

<p align="center">Ro-innleachd Eaconamaidh Dhùn Èideann Freagairt Le Bòrd na Gàidhlig 11 Dàmhair 2021</p>	<p align="center">Edinburgh Economic Strategy Response By Bòrd na Gàidhlig 11 October 2021</p>
<p>6. Cleachdaibh an t-àite gu h-ìosal airson bheachdan no mholaidhean sam bith eile air na prìomhachasan.</p> <p>A' cleachdadh ghnòthaichean a bhith innleachdach is sùbailte</p> <p>Tha mòran iomraidhean anns an aithisg Ro-innleachd air “ùr-ghnàthachadh”, ach chan eil e a’ mìneachadh dè a thathas a’ ciallachadh le sin. Tha iomraidhean ann, am measg rudan eile ri, “Ùr-ghnàthachadh fo stiùir dàta”, “dùbhlàn ùr-ghnàthachadh uaine” agus “Teicneòlas glic agus innleachdas didseatach”. Tha seo a’ toirt seachad am beachd gu bheil ùr-ghnàthachadh mu leasachadh teicneòlais a mhàin.</p> <p>Ach, tha Ùr-ghnàthachadh tòrr nas fharsainge na seo. <i>Ath-bhreithneachadh air Iomairt is Sgilean Riaghaltas na h-Alba: Tha an aithisg air Ùr-ghnàthachadh Ìre 2</i> ag ràdh gu bheil e “a’ toirt a-steach leasachadh agus cleachdadh phròiseasan, bathair, sheirbheisean, rèiteachadh luchd-obrach agus modalan gnothaich ùra”. Mar sin, tha ùr-ghnàthachadh buntainneach do gach raon den eaconamaidh. Bu chòir seo a thoirt fa-near san Ro-innleachd Eaconamach gus dèanamh cinnteach gu bheil ùr-ghnàthachadh air a mheudachadh thar gach raon agus a’ toirt taic do ath-bheothachadh Dhùn Èideann bhon ghalar làir-sgaoilte.</p> <p>Bu chòir cuideachadh do ghnìomhachasan a bhith ùr-ghnàthach a bhith a’ toirt a-steach cleachdadh/barrachd cleachdaidh den Ghàidhlig mar sho-mhaoin. Thomhais an aithisg, <i>Ar Stòras Gàidhlig</i>¹, luach eaconamach na Gàidhlig do Alba. Bha an aithisg dòchasach. Lorg e gu bheil gnothaichean anns na gnìomhachasan cruthachail, turasachd, dualchas, agus roinnean bìdh is dighe a’ faighinn buannachd shònraichte bho bhith a’ cleachdadh na Gàidhlig, agus gu bheil comas aig seo luach eaconamach mòr a libhrigeadh.</p> <p>Lorg an aithisg gu robh faisg air 70% de ghnìomhachasan don deach faighneachd ag ràdh gu bheil Gàidhlig</p>	<p>6. Please use the space below for any comments or suggestions on the priorities.</p> <p>Helping businesses to innovate and adapt</p> <p>The Strategy report contains many references to “innovation” but does not define what this is. There are references to, among others, “Data Driven Innovation”, “green innovation challenge” and “Smart technology and digital innovations”. This gives the impression that innovation is about technological developments.</p> <p>In fact, innovation is much wider than this. <i>Scottish Government’s Enterprise and Skills Review: Report on Phase 2 Innovation</i> states that it “encompasses the development and application of new processes, products, services, workforce configurations and business models”. Thus, innovation is relevant to all sectors of the