



Communities Choice of Happy Logo

Research Report

Findings and Outcomes of Consultations with Black and Minority Ethnic Communities in Scotland on the Selection of the Logo



Developed and
Researched by:



CONSULTING WITH COMMUNITIES

A Research Report on the Development
of the 'Happy to Translate' Logo

Findings and Outcomes of Consultations with
Black and Minority Ethnic Communities

Development and Research by
Trust, Hanover (Scotland) and Bield Housing Associations

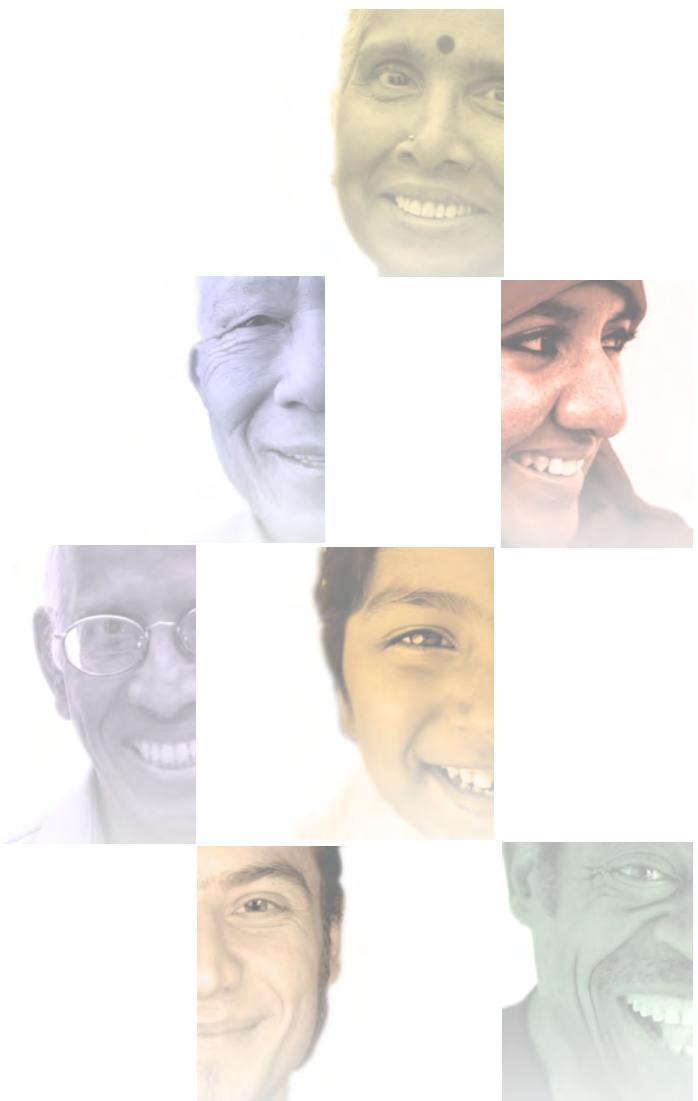
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Also, the 'Happy to Translate' Logo Steering Group for its guidance, and the Scottish Executive and Communities Scotland for their grant funding.



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Introduction

This report analyses the results of a consultation survey conducted in Scotland over a period of three-months in 2004. The purpose of the survey was to select the official logo of the 'Happy to Translate' Logo Initiative. As a result, the design shown below was launched as the official logo of the 'Happy to Translate' Logo Initiative in April 2005 by Malcolm Chisholm MSP Minister for Communities .

The creation of the logo was the first phase of a national initiative to promote equal access to information and services by overcoming language and communication barriers. The purpose of the logo is to provide a distinct, marketable symbol for language assistance that can be recognised and understood by all people, regardless of their language or literacy.

Participating member organisations from both the public and private sectors display the logo on their literature and letterhead, as well as in reception areas, to signal to their service users (AKA customers, clients, patients) that they will provide language assistance in the form of professional translation and interpretation.

Use of the logo along with best practice guidelines, a bespoke training programme and a user-friendly Toolkit and intranet website will promote equality by improving access to information and services to Black and Minority Ethnic (BME) communities who are otherwise excluded due to language difficulties.

"In order to build a Scotland that is fair and just we must ensure that everyone has equal access to our public services, information and resources. For this reason I am delighted to be supporting this new translation and interpreting logo which aims to break down the barriers faced by those who experience difficulty communicating in English. I hope that this initiative will be successful in addressing some of the inequalities created by communication difficulties between people living in Scotland."

Malcolm Chisholm MSP, Minister for Communities (April 2004)



Background

'Happy to Translate' Logo Initiative

Research by the three Housing Associations

Three Scottish housing associations - Trust, Hanover (Scotland) and Bield - commissioned research in 1999 to identify the housing needs of older people from Black and Minority Ethnic (BME) communities. The research revealed how the needs identified could be best met and where any gaps in communication and/or provision might lie. The report also recommended development work to improve access to information and services by members of BME communities.

Whilst improving access to information had been identified as an issue for the housing associations, it was clear to Trust, Hanover (Scotland) and Bield that language issues were not just a concern for the social housing sector; but also for the wider public and private sectors. At the time, the Associations advocated that the 'Happy to Translate' Logo would be of considerable relevance not only to housing providers, but to organisations across Scotland working with the public who wish to communicate more effectively with all of Scotland's communities.

The Associations made a significant investment of time into preliminary research and development work, and after three years presented a proposal for a "Happy to Translate Logo" to the Scottish Executive and Communities Scotland with a view to developing the concept in partnership. The 'Happy to Translate' Logo was proposed as a key communication device which organisations could display on their printed materials (letterhead, leaflets, forms, etc.) and in reception and other key areas to signal that they would be "happy" to make information and services accessible by providing language assistance. It could also serve as a catalyst for change.

Obligations Under the Race Relations (Amendment) Act 2000

The context in which the proposal was presented changed radically with the advent of the Race Relations (Amendment) Act 2000 (RRAA 2000) in April 2001 and the requirement for key organisations to publish a Race Equality Scheme (RES). The RRAA 2000 introduced a new, enforceable duty on key public bodies to promote race equality, and an obligation to demonstrate the detail of their commitment and accountability through the development and publication of their RES. In the context of these statutory requirements, the 'Happy to Translate' Logo Initiative supports existing legal requirements, as well as helps BME communities understand the obligations now placed on organisations to ensure they have access to information and services.

The Scottish Executive's Commitment to Wide Agenda of Communication

Trust, Hanover (Scotland) and Bield are aware of the Scottish Executive's commitment to a wide agenda of communication support issues, including the development of translation and interpretation services, training and quality assurance and the development of its provision for other languages and forms of communication such as British Sign Language and Braille. Therefore, the 'Happy to Translate' Logo Initiative was presented not as a stand-alone initiative, but one that could be integrated into the Scottish Executive's strategic commitment to developing better communication between service providers and minority ethnic communities and honouring their "right to understand."

'Happy to Translate' as a Key Driver for the Development of Translation and Interpretation Services

It became clear that the 'Happy to Translate' Logo Initiative would be an ideal opportunity to push the concept forward as an important policy initiative, and in practical terms, a key driver for the development of translation and interpretation services. As Ian Gray MSP pointed out in his foreword to the Scottish Translation, Interpreting and Communication Forum's 'Good Practice Guidelines,' "...there should be a "joined-up good practice approach to the provision of interpreting and translating services."

Feasibility Study for the Logo Idea

Initially, the Associations undertook a feasibility study to assess whether the idea of a logo would be one which people from BME communities would find useful. Responses from individuals and community groups was very positive. In addition to consultation at grassroots level, the Associations also consulted with the Commission for Racial Equality, local racial equality councils and BME community organisations (through community social events organised by the Associations). All expressed enthusiastic support and some made a commitment to use the logo in their information literature.

Development of the Logo: Four Distinct Phases

Under the terms of the funding proposal, development of the initiative would be in four distinct phases:

Phase I Development of the logo, operational standards, guidance and procedures to support the use of the logo.

Phase II Development of operational self-assessment procedures.

Phase III Pilot and evaluate the use of the logo from pilot organisations.

Phase IV Roll out and promote the extension of the logo to other users.

