

# Bòrd na Gàidhlig

Brath Naidheachd  
*Press Release*



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**12/10/2015**

## **An Iomairt a' leantainn gus Sanasachd a dhèanamh air na Buannachdan a thig bho Dà-chànanas**

Tha Bòrd na Gàidhlig air fàilte a chur air taic-airgid a bharrachd a tha Riaghaltas na h-Alba air a thoirt dhaibh gus cuideachadh le iomairt mhargaidheachd ùr gus foghlam Gàidhlig a bhrosnachadh.

Fhuair am Bòrd £50,000 a bharrachd gus iomairt mhargaidheachd ùr a dhealbh a bhios a' dèanamh sanasachd air na buannachdan a gheibhear bho dà-chànanas agus foghlam tron Ghàidhlig.

Thar nan trì bliadhna a dh'fhalbh tha am Bòrd air iomairtean margaidheachd a chur an sàs a tha air aire phàrantan a tharraing gu na buannachdan a gheibhear bho dà-chànanas, agus tha na h-iomairtean sin air pàrantan a bhrosnachadh gu bhith cur an cuid chloinne gu foghlam tron Ghàidhlig. Tha na h-iomairtean air a bhith ag amas air diofar sgìrean air feadh Alba. Tha na h-iomairtean air obrachadh glè mhath agus tha iad air ceanglaichean cudromach a stèidheachadh eadar pàrantan, tidsearan, luchd-oideachaidh agus Ùghdarrasan Ionadail. 'S e prìomh amas na h-iomairt, àireamh na cloinne a tha ann am foghlam Gàidhlig ro-sgoile a chur am meud le dùil gun gluais iadsan an uair sin air adhart gu Clas 1 sa bhun-sgoil, agus àrdachadh san àireamh chloinne a tha a' tòiseachadh ann am FtG sa bhun-sgoil na phrìomh thargaid ann am Plana Cànan Nàiseanta Gàidhlig na h-Alba airson 2012-17.

Thuirt am Ministear airson Cànanan na h-Alba, an Dr Alasdair Allan: "Tha am Bòrd air a bhith fìor shoirbheachail ann a bhith cruthachadh ghoireasan is stuthan margaidheachd airson foghlam tron Ghàidhlig. Cuidichidh an £50,000 a bharrachd a dh'ainmich mi Dihaoine le bhith a' stèidheachadh iomairt ùr a thogas air an t-soirbheachadh a tha sinn air fhaicinn mu thràth, agus a bheir brosnachadh do ghinealach ùr de luchd-labhairt na Gàidhlig ann an Alba."

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Bidh an iomairt ùr a' tilleadh gu na sgìrean far an deach iomairtean a chumail a-cheana thar nan trì bliadhna a dh'fhalbh: Inbhir Pheofharain, Baile Dhubhthaich, Sruighlea, Peairt, Obar Dheathain, Na h-Eileanan Siar, An t-Òban, Siorrachd Dhùn Breatann an Ear agus An Gearasdan. Chaidh na sgìrean seo a chomharrachadh mar sgìrean far a bheil cothrom ann leudachadh a thoirt air na h-àireamhan seach gu bheil àiteachan sna sgoiltean sna sgìrean sin airson tuilleadh sgoilearan Gàidhlig a ghabhail.

Thuirt an Leasaiche Foghlaim is Ionnsachaidh Eadar-amail aig Bòrd na Gàidhlig, Brus Robasdan: “Tha Margaidheachd na meadhan air leth feumail a chuidicheas sinn le bhith dèanamh sanasachd air an iomadh buannachd a chaidh a dhearbhadh a thig bho dà-chànanas is foghlam tron Ghàidhlig. Thar nan trì bliadhna a dh'fhalbh tha am Bòrd air stòras nach beag de ghoireasan is stuthan margaidheachd a chruthachadh airson foghlam a tha air cuideachadh le bhith tarraing aire dhaoine chun na Gàidhlig ann an iomadach sgìre ann an Alba. 'S e an rud as motha a tha toirt misneachd dhuinn, mar a tha an àireamh chloinne a tha tòiseachadh ann an Clas 1 ann am Foghlam tron Ghàidhlig a' sìor dhol am meud gach bliadhna: 406 ann an 2011/12; 428 ann an 2012/13; 486 ann an 2013/14 agus 556 ann an 2014/15.”

## DEIREADH

**Airson tuilleadh fiosrachaidh mun bhrath-naidheachd seo cuiribh fios gu Steven MacIomhair, am Manaidsear Corporra is Conaltraidh aig Bòrd na Gàidhlig, air post-d [steven@gaidhlig.org.uk](mailto:steven@gaidhlig.org.uk) no air a' fòn 07595763071.**

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## **Continuing to Promote the Benefits of Bilingualism**

Bòrd na Gàidhlig has welcomed additional support from the Scottish Government to assist with a new educational campaigns.

The Bòrd have received an additional £50,000 to create a new campaign which will promote the benefits of bilingualism and Gaelic-medium education.

Over the last 3 years the Bòrd have created campaigns which have raised awareness amongst parents of the benefits of bilingualism, and encouraged them to take advantage of Gaelic-medium education for their children. These campaigns have targeted different areas across the whole of Scotland. The initiatives have proved successful and have established important relationships between parents, teachers, education practitioners and Local Authorities. The main aim of the campaign is to further grow the numbers of children in Gaelic-medium pre-school with a view to transferring to Gaelic-medium in Primary 1, which is the main target of Scotland's National Gaelic Language Plan 2012 - 2017.

The Minister for Scotland's Languages, Dr Alasdair Allan said: "The Bòrd has had great success in creating marketing resources for Gaelic-medium education. The additional £50,000 I announced on Friday will help them refresh and create a new campaign to build upon previous successes and further encourage a new generation of Gaelic speakers across Scotland."

The new campaign looks to revisit the areas which have been targeted over the last 3 years in; Dingwall, Tain, Stirling, Perth, Aberdeen, the Western Isles, Oban, East Dunbartonshire and Fort William. These have been highlighted as areas with scope to grow numbers in schools with the capacity to enroll more children to Gaelic-medium education.

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Bòrd na Gàidhlig Interim Head of Education and Learning, Bruce Robertson said: “Marketing is an extremely useful tool in helping us to promote the many proven benefits of bilingualism and Gaelic-medium education. Over the last three years the Bòrd have amassed an impressive portfolio of educational marketing resources which has also helped raise the general awareness of Gaelic in many areas of Scotland. What is most encouraging is the constant year-on-year growth we have seen of children entering P1 Gaelic-medium education: 406 in 2011/12; 428 in 2012/13; 486 in 2013/14 and 556 in 2014/15.”

**ENDS**

**For further information on the contents of this news release please contact Steven Maclver, Corporate and Communications Manager, Bòrd na Gàidhlig by e-mailing [steven@gaidhlig.org.uk](mailto:steven@gaidhlig.org.uk) or phoning 07595763071.**