

## Fiosrachadh Pearsanta / Contact Information

Buidhean Organisation	Urras Oighreachd Ghabhsainn
Baile-mòr/Baile City/Town	South Galson, Isle of Lewis
Dùthaich Country	Scotland

## Ceistean | Questions

**1. Tha cumadh a' Phlana a' gabhail a-steach amas, cuspairean, prìomh raointean agus gealltanasan. A bheil beachd agaibh air cumadh a' Phlana agus air an àrd-amas againn? The structure for the Plan consists of an aim, priority areas and commitments. Do you have any comments on how we have structured the Plan and the overall aim we have selected?**

The structure of the plan is clear and easy to follow. The priorities demonstrate there is still work to be carried out to improve the image and appeal of Gaelic, not only in Scotland but amongst speakers and non-speakers across the globe. Promoting, learning and using Gaelic are simple strategic priorities and the objectives underpinning these allow for initiatives to be developed or continued to support growth across all three priorities. A further step may be to publish specific targets to provide focus for all stakeholder and allow performance against targets to be measured.

**2. Tha sinn dhen bheachd gu bheil e riatanach gum bi deagh ìomhaigh aig a' Ghàidhlig agus gum bi na raointean shuas a' cur gu mòr ri sin. A bheil beachdan agaibh fhèin air na raointean a thagh sinn no càil eile co-cheangailte ris a' chuspair seo? We believe that the promotion of a positive image for Gaelic is essential and we think that the areas above are the key areas that can make a contribution to this. Do you have any comments on the areas we have selected or alternative suggestions?**

In order to promote the language there must be accessibility through the various channels as outlined in the plan i.e. media, education across all levels and arts. It is most encouraging to see initiatives being suggested through various sectors, such as tourism and other business sectors.

Gaelic at home and in the community is of vital importance and initiatives to further develop and support this are vital. Intergenerational projects need to be developed to allow the world to see the language as something that can bond communities in an inclusive way with no barriers regarding age/gender etc .

In many island communities where Gaelic is still a community language this also coincides with community land ownership. The Trusts have created an infrastructure within communities with a strategic responsibility across the community.

**3. Tha sinn dhen bheachd gu bheil foghlam agus ionnsachadh na Gàidhlig aig cridhe a' Phlana seo. Tha sinn air liosta a dhèanamh de na prìomh raointean airson leasachadh san àm ri teachd. A bheil beachdan agaibh air seo, agus air na prìomh raointean a thagh sinn airson ionnsachadh na Gàidhlig? We believe education and Gaelic learning are central to this Plan. We have also listed the priority areas that we believe should be a focus for ongoing activity. Do you have any comments on this emphasis and on the priority areas selected for learning Gaelic?**

The emphasis on Education and Gaelic learning is vital and should be central to the plan. This is foundational for the growth of the language and extra resources i.e. language assistants and childcare courses taught through Gaelic medium are vital.

Support for adult learners must be made available and online learning promoted. As a community land trust , one key priority for our organization is elderly care. It has been identified that the language can support the care delivery model, ensuring recipients of care feel at ease. It is imperative that adult learning can be delivered in an accessible way and is recognised as an additional and important skill in some professions including care.

**4. Tha sinn dhen bheachd gu bheil na raointean a chaidh a thaghadh cudromach airson cleachdadh na Gàidhlig a bhrosnachadh. A bheil beachdan agaibh air mar a dh'fhaodamaid piseach a thoirt air ìre cleachdaidh na Gàidhlig? We believe the areas selected are important for promoting the increased use of Gaelic. Do you have any comments or suggestions you would like to make in relation to promoting the increased use of Gaelic?**

There are very real opportunities for growth in the promotion of Gaelic through the tourism/food and drink sector. Businesses operating in a global market and trading abroad require support to ensure their marketing and communications are bi-lingual and to support them to use the language across all channels of communication.

Bi-lingual marketing is an additional overhead for businesses/organisations and therefore it is imperative that resources are made available to allow them to establish essential marketing materials that they can then use and seek to grow as a socio-economic asset of their business, recognizing that the Gaelic “brand” can give added value.

**5. Ann an ceistean 2, 3 is 4, chaidh iarraidh oirbh ur beachdan a thoirt air na prìomh raointean a chaidh a chomharrachadh. Anns a’ cheist seo, bu mhath leinn ur beachdan fhaighinn air na prìomh ghealltanasan a chomharrachadh sin agus air gealltanasan a bharrachd a bu chòir a bhith ann gus an dèanar adhartas ann a bhith a’ leasachadh na th’ ann de dhaoine a tha a’ labhairt, cleachdadh is ionnsachadh na Gàidhlig ann an Alba agus ann a bhith a’ leudachadh nan suidheachaidhean anns am bi i air a cur gu feum? In questions 2, 3 and 4, you were asked about your views on the priority areas identified. In this question, we would like to hear any views or suggestions you may have on the key commitments we have identified and views on any key commitments you think should be included in order to make progress with the aim of increasing the number of people speaking, using and learning Gaelic in Scotland and the number of situations in which it is used?**

As a community land trust we would fully support the establishment of a multi-agency fund to support proposals from Community Land Scotland members for projects that will boost the social and economic value of Gaelic. This commitment would allow a community such as ours to dedicate resources to initiatives that will seek to deliver against many of the other commitments and priorities detailed in this plan. Community land Trust have a unique opportunity to develop projects that reach into the heart of communities and can be tailored to suit the specific needs and requirements of that community. Working in partnership with other organisations within a community the land trusts can make a difference at both a strategic and grass roots level.

**6. Tha na ceistean co-chomhairleachaidh a nochd na bu tràithe air a bhith rudeigin mionaideach. Ma tha sibh airson puingean eile a thogail, agus mura robh cothrom agaibh sin a dhèanamh thuige seo, nach sgrìobh sibh iad gu h-ìosal. The earlier consultation questions have been fairly specific. If there are any other points you would like to make and feel you have not had the opportunity to do so, please write them below.**

It is imperative that key public authorities and bodies buy into the plan and are willing to work in partnership with other stakeholders to deliver initiatives to promote, learn and use Gaelic. The tourism and heritage sector is of vital importance and it is essential that the tourist’s journey is mapped to ensure they are consistently exposed to the language across a variety of channels. This will mean partners such as VisitScotland and EventScotland are flexible and able to work with local tourism groups and businesses to develop the language as a meaningful socio-economic asset. Transport operators are key to this also as they can make an impact at entry/exit routes. Communities must be able to work with partners such as Highlands and Islands Enterprise, local authorities and others to be able to factor into project planning resources to allow them to exploit the opportunities that come from the language further developing it as an economic and cultural asset. A multi-agency fund would be key to supporting this work from progressing .