Logo Project Management

The proposal included plans for a Steering Group to oversee the development of the project and to steer the logo from pilot stage to operational stage. The group would also ensure that the logo's quality, viability and sustainability were maintained. The Steering Group would be comprised of representatives of both the funding organisations (Scottish Executive and Communities Scotland) and piloting organisations.

Logo's Potential Use in Other Sectors

The Associations believe there will be a clear opportunity to broaden out the initiative from the public sector organisations into the private sector. Commercial organisations such as banks and major utilities will appreciate the benefits of communicating more effectively with members of BME communities. In turn, members of BME communities will benefit from greater access to choice across a range of services.

Increasing National Awareness: Building Multilingual Awareness

The overall effect of the logo will be increased national awareness that Scotland is a multi-cultural nation and that there is an ongoing need for organisations and companies to mainstream multi-lingual access into their communications strategies.

Grant Funding

In January 2004, the Associations received a grant funding commitment from the Scottish Executive and Communities Scotland. Shortly thereafter in March 2004, a Logo Development Officer was appointed to undertake the development of the 'Happy to Translate' Logo Initiative for an initial period of three years, with a view to later broadening out the initiative from the public sector organisations into the private sector.

Criteria for Development of the Logo

The creation of the logo is at the heart of the initiative. As a marketing tool, a logo is a simple graphic representation of a powerful message. In the case of the 'Happy to Translate' Initiative, participating organisations will offer translation and interpreting services to anyone who speaks little or no English. In other words, they are... *happy to translate.*

Logo Choice: Maximum Ease-of-Use

When development of a unique logo for the initiative began, the Associations recognised that in order for the initiative to be successful in both its implementation and results, it was essential that the chosen logo has maximum ease-of-use. Further, and perhaps most important, the selected logo must effectively communicate its message to Black and Minority Ethnic (BME) communities.

In order to create the best logo possible, specific criteria was identified to guide the design and branding strategies -- the logo should be simple, recognisable and memorable. Defined criteria were that it should:

- attract attention
- be unique and easily discernible
- capture the essence of the concept
- convey authenticity and professionalism
- be enduring

Additionally, it was agreed that the style of logo must be appropriate for its target audience (non-English speakers). The Associations therefore endeavoured to create a logo that was predominantly graphic (symbol), but would include (at least in the initial years of use) the text strap line, 'Happy to Translate.' The long-term

goal is to create a depth of awareness about the logo throughout Scotland that will eventually allow the strap line to be removed. In the meantime, the logo would be translated into community language text as appropriate.

Logo's Effectiveness

The effectiveness of the logo will be determined by how the public relates to the services it promotes. For the logo to be both easy-to-use for participating organisations, and widely accepted by BME communities, separate criteria were considered. Therefore, to appeal to BME communities the logo would have to take into consideration...

- **NEEDS**
(what services or information are BME communities seeking?)
- **BARRIERS**
(perspective of non-English speaking and/or illiterate in Scotland, and barriers such as ignorance and racism)
- **CULTURAL VIEWPOINT**
(culture, religion, tradition, beliefs, language and dialect)

- **EMOTIONAL VIEWPOINT**
(previous good and bad experiences, e.g., success and failure, inclusion and marginalisation, equality and discrimination, poverty, age, etc.)
- **CREDIBILITY**
(ease-of-use, the logo through participating organisations "delivers" on its promises)

Overcoming Design Challenges

A major design challenge inherent to 'Happy to Translate' logo is that the concept is complex; that is, explanations about translation and interpretation, racial equality and statutory requirements are heavily reliant on detailed explanation.

Therefore the essence of the initiative's concept had to be crystallised in the form of a logo, so that its implementation has maximum impact and effectiveness. It must be simple in appearance, yet powerful in meaning. Detailed explanations of the project itself must be provided through focused marketing and awareness campaigns and techniques.

To be organisationally friendly, the logo would have to:

- **CONVEY AN APPROPRIATE IMAGE**
(credibility, authenticity, professionalism, equality of opportunity, statutory compliance)
- **BE COMPLIMENTARY TO OTHER ORGANISATIONAL LOGOS AND BRANDING**
(style, colour, design)
- **HAVE CLARITY**
(the logo concept should be well defined yet

not "clash" with services and information an organisation offers)

- **HAVE MAXIMUM MARKETING AND BRANDING POTENTIAL**
(to raise awareness)

- **RETAIN EASE OF USE**

(easily reproduced with reasonable visual guidelines that protect the integrity of the logo but do not place unreasonable demands on design and printing)

Finalising the Logo: Consulting with Communities

After exploring logo development with several design companies and developing numerous design concepts three finalist logo designs were presented to the 'Happy to Translate' Logo Steering Group in July 2004. The Logo Development Officer presented the specific design criteria that informed the design process. The importance of selecting a simple, recognisable logo that appeals to non-English speakers, and can be effectively marketed by participating organisations, was emphasised.

At the conclusion of the presentation the Steering Group unanimously agreed with the proposal that, rather than selecting a final design via an internal decision a canvassing survey amongst Scotland's BME communities should be conducted to ascertain which design the communities preferred.

Survey and Research Analysis

A written survey was prepared and this report provides analysis of how the consultation was carried out and its results.

Methodology

The consultation methodology was comprised of the following key areas:

- Establishing relevant survey questions (qualitative study)
- Finalising the survey and commissioning translation into other languages
- Pre-consultation contact with community organisations to raise project awareness and gain support with conducting the consultation
- Wide canvassing of the survey through in-person visits to individuals and groups and via postal mailing
- Analysis of consultation results, including translation of non-English responses into English.

Finalising the Survey

The written survey was completed and translated into several community languages: Arabic, Bengali, Cantonese, Gaelic, Hindi, Punjabi and Urdu.

Pre-consultation Contact

Whilst waiting for the translations to be completed, approximately 200 community organisations and prominent community individuals throughout Scotland were contacted via post. (The majority of the mailing list was compiled from Trust, Hanover (Scotland) & Bield's Equal Opportunities Programme database, and the Scottish Ethnic Minorities Directory.)

A letter of introduction included a summary of the 'Happy to Translate' initiative, details about the upcoming consultation, and a request for community co-operation with conducting the consultation. In the interest of maintaining an "unpolluted" environment for the impending consultation, the letter did not include a glimpse of the three logo designs. Additionally, previously published data by other organisations was not referenced.

The letter of introduction was then followed-up via telephone.

Conducting the Survey

The overall approach to conducting the survey was through close consultation and grassroots networking with BME communities, organisations and individuals who work closely with BME communities, and by attending community events.

The Pilot organisations also offered assistance with undertaking the consultation, notably the staff of *The City of Edinburgh Council's Interpretation and Translation Service*, and staff from the *Moray Council's English as an Additional Language programme*.

Further, a positive response to the consultation from certain outside organisations resulted in generous voluntary assistance from the *Dundee Translation and Interpretation Service*, *Global Connections Language Solutions* and its *Glasgow School of English*, and the *Wing Hong Chinese Elderly Day Centre* in Glasgow.

Appointments with BME organisations, community day centres and religious institutions were made in

advance to coincide with days on which members of the community were present. Examples of such organisations included *Nari Kallyan Shangho* (NKS) Ltd and the *Annandale Mosque* in Edinburgh, *Meridian* and *Mel Milaap* in Glasgow, and the *Maxwelltown Information Centre* in Dundee.

At the appointed visits, a consultation facilitator met with staff and community members (in groups or one-to-one) to introduce the project and consultation concept, and distribute the survey in the appropriate language. The respondents completed the survey and returned it to the facilitator; or gave verbal responses to the facilitator to write down. These consultations were often very lively, although BME elderly were often shy or intimidated at first, especially those with little education. Therefore, the facilitated approach was particularly important for respondents who were unable to read, elderly or very young.

At the conclusion of such visits, staff often requested that additional copies of the survey be left behind for other staff and other community members to complete and return via post in pre-addressed stamped envelopes.

In several instances, an in-person visit by a facilitator was not necessary when organisations volunteered to disseminate the survey and provide translation assistance to respondents. Survey packets containing multiple surveys in the appropriate languages were mailed to the point-of-contact, who then distributed the surveys and ensured the results were posted back.

Three specialist language service providers helped canvas the survey amongst the dozens of professional translators and interpreters they employ by providing

pre-printed mailing labels and a covering letter of introduction. Survey packets included the covering letter, one or more copies of the survey and a return envelope. Using the mailing labels provided, these were posted to professional translators and interpreters working throughout Scotland. The response rate of this technique appeared to be quite high, ascertained from the number of surveys returned with the optional occupational information and contact details completed.

