

SCOTLAND'S COMMUNITIES SELECT OFFICIAL LOGO FOR "HAPPY TO TRANSLATE" INITIATIVE

- *Logo developed by Trust, Hanover (Scotland) and Bield and Housing Associations is designed to improve social inclusion across BME communities*

Following a nationwide survey, Scotland's black and ethnic minority (BME) communities have selected the official logo for the "Happy to Translate" Initiative, developed jointly by Trust, Hanover (Scotland) and Bield housing associations. The non-profit initiative, which has secured £132,000 in funding from the Scottish Executive and Communities Scotland, is designed to help overcome language the barriers faced by Scotland's BME communities and provide equal access to information and services.

Organisations participating in the "Happy to Translate" Initiative will display the official logo to let non-English readers and speakers know they will provide quality translation and interpreting services. Organisations using the "Happy to Translate" Logo will be committed to following good practice guidelines which will include monitoring and evaluation techniques to ensure a consistently customer-focussed delivery of language assistance.

Four Scotland-based design firms were invited to present their ideas for the Logo design. After narrowing dozens of design ideas down to just three, the survey was undertaken to allow the logo's target communities to vote on the one they liked best. Respondents were asked to identify their first, second and third choices, detail why they liked or disliked a particular design, and invited to offer suggestions for improvement. They were also asked to complete detailed demographic information about themselves to provide valuable insight into Scotland's communities and their translation and interpreting needs.

The survey was produced in eight languages (Arabic, Bengali, Cantonese, English, Gaelic, Hindi, Punjabi and Urdu) and distributed widely throughout Scotland from

August to October 2004 during visits to community organisations and events, and in consultation with support staff and translation and interpreting professionals.

In total, 479 completed surveys were received from 21 of Scotland's 32 council areas, with considerable effort made to canvass more rural council areas.

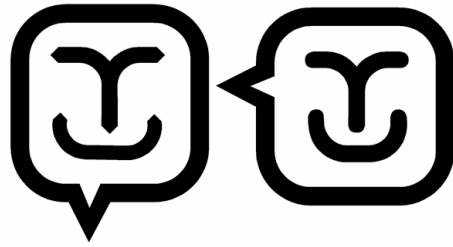
The results showed the firm favourite was a design depicting a smiling face contained in a dialogue bubble, taking 56.46% of the vote. Positive feedback about the logo included, "It is friendly and I feel happy when I see it," and "It is easy and simple to understand, especially for people who can't read English."

In response to constructive criticism given by respondents, modifications were made to the winning design. In particular, a second face was added to better represent the concept of communication between people. The two faces are "the same, but different" in appearance – the facial features vary slightly, and one is engaged in speaking whilst the other is listening.

Says Tamiko Mackie, "We are grateful to everyone who assisted with the survey. It has been a challenging and lengthy process to arrive at the official logo but we are satisfied because this one is the result of suggestions received directly from the communities. The completion of the official logo is a major step forward for the "Happy to Translate" Initiative, which we are confident will open up significant opportunities for inclusion across BME communities where language often creates barriers."

A detailed analysis of the survey results will be published in an official report to coincide with the official launch of the "Happy to Translate" pilot programme this spring. At that time, the one-year pilot phase will commence with public sector organisations, including The City of Edinburgh Council, Moray Council, Lothian and Borders Police, and Trust, Hanover (Scotland) & Bield Housing Associations.

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HAPPY TO TRANSLATE

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