

Objective 11: Gaelic is used in arts, media and culture				
We will:	Target	Success Measure	Timescale	Lead
Host a successful Royal National Mod in Dunoon	1 Mod event in Argyll and Bute	1 event	October 2018	EDST
We will include Gaelic within the CHArts initiative	Inclusion of the role of Gaelic culture in the final CHArts documents	TBC	2020	EDST
Objective 13: Gaelic related activities bring economic benefits				
Look to secure a higher profile and visibility for Gaelic and bilingualism in commercial, retail, food and drink and in tourism sectors.		To establish Gaelic as a norm in the consideration of promoting a particular business sector or economic initiative.	Ongoing	EDST
To include the Gaelic language in the promotion of Argyll and Bute as a tourism destination.	TBC		Ongoing	EDST/AITC
We will work to maximise the economic impact of Gaelic at events/festivals held in Argyll and Bute	Minimum 2 events per annum i.e. Bowfest, Oban Live, Islay Whisky festival, Tiree Rock festival.	The economic benefits of the Gaelic culture and bilingualism will enjoy a higher profile	Ongoing	EDST
We will assist in the development of the economic impact of the Royal National Mod held in Argyll and Bute	Delivery of 1 economic impact study in association with the Mod.		Q4 2018/19	EDST