Concentrated canvassing occurred at large community events such as the *Edinburgh Mela* in September 2004. A stand was set up and respondents were recruited on-the-spot. Facilitators also circulated amongst the crowd with pen and clipboard and "interviewed" respondents, and writing down their responses. In addition to the usual facilitators, community volunteers were very helpful so that as many respondents as possible could be recruited.

Analysis of Survey Results

A total of 479 surveys were completed and returned. The non-English surveys were translated and the analysis was conducted.

The information from the sample permitted the logo to be chosen from a selection of the three designs shown below.

In addition the survey harnessed extremely useful information, provided later in this report and has assisted with a secondary goal of capturing information to assist in the preparation of the logo guidance, good practice and delivery of the logo scheme by practitioners.



Survey

The primary goal of the consultation was to gather a straightforward numerical vote to determine the most “popular” design. Therefore, the survey was produced and distributed in eight languages: Arabic, Bengali, Cantonese, English, Gaelic, Hindi, Punjabi and Urdu.

Survey Layout

The survey pack was comprised of three collated pages (reference Appendix I):

1st page (white paper, double-sided)

FRONT

Concise information describing the ‘Happy to Translate’ Logo Initiative, the purpose of the consultation, and instructions for completing the survey.

BACK

The three logo designs in large format black-and-white. (The ‘Happy to Translate’ strap line was removed from each design.) The designs were designated “A” (smiling face in a dialogue bubble), “B” (quotation marks), and “C” (human figure).

2nd page (coloured paper, double-sided)

FRONT

The logo design voting page.

BACK

Detailed demographic questions about the respondent.

3rd page (white paper)

This page was prominently labelled “OPTIONAL” (since completing it would void the respondent’s anonymity). It included write-in areas for name, occupation, organisation and contact details.

Also included were two tick boxes if the respondent was willing to be contacted to discuss their

survey responses, and/or be added to the ‘Happy to Translate’ mailing list.

At the bottom of the page was a “clip-and-save” section containing the Logo Development Officer’s contact details.

Sase

Where applicable, the survey pack also included a self-addressed stamped envelope (SASE) to return the completed survey via freepost.

Voting Questions

Respondents were asked to identify their 1st, 2nd and 3rd choices from amongst the three designs and give the reasons for their choices. Specific questions on each choice were asked in order to determine the degree of enthusiasm for a particular design, and the reasons why it was liked or disliked (particularly if there was any element that might be confusing or offensive). Specific questions included:

- Overall Rating on 1-5 Scale
- Does It Look Familiar?
- Why Do You Like It?
- What Do You Think It Is Trying to Say?
- Anything You Don’t Like About It?
- Any Other Comments About Any of the Designs?

Respondent Data (Demographics)

In order to gain insight into particular communities and their needs, respondents were also asked to complete detailed information about themselves, including:

- Gender
- Age
- Ethnic Background
- Language(s) and Proficiency
- Nationality
- Length of Residency in Scotland
- Disability (if any)
- Council Area of Residence

Ethnic Background

The ethnicity categories used in the survey were those specified by the Commission for Racial Equality.

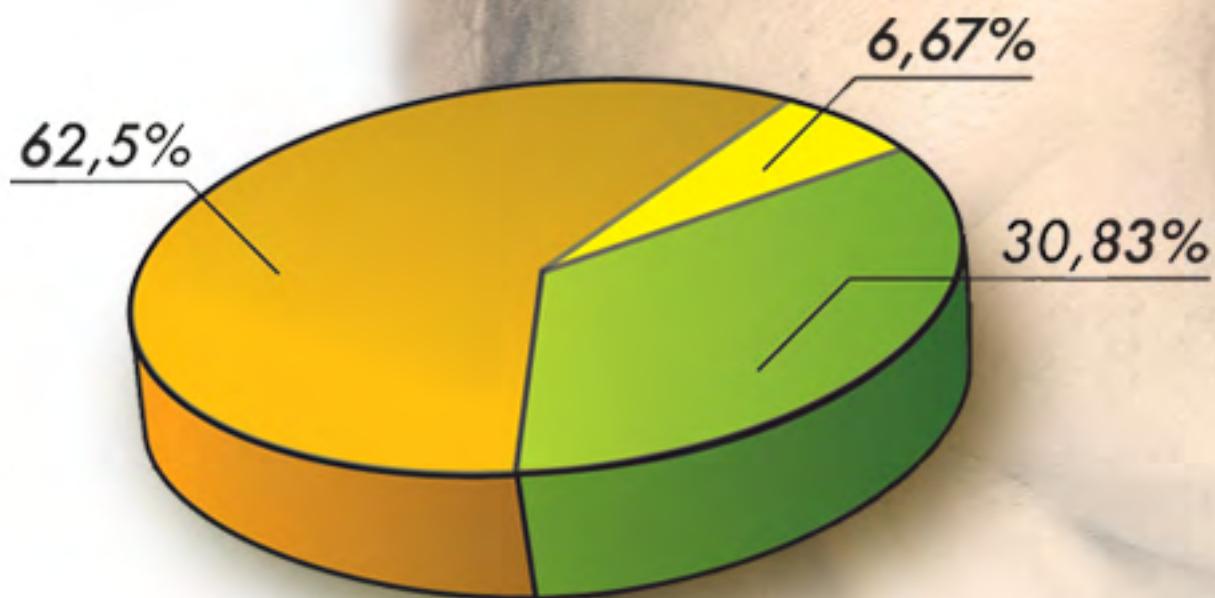
Language(s)

This section was particularly detailed. Respondents were asked to specify their first language ("mother tongue"), followed by their 2nd, 3rd, 4th and 5th languages (where applicable). Additionally, three tick boxes asked the respondent to specify their ability to "Speak," "Read" and/or "Write" each language.

It should be noted that whilst the respondents were not asked to specify their religious faith, the 'Happy to Translate' initiative's best practice guidelines will ensure that this important detail is taken into consideration when interacting with BME community members and the provision of translation and interpreting services.

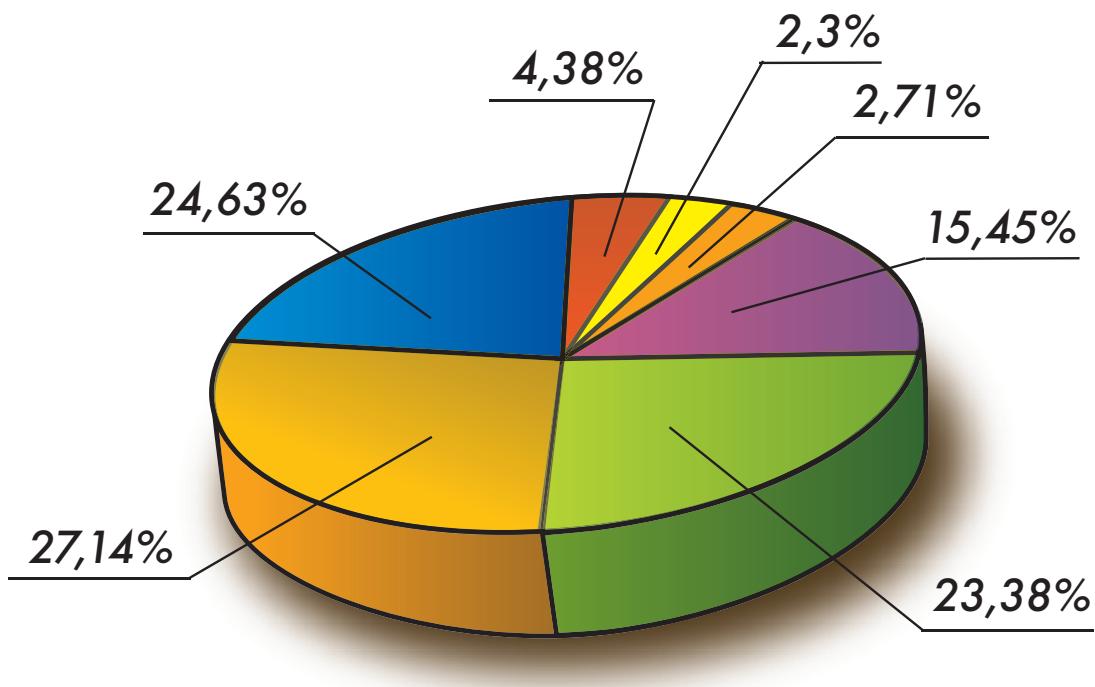
Findings & Analysis

The following is a summary of the most vital primary data taken from 100% of the completed surveys.



