the part of current residents.**

Effects of your own establishment's activity

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Effects of general developments in Gaelic art and culture.

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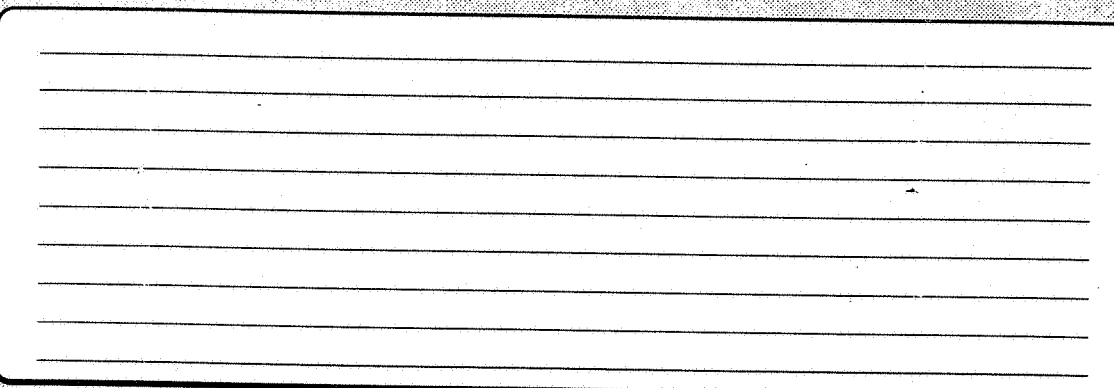
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### Effects of your own establishment's activity

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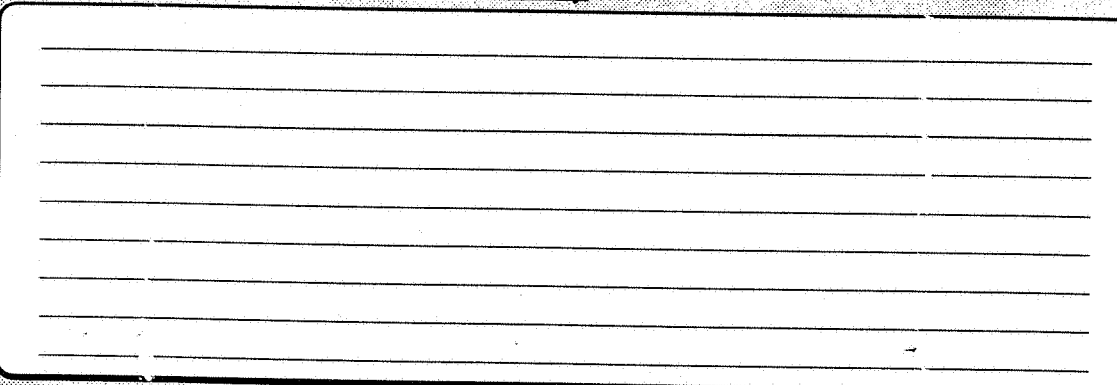
Effects of general developments in Gaelic art and culture.



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**36. Any other observations not covered in the previous questions.**

### Effects of your own establishment's activity



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Effects of general developments in Gaelic art and culture.

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

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 field of Gaelic Arts and Culture will provide us with some very significant information on this important economic sector.

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

Douglas Chalmers  
Department of Economics  
Glasgow Caledonian University  
Cowcaddens Road  
Glasgow  
G4 0BA