

# Bòrd na Gàidhlig

Brath Naidheachd  
*Press Release*



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**13/10/2014**

## **Bheir Riaghaltas na h-Alba taic do dh'iomairtean foghlaim a' Bhùird**

Dh'fhoillsich Riaghaltas na h-Alba an-diugh gu bheil iad a' dol a thoirt tuilleadh taic-airgid do Bhòrd na Gàidhlig airson na h-iomairt margaidheachd a tha gu bhith aca airson foghlaim.

Gheibh am Bòrd maoinachadh a bharrachd luach £50,000 gus foghlam tron Ghàidhlig a chur air adhart ann an còig àiteachan air feadh na h-Alba. 'S iad na sgìrean far am bi iomairt ann: Na h-Eileanan Siar; Inbhir Pheofharain; Baile Dhubhthaich; Peairt agus Sruighlea.

Thar na dà bhliadhna a dh'fhalbh tha na sgiobaidhean foghlaim is corporra aig Bòrd na Gàidhlig air a bhith ag obair còmhla gus iomairtean margaidheachd a thoirt air adhart a bha a' dèanamh sanasachd am measg phàrantan air na buannachdan a gheibhear bho dà-chànanas, agus a bha brosnachadh phàrantan gu bhith cur an cuid chloinne gu Foghlam tron Ghàidhlig far am faigh iad na buannachdan sin. Tha cuid de na h-iomairtean air a bhith ag amas air raon farsaing agus cuid eile air sgìrean sònraichte. Tha am Bòrd a-nis a' moladh gun tèid leudachadh air na h-iomairtean sin le bhith cur air adhart iomairtean sanasachd ann an còig sgìrean far a bheil foghlam tron Ghàidhlig, agus far a bheil dearbhadh againn gu bheil cothrom ann na h-àireamhan sna sgìrean sin a chur am meud agus comas aig na sgoiltean barrachd sgoilearan foghlam Gàidhlig a ghabhail. Bidh e na phrìomh amas aig na h-iomairtean ùra sin an àireamh chloinne ann am foghlam ro-sgoile Gàidhlig a chur am meud agus iad sin an uair sin a' gluasad gu foghlam tron Ghàidhlig air Prìomh 1.

Thuirt Ministear na Gàidhlig, Dr Alasdair Allan: "Tha sinn air leth toilichte a bhith toirt taic don Bhòrd airson iomairt a nì uiread feum is diofar. Tha e cudromach gun tèid sanasachd a dhèanamh am measg phàrantan, aig a bheil clann òga agus a tha a' fuireach ann an sgìrean far a bheil foghlam tron Ghàidhlig, air na buannachdan a gheibhear bho dà-chànanas agus bhon fhoghlam sin. Tha am Bòrd air dòighean ùra is innleachdach a chur an sàs thar na dà bhliadhna a dh'fhalbh gus aire dhaoine a tharraing chun an oideachaidh phrìseil a tha seo a th' againn ann an Alba, dòigh

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foghlaim air nach eil fios aig na h-uile fhathast. Tha iad air sanasan a chur air siostam thrèanaichean fo-thalamh Ghlaschu, air a chur air bùird sanasachd ann am bailtean agus air sanasan a chur air an telebhisean, agus dh'obraich iad sin uile glè mhath. Tha mi a' coimhead air adhart ri bhith faicinn iomairtean ùra gan cumail sna sgìrean ùra seo."

Thuir Ceannard Bhòrd na Gàidhlig, Iain Aonghas MacAoidh: "Tha na h-iomairtean farsaing air sanasachd a dhèanamh air a' Ghàidhlig fhèin, dà-chànanas agus foghlam tron Ghàidhlig agus shoirbhich leis na h-iomairtean a dh'aona-ghnothach seo ann a bhith tarraing aire dhaoine gu àiteachan far an robh foghlam tron Ghàidhlig no far an robh e gu bhith air a stèidheachadh, mar eisimpleir, Bun-sgoil Innis an Uillt ann an Drochaid an Easbaig agus an sgoil Ghàidhlig a tha ga togail an-dràsta sa Ghearasdan.

"Mar thoradh orra sin, tha meudachadh cunbhalach air a bhith san àireamh chloinne a tha tòiseachadh air P1 ann am foghlam tron Ghàidhlig: 2011/12 – 406; 2012/13 – 428; 2013/14 – 486; agus thathar an dùil gum bi còrr is 540 ann an 2014/15.

Tha sinn air leth taingeil do Riaghaltas na h-Alba airson na taice a bharrachd seo a leigeas leinn togail air na h-iomairtean margaidheachd a bh' againn mu thràth."

## DEIREADH

**Ma tha sibh ag iarraidh tuilleadh fiosrachaidh air na tha sa bhrath-naidheachd seo, cuiribh fios, le ur toil, gu Steven MacIomhair, Manaidsear Corporra & Conaltraidh, Bòrd na Gàidhlig, post-d [steven@gaidhlig.org.uk](mailto:steven@gaidhlig.org.uk) no fònaibh 01463 225 454.**

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## **Scottish Government to support Bòrd's education campaigns**

The Scottish Government today announced additional support to Bòrd na Gàidhlig for its forthcoming education marketing campaign.

The Bòrd will receive £50,000 of additional funding to support the promotion of Gaelic-medium education in 5 locations across Scotland. The areas identified are: the Western Isles; Dingwall; Tain; Perth and Stirling.

Over the last 2 years the education and corporate teams at Bòrd na Gàidhlig have worked together to create marketing campaigns which raise awareness amongst parents of the benefits of bilingualism, and encourage them to take advantage of Gaelic-medium education for their children. The campaigns have been generic in some cases and targeted in others. The Bòrd are now proposing to widen the scope of these initiatives to mount promotions in five areas where Gaelic-medium education is being provided, and where there is evident scope to grow numbers in schools with the capacity to enrol more children to Gaelic-medium education. The focus of these new initiatives will be on growing the numbers of children in Gaelic medium pre-school with a view to transferring to Gaelic medium in Primary 1.

Minister for Gaelic, Dr Alasdair Allan said: "We are very pleased to be able to support the Bòrd on such a worth while campaign. It is important that the message of the benefits of bilingualism and Gaelic-medium education is promoted to the parents of young children where they can be accessed in Scotland. The Bòrd have used new and innovative ways to market Scotland's 'hidden secret' over the last two years, such as advertising in the underground system in Glasgow, the use of billboards and also television advertising, and they have proved very successful. I look forward to seeing the new campaign up and running in these new targeted areas."

Bòrd na Gàidhlig Ceannard (CEO), John Angus MacKay said: "The generic campaigns have raised awareness of Gaelic, bilingualism and Gaelic-medium education; the targeted campaigns have been successful in drawing attention to the locations of existing and future school provision of Gaelic medium education, for example

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Meadowburn School in Bishopbriggs and the Gaelic-medium Primary school currently under construction in Fort William.

As a result, steady growth has been evident in the numbers of children entering P1 Gaelic medium education: 2011/12 – 406; 2012/13 – 428; 2013/14 – 486; it is expected that the 2014/15 will show numbers surpassing 540.

We are grateful to the Scottish Government for this additional support to help improve and expand upon our marketing campaigns.”

**ENDS**

**For further information on the contents of this news release please contact Steven MacIver, Corporate and Communications Manager, Bòrd na Gàidhlig by e-mailing [steven@gaidhlig.org.uk](mailto:steven@gaidhlig.org.uk) or phoning 01463 225 454.**