Gender

62.5% of the respondents were female,
30.83% were male
6.67% did not specify their gender.



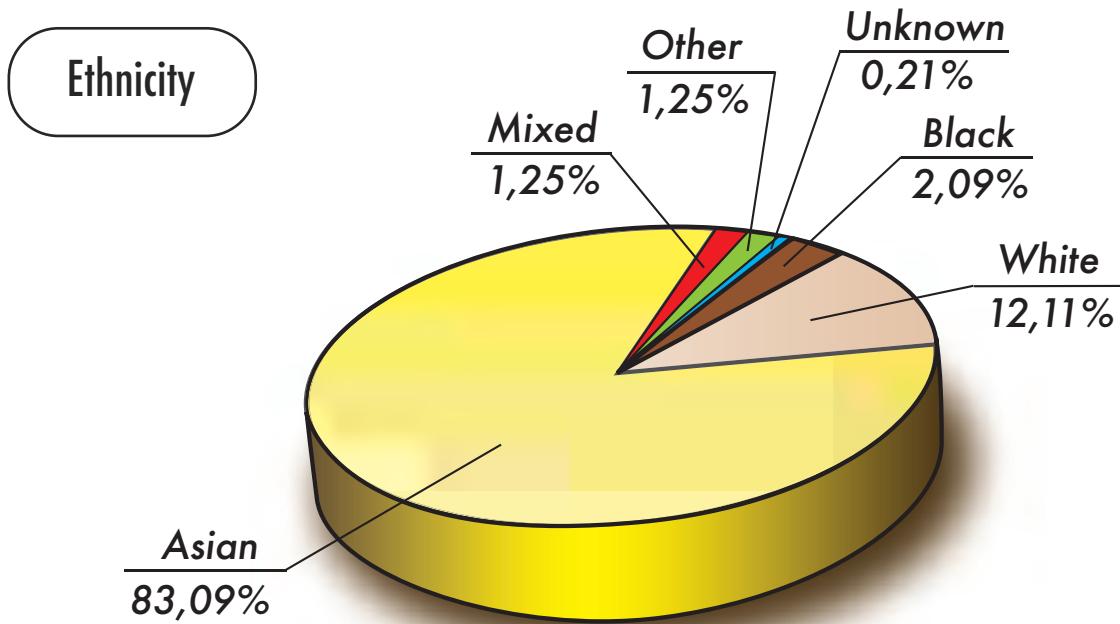
Age

2.3%	- 0-15
15.45%	- 16-29
24.63%	- 30-44
27.14%	- 45-59
4.38%	- 60-64
23.38%	- 65 & over
2.71%	- not specified

Council Area

Survey results were received from 21 (0.65%) of Scotland's 32 total council areas. 20 respondents did not indicate their council area.

Not surprisingly, the highest numbers of surveys were received from respondents residing in Glasgow (36.7%) and nearby Renfrewshire (3.1%), and Edinburgh (31.3%). A significant amount of surveys were received from Moray (5.2%), the Highlands (3.3%), and Dundee (2.9%). All other council areas fell into one-percentile or less.



Asian	Black	White			
Chinese	27.97%	African	1.46%	Scottish	5.85%
Pakistani	24.84%	Other Black	0.42%	Other White	4.80%
Indian	21.29%	Caribbean	0.21%	Other British	1.46%
Bangladeshi	5.22%				
Other Asian	3.76%				

Although the survey was designed to specifically target Black and Minority Ethnic (BME) communities, those of White ethnicity who work with BME communities and organizations (i.e. translators and interpreters) were surveyed.

Respondents who selected “**Other Asian**” detailed their ethnicity as Afghani, Arab, Asian, Iraqi, Japanese, Kashmiri, Saudi Arabian, Sri Lankan, Syrian and Thai, as well as no ethnicity provided.

Respondents who selected “**Other White**” detailed their ethnicity as American, Aotearoan, Argentinean-Italian, Belgian, European, French, German, Italian, Polish, Polish-Russian, South American, Spanish, Swedish, Turkish, and Ukrainian, as well as no specific ethnicity provided.

Respondents who selected “**Other British**” detailed their ethnicity as English.

Respondents who selected “**Other Black**” detailed their ethnicity as American and Black British. (Overall, the least represented groups were people of Caribbean, African or Other Black origin.) Those who selected “**Mixed**” included Brazilian, Chinese-Pakistani, Indian-English, Pakistani-White and Scottish-French, as well as no specific ethnicity provided.

Finally, the one respondent who selected “**Other**” as their ethnic category wrote in Scottish Muslim.

Language

As a group, the respondents speak over 40 languages and dialects. A majority of the respondents for whom English was not a first language were almost always bilingual, and even multi-lingual (with the notable exception of respondents of Chinese ethnicity, who seemed to be particularly isolated when it comes to communicating in English).

This report focuses on the first language or “mother tongue” of the respondents, and whether those for whom English is not a first language have some comprehension of English (whether basic, intermediate or advanced, and in any form of communication whether it be speaking, reading or writing).

As shown in Table 1 (below), the most frequent first-language/dialect amongst the respondents was Cantonese, followed closely English, Punjabi, Urdu and “Chinese.” Further down the list were Mandarin, Hakka, Gujarati and Arabic. From there the figures decrease quite rapidly, with over half of the first-languages spoken by less than 1% of those surveyed.

It should be noted that whilst Cantonese, Mandarin and Hakka are different languages/dialects spoken by people of Chinese ethnicity, many respondents also wrote “Chinese” as their first language. The figures for each of these four are kept separate, however; when combined, the figures rise to 28.74%, clearly making Chinese language/dialect speakers the leading first language group in the survey by a margin of ten percentage points.

Southern Asian ethnicities showed large percentages of some level of English comprehension: Gujarati 87.5%, Hindi 80.95%, Bengali 78.3%, Urdu 74.29%, Punjabi 68.18%, and Tamil 66.67%. Added together, the average is 75.98%. This is in large contrast to Chinese Asians (28.74%). Additionally, Southern Asians were predominantly multi-lingual with comprehension of several languages.

It should be noted that of the respondents for whom English is a first language, 47.78% were Asian, 3.33% Black, 42.22% White, 4.44% Mixed, and 2.22% Other. In contrast to the respondents discussed above, only 18.79% of the English-as-first-language group possessed some level of comprehension of (at least) one additional language. White Scottish respondents showed a particularly low percentage (20.7%), whilst Other British (83%) and Other White (67%), and Asians (92.66%), Blacks (25%) and Mixed (75%) fared better.

Nearly all respondents who claim a “European language” as their mother tongue listed English as an additional language nearly 100% of the time. Given a shared Western culture and geographical proximity to Scotland, this makes sense. However, the small sampling of European language speakers (often just one per language), and the likelihood that most surveyed were interpreting and translation professionals, the 100% result should not be given undue weight.

Table 1 – First Language of Survey Respondents

percentage FIRST LANGUAGE	FIRST LANGUAGE	percentage ENGLISH
19.62%	Cantonese	30.85%
18.79%	English	(not applicable)
18.37%	Punjabi	68.18%
14.61%	Urdu	74.29%
4.80%	Bengali	78.3%
4.38%	Hindi	80.95%
4.18%	“Chinese”	75%
2.30%	Mandarin	9.09%
1.88%	Hakka	0%
1.67%	Gujarati	87.5%
1.46%	Arabic	100%
0.84%	Spanish	100%
	Turkish	100%
0.63%	French	100%
	Tamil	66.67%
0.42%	Japanes	100%
	Kannada	100%
	Polish	50%
	Sinhalese	100%
	Swedish	100%
0.21%	Basque	100%
	Catalan	100%
	Gaelic	100%
	German	100%
	Igbo	100%
	Italian	100%
	Ndebele*	100%
	Portuguese	100%
	Russian	100%
	Shona	100%
	Slovak	100%
	Somali	0%
	Thai	100%
	Twi	100%

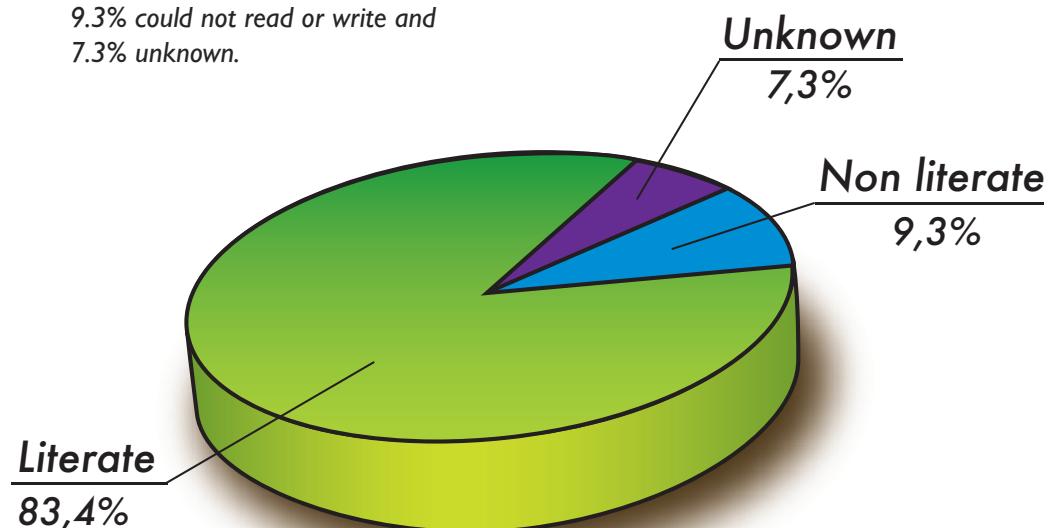
Other languages and dialects given but were not first languages were Farsi, Guan (?), Marath, Miripuri, Persian, Pushtu, Serbo-Croatian, Swahili, Telugu and Ukrainian.

* Unspecified if “Ndebele” language of Zimbabwe and Botswana, or “Ndebele” language of South Africa.

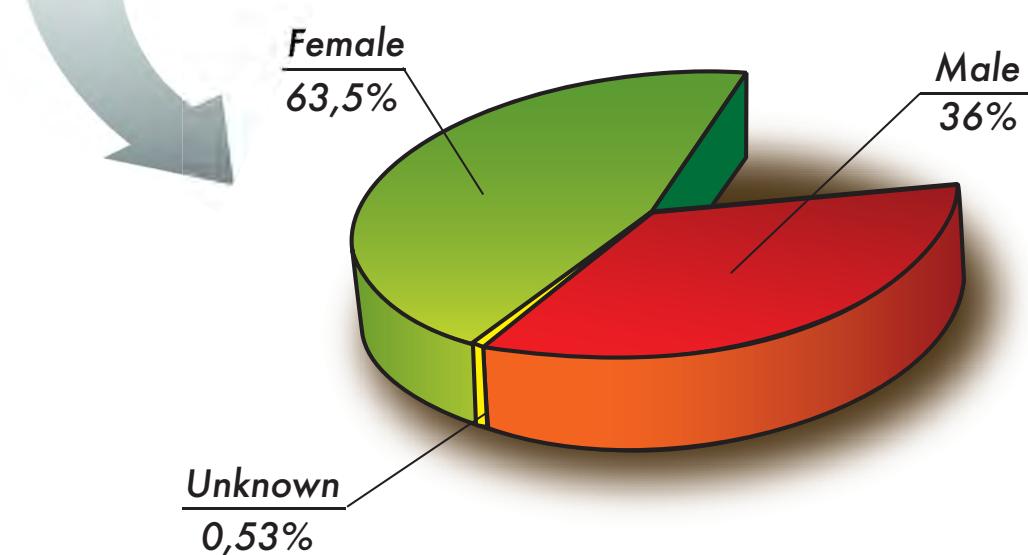
Literacy

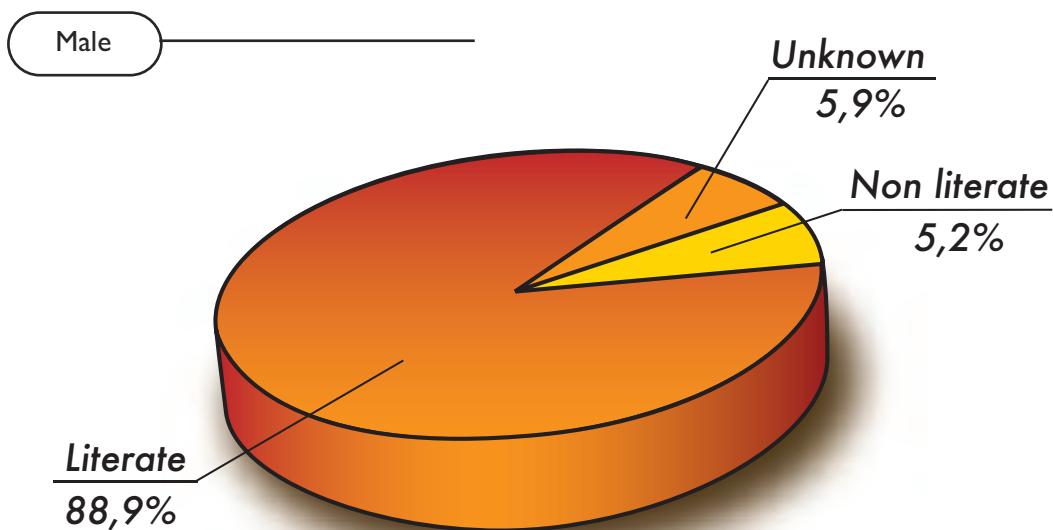
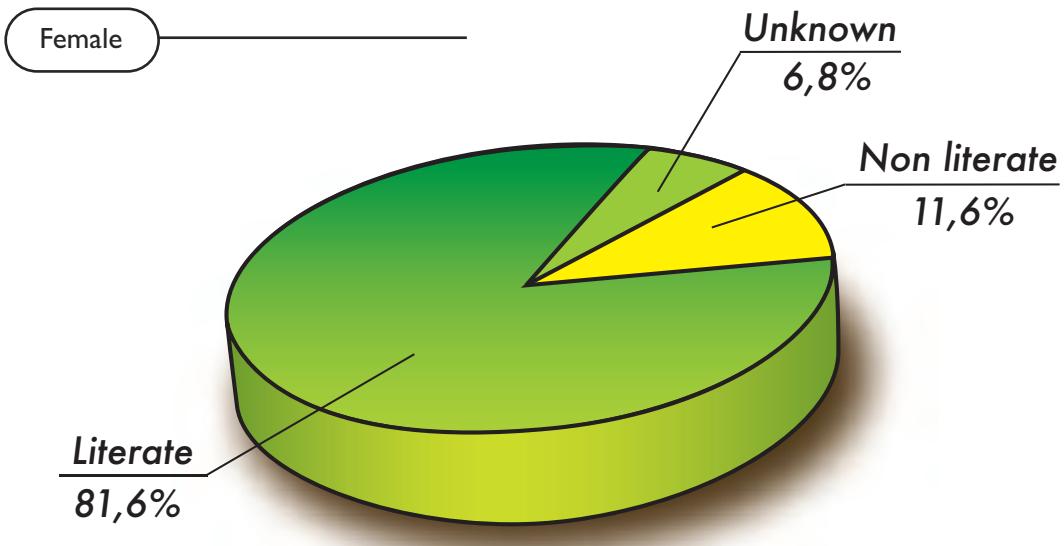
Results of the "Speak/Read/Write" tick boxes were analysed to determine the literacy of the respondents as a group, as well as by gender and ethnicity. If a respondent ticked "Read" or "Write" for any language, some level of literacy was assumed. If the respondent did not tick either "Read" or "Write," it was assumed they could not read or write (or that some level of assistance is needed). In the few instances when there was no tick boxes (including "Speak") selected, those results were categorised as unknown.

Of the total number of respondents surveyed, 83.4% were literate, 9.3% could not read or write and 7.3% unknown.



Of those 83.4% literate respondents, a staggering 63.5% were female compared to 36% male. A remaining 0.53% was literate, but their gender was unknown.



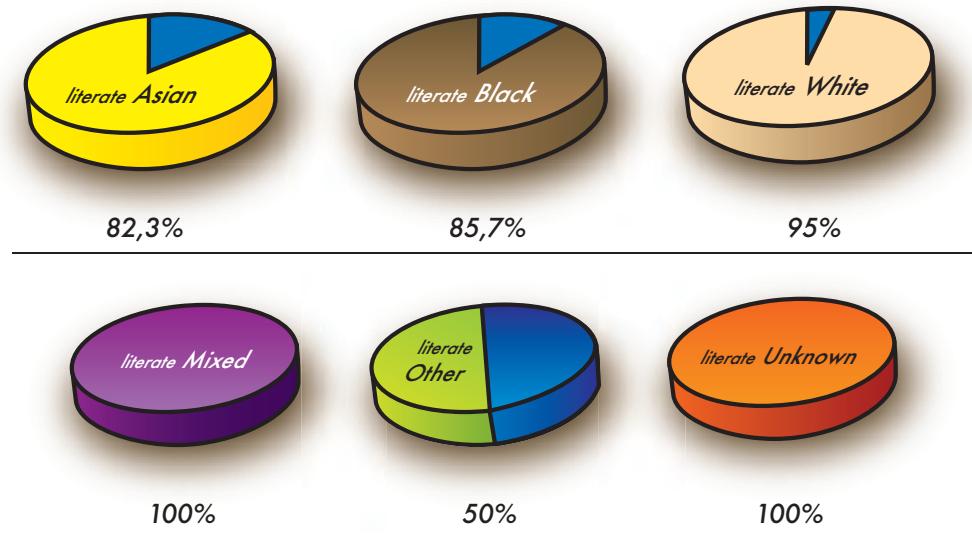


Total unknown respondents - 1,3%

Amongst all male respondents, 88.9% were literate, 5.2% illiterate and 5.9% unknown. Amongst female respondents, the results were similar: 81.6% were literate, 11.6% could not read or write and 6.8% unknown. However; it should be noted that the percentage of females who could not read or write (11.6%) was more than twice the amount of comparable males (5.2%).

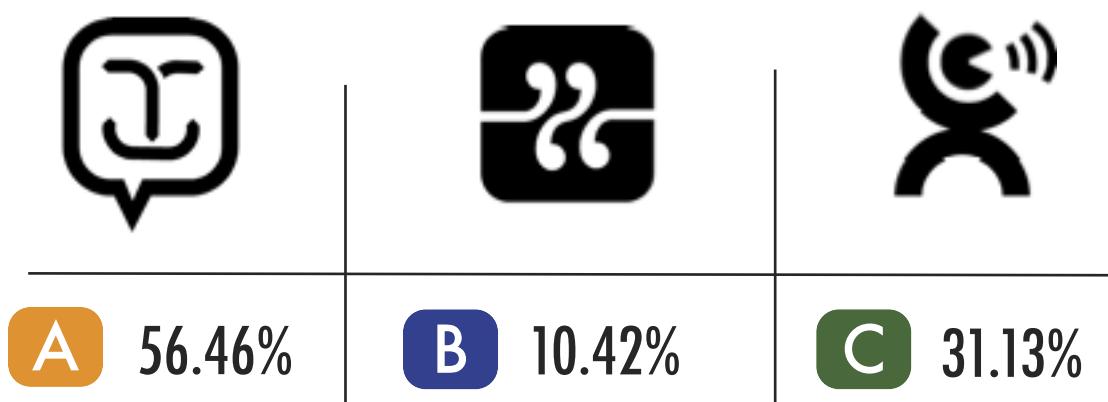
Amongst different ethnic categories, only Asian males (22.6%) had a higher percentage of literacy than Asian females (14.4%).

When comparing all respondents by ethnic group, 82.3% off all Asians were literate; 85.7% of all Blacks were literate; 95% of Whites; 100% of Mixed; 50% of Other; and 100% of Unknown. It should be noted, however, that the sample sizes of the Mixed, Other and Unknown ethnic categories were so small that their respective percentages are misleading.

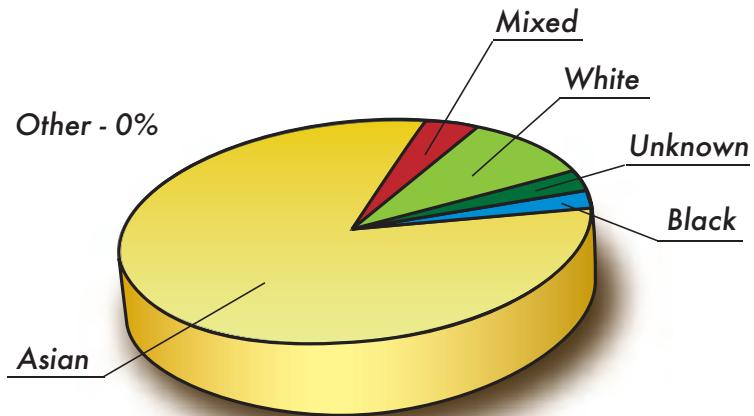


Survey Results

The voting results for the choice of Logo were as follows:

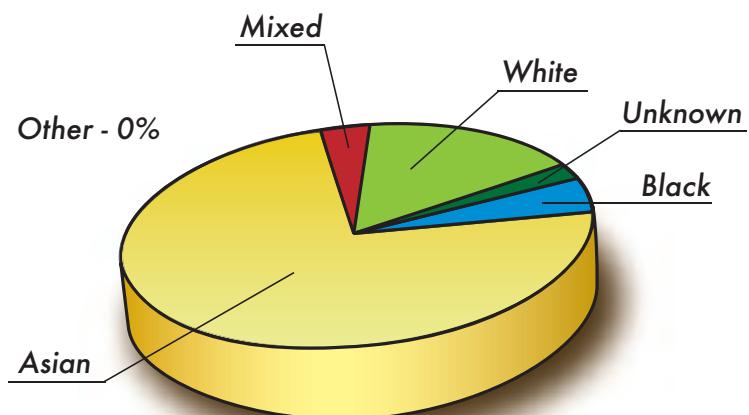


From the percentages above, design "A" (the smiling face in the dialogue bubble) was the "winner" with well over fifty-percent of the votes. How specific ethnic groups voted for the designs was follows:



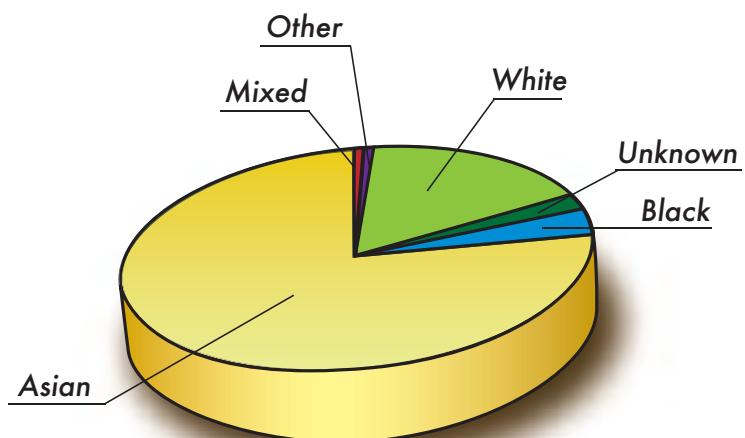
A

Asian	244
Black	1
White	22
Mix	3
Other	0
Unknown	1



B

Asian	35
Black	2
White	10
Mix	2
Other	0
Unknown	1



C

Asian	119
Black	7
White	26
Mix	1
Other	1
Unknown	4

As shown in bold typeface, "A" was by far the popular design amongst Asians, and because they comprised 83.09% of the total respondents, this accounts for why "A" received the most votes.

On the other hand, Blacks clearly favoured "C" (70%); Mixed favoured "A" (50%); and Whites were more evenly split between designs "A" and "C" (37.93% and 44.83%, respectively). The "Unknown" ethnic group(s) held the highest percentage vote (66.67%) for "C," but because their ethnic group is not known, no analysis can be extracted from this result (with the exception of the two respondents who refused to select a design "out of protest" because they did not prefer any of the designs offered).

Respondent Feedback

To reiterate, the voting results were:

1 st place	"A"	56.46%
2 nd place	"C"	31.13%
3 rd place	"B"	10.42%

The following is an overview of the comments made on each design. Whilst "A" is the clear winner, the positive and negative responses given to "B" and "C" can provide insight into the logo concept, and perhaps provide crucial ideas with which to perfect "A" before it is officially unveiled to the public. For example, although design "B" was the clear "loser," its strength should not be ignored.

Amongst respondents who selected "A" as their 1st choice, design "B" received the least amount of votes by a wide margin (only 10.42% of the votes). However, when asked to name their 2nd choice, "C" dominated with approximately 50% of the votes, but "A" and "B" tied for second place within a percentage point or two.

Design "A"

One respondent was so positive about design "A" she declared, "*I predict and promise "A" will be the one chosen. Everyone will like it. It's going to be this one!*"

When asked what they liked about "A" and why it was their favourite, respondents replied it "immediately caught my eye" and "will attract attention." Many noted it was immediately obvious what the design was - a human face in a speech bubble - and that it is "easy and simple to understand," "especially for people who can't read English."

This high level of recognition (when compared to the other two designs, particularly "B") gave "A" the dominant edge: "*The design looks human and is easy to identify.*" The human face as the main element of the design evoked a positive emotional response: "*I feel happy when I see it,*" "*it is about people,*" and "*a smiling face means generosity*" and is "*friendly,*" "*welcoming,*" "*pleasant*" and "*satisfied.*" Several respondents commented that the design

relates to communication: "*It shows speech,*" "*It is talking to me,*" and "*I like the happy face which is related to the topic.*" One respondent made this powerful statement: "*I find it most capable of expressing the spirit of service: Happy to service. Happy to serve. Happy to translate!*"

Two respondents pointed out that they liked the letter "T" that was incorporated into the shape of the eyes and nose, but overall the "T" was invisible to most. (However, this could be emphasised with the use of colour:)

When asked what they thought the design was trying to say, respondents replied, "*I'm happy to talk with you,*" "*happy to communicate,*" "*ready to help,*" "*There's somebody to help you,*" "*talk with me, communicate with me,*" "*You will be happy when you have your translation done, you will understand,*" and "*It conveys a message that there is a service which customers will find satisfactory.*" Overall, the design seemed to have a positive psychological and emotional effect on respondents who perceived it as sympathetic and/or empathetic. As one respondent wrote, "*You know the man will help, if there is no face how could it help?*"

Nonetheless, design "A" was not without its critics. Some thought it was a "road sign," "hard of hearing sign" or a symbol for "photo." A few respondents commented that it was a "man's face" ("with a pointy beard"), "masculine" and "dominant," but none mentioned that it looked like a woman. Others complained that it was "too plain," "boring," "was missing something" and "could be improved." Some thought it was "too square" and that "if the shape of it was circular it would seem like a very happy face."

Stronger still, "*I'd chose it when there's no alternative,*" "*Someone is talking but his/her expression is unknown...completely dislike.*" There were several comments along the lines of "*It does not convey any sense of translation or interpretation,*" "*the message of 'translate' does not seem to be expressed,*" and it "*does not highlight interpreting service.*"

One particularly concerning comment was that it "looks worried due to a language barrier," but this was an isolated instance.

Several respondents responded "Yes" when asked if it looked familiar (much more so than with the other two designs). On one hand this could be due to the "overuse" of the happy face in advertising and pop culture, then again, perhaps simply because a human face is a logical and powerful visual human archetype.

Design "B"

Not surprisingly this design received the least number of votes because respondents did not know what it was, which led to many humorous responses: "worms," "musical note," "henna design," "button," "telephone," "flower," "religious symbol," "hearing aid," "Chinese or Japanese sign," "something written in Urdu," "meeting place sign" or "road sign" or "a camera being focused."

Many respondents did not understand how the design related to the 'Happy to Translate' concept. For example, it "doesn't make any sense," "means nothing and not easy to remember," and "not cool enough." On the other hand, some thought it was "conveying a message," "looks like they are talking to each other," "related to speech," "quotation marks (but not so obvious)," "a positive logo as two people talking to each other," and is "showing discretion."

Perhaps the most valuable feedback was the compliments on it being an "artistic" "nice pattern," "good design," notably (especially amongst elderly people) "It is visual and can been seen by slightly impaired sight." The design technique of using negative (dark) space as a background should be considered as a modification for "A." Or as one respondent wrote, "use design 'B' for further improvement in the design."

Design "C"

Whilst many people (31.3%) selected this design as their first choice, it also elicited the most negative responses. "It looks like a person yelling," an "angry" "person is shouting," "it gets the point across but less friendly," "I don't think it is positive," it "seems someone is getting ready for a fight - too aggressive," and "it makes me anxious." Other interpretations

include "It is speaking alone, no one is listening," It looks like someone singing or shouting," and it "appears that the speaker is loud and loves to talk."

Less controversial observations include, "a person sitting on a moving wheelchair," "a human blowing on something," or "blowing on a musical instrument," "sun, moon and stars," "the Chinese character for 'big,'" "a cartoon," "someone directing," "door sign," "toilet sign" or "road sign," "like someone doing Kung Fu," "reminds me of a programme on TV," or "internal radio waves," "a satellite," and "an alarm going off or an x-ray sign." To a couple of the respondents it looked familiar, "looks like a Chinese name [sic] restaurant," and "it looks like it is copying a company's logo."

Several responses did touch on the communication aspect of the design: It "promotes information," "there is a sound," "sound waves," "someone with a microphone," "a lady talking to someone," "something in the ear and finding it difficult to hear," a "person on the phone communicating," "mobile communication logo," "someone talking, lips moving," "giving a voice - speaking," "it's an ear," "sign of hearing" and a "loud broadcast."

One person said "I find it very special," whilst another said "It looks complicated" and "I like it but it is a bit big or complex." On a positive note, some found that it was "giving a voice, speaking," "is waving at you" and "someone is signalling they will help."

As with design "B," there are positive aspects to "C" that should perhaps be considered to modify "A": One person wrote, "I have asked a few other folks - most from BME background [sic] and they all prefer 'C.' One in particular said that ideally [sic] should be a 'double C' - another mirror image of the design so it depicts 2 people talking to each other."

There were two respondents who refused to make a selection of any design because they thought that all three designs were not up to task: A White Scottish male, aged 30-44 from Glasgow said, "A logo should represent a particular topic. The logos don't really indicate BME communities." And a Pakistani female, age 30-44 and also from Glasgow wrote, "Does not communicate visually about translation especially to someone whose first language is

not English. Go back to drawing board - redesign. If I had to chose, maybe 'A.' Design should be clear + simple. Always simple = always effective."

Others who did select a logo still had strong feelings about the three designs on offer: "Not much to choose from. The ones given are not really appropriate, not original," "There should have been more variety," "None seems ideal or perfect," "and None indicate translation."

These types of criticisms were few and far between, and were balanced by several respondents who wrote messages of thanks on their surveys for providing them with the opportunity to vote, and that they thought the logo was a great idea. One woman's comment in particular reinforced the goal of the 'Happy to Translate' project to promote the provision of high quality, confidential ITS services to BME communities: "*Privacy is very important and you don't always want another Pakistani friend with you. It is good to have someone help who you don't know.*"

Logo Design

Many respondents noted that whilst they liked design "A" they thought that it could do better to convey translation, interpreting and communication

between two or more people. Therefore, the design was modified by adding a second face. 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.

The modified design was formally adopted by unanimous decision by the 'Happy to Translate' Steering Group in November 2004.

"B" proved popular with sight-impaired respondents due to its effective use of positive and negative space. This technique should be considered as a possible modification to the "A" design where appropriate.

Registered trademark protection of the logo was made with The Patent Office.

Conclusions & Recommendations

Overall

The consultation was successful and achieved its intended purpose: to allow Black and Minority Ethnic communities to vote on which design they think should be the logo for the 'Happy to Translate' Logo Initiative.

The consultation was a significant first-step towards marketing the initiative and its logo. Although just under 500 completed surveys were received, the number of people who were exposed to 'Happy to Translate' in the process of conducting the survey is greater. Additionally, involving BME communities, organisations and ITS service professionals in the process of selecting the logo is a valuable source of empowerment for the communities and ITS services in general.

Whilst the result of the respondent data does yield some very specific results, it is important to keep in mind that those results may or may not be representative of BME communities in Scotland as a whole. Therefore, the information gathered by the survey should be used to inform decisions taken to move the 'Happy to Translate' project forward, but used in tandem with other specific race-related research already available.

“Happy to Translate” Logo Initiative

LOGO DESIGN SURVEY

What is the “Happy to Translate” Logo Initiative?

The “Happy to Translate” Logo is a non-profit initiative which aims to overcome language barriers faced by Scotland’s Black and Minority Ethnic (“BME”) communities.

Participating organisations will display the “Happy to Translate” logo on their literature and in reception areas, signalling that they will provide quality translation and interpreting services in accordance with specific best practice guidelines to their customers/clients/patients/tenants.

As a result, and as required by law, BME communities will gain access to the information and services they need.

Development of this non-profit initiative is being undertaken by *Trust, Hanover (Scotland)* and *Bield Housing Associations*, and made possible through grant funding from the *Scottish Executive and Communities Scotland*.

What is the Logo Design Survey?

The time has come to select the official project logo. Many ideas from several designers have been considered, and three choices now remain.

The decision of which design will be selected as the official logo will be made by Scotland’s communities. Therefore, we are distributing the attached survey to as many people as possible.

The “Happy to Translate” team would be most grateful if, using this survey, you would let us know which logo design you like best. When all completed surveys have been returned to us, the design with the largest number of “votes” will be declared the official logo.

The survey will take approximately 10 minutes to complete. Please return it to your designated Survey facilitator or, if provided, in the pre-paid and pre-addressed envelope. (One survey per person please -- if you have already completed this survey once before, please do not fill it out again.)

Should you have any questions, please do not hesitate to contact the Logo Development Officer, Tamiko Mackie (contact details are included on the last page).

Thank you for your participation!

LOGO DESIGNS

A



B



C



“HAPPY TO TRANSLATE” LOGO SURVEY

A



B



C



Please circle ④ your answers and print clearly in black or blue ink

- **1st Choice** - Which one do you like the most? (circle one)

A B C

On a scale of 1-5 how would you rate it? (circle one)

Poor 1 2 3 4 5 Excellent

Have you ever seen it before or does it look familiar? (circle one)

Yes No

What do you like about it? Why is it your favourite? _____

What do think it is trying to say? _____

Is there anything about it that you don't like? _____

- **2nd Choice** - Which is your next favourite? (circle one)

A B C

On a scale of 1-5 how would you rate it? (circle one)

Poor 1 2 3 4 5 Excellent

Have you ever seen it before or does it look familiar? (circle one)

Yes No

Comments (positive and/or negative) _____

- **3rd Choice** - Which one do you like the least? (circle one)

A B C

On a scale of 1-5 how would you rate it? (circle one)

Poor 1 2 3 4 5 Excellent

Have you ever seen it before or does it look familiar? (circle one)

Yes No

Comments (positive and/or negative) _____

- Any other comments you would like to share about any of the designs?

RESPONDENT DATA

Please tick responses and print clearly in black or blue ink

- **GENDER** Male Female

- **AGE** 0-15 16-29 30-44 45-59 60-64 65 & Over

● **ETHNIC BACKGROUND**

**ASIAN | ASIAN SCOTTISH | ASIAN ENGLISH
ASIAN WELSH | OTHER ASIAN BRITISH**

- Indian
 Pakistani
 Bangladeshi
 Chinese
 Any other Asian background _____

**BLACK | BLACK SCOTTISH | BLACK ENGLISH
BLACK WELSH | OTHER BLACK BRITISH**

- Caribbean
 African
 Any other Black background _____

WHITE

- Scottish
Other British:
 English
 Irish
 Welsh
 Other _____

- Any other White background _____

MIXED

- Any Mixed background _____

OTHER ETHNIC BACKGROUND

- Any other background _____

● **LANGUAGE(S)** (tick boxes that apply for each language)

	Speak	Read	Write
--	-------	------	-------

First Language ("mother tongue")

- 1st _____

Other Languages

- 2nd _____

- 3rd _____

- 4th _____

- 5th _____

- **NATIONALITY** British Other(s) _____

- **HOW LONG HAVE YOU LIVED IN SCOTLAND?** All my life Since (specify year) _____

- **DO YOU CONSIDER YOURSELF TO HAVE A DISABILITY?** Yes _____ No

● **COUNCIL AREA of RESIDENCE** (tick one)

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Aberdeen City | <input type="checkbox"/> East Dunbartonshire | <input type="checkbox"/> Highland | <input type="checkbox"/> Renfrewshire |
| <input type="checkbox"/> Aberdeenshire | <input type="checkbox"/> East Lothian | <input type="checkbox"/> Inverclyde | <input type="checkbox"/> Scottish Borders |
| <input type="checkbox"/> Angus | <input type="checkbox"/> East Renfrewshire | <input type="checkbox"/> Midlothian | <input type="checkbox"/> Shetland |
| <input type="checkbox"/> Argyll & Bute | <input type="checkbox"/> Edinburgh City | <input type="checkbox"/> Moray | <input type="checkbox"/> South Ayrshire |
| <input type="checkbox"/> Clackmannanshire | <input type="checkbox"/> Eilean Siar (Western Isles) | <input type="checkbox"/> North Ayrshire | <input type="checkbox"/> South Lanarkshire |
| <input type="checkbox"/> Dumfries & Galloway | <input type="checkbox"/> Falkirk | <input type="checkbox"/> North Lanarkshire | <input type="checkbox"/> Stirling |
| <input type="checkbox"/> Dundee City | <input type="checkbox"/> Fife | <input type="checkbox"/> Orkney | <input type="checkbox"/> West Dunbartonshire |
| <input type="checkbox"/> East Ayrshire | <input type="checkbox"/> Glasgow City | <input type="checkbox"/> Perth & Kinross | <input type="checkbox"/> West Lothian |

CONTACT DETAILS

THIS PAGE IS VOLUNTARY

Name _____

Profession/Title _____

Organisation _____

Address _____

Postcode _____

Telephone _____ E-Mail _____

- YES, please add my details to your database** (I would like to receive updates about the Logo selection and progress of the “Happy to Translate” Logo Initiative).
- YES, please feel free to contact me** (I am willing to discuss my survey responses about the Logo designs, and/or my experiences with language and communication access/barriers in Scotland).

Name of Person and/or Organisation who gave you this survey _____



Please direct all queries regarding the “Happy to Translate” Logo Initiative to:

Tamiko Mackie
Logo Development Officer
tmackie@trustha.org.uk
Tel 0131 225 7246
c/o Trust Housing Association Ltd
9 Albyn Place, Edinburgh EH2 4NG

This survey is available in **Arabic, Bengali, Cantonese, English, Gaelic, Hindi, Punjabi and Urdu**

'HAPPY TO TRANSLATE' LOGO

Promoting equal access by overcoming language barriers



HAPPY TO TRANSLATE

7 Key Commitments

A 'Happy to Translate' Logo organisation will...

- 1** Promote equal access to information and services for all people and communities by overcoming language and communication barriers.
- 2** Implement and maintain a high standard of customer service to improve access to information and services.
- 3** Provide professional language and communication support to service users according to the "Happy to Translate" best practice guidance.
- 4** Establish and maintain staff training and support on the use of "Happy to Translate."
- 5** Actively display and promote the "Happy to Translate" Logo to the communities it serves and according to the Logo Design Guidelines.
- 6** Monitor and evaluate the use of "Happy to Translate" and actively share and implement ideas for improvement.
- 7** When possible, participate in a joined-up approach with other organisations to promote language and communication support.

This report can be viewed online at:

www.happytotranslate.com



EDINBURGH

Trust Housing Association Ltd.
12 New Mart Road
Edinburgh
EH14 1RL
Tel: 0131 444 1200
www.trustha.org.uk

Hanover (Scotland) Housing Association Ltd.
95 McDonald Road
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EH7 4NS
Tel: 0131 557 0598
www.hsha.org.uk

Bield Housing Association Ltd.
79 Hopetoun Street
Edinburgh
EH7 4QF
Tel: 0131 273 4000
www.bield.co.uk



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www.trustha.org.uk

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12 Somerset Place
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www.bield.co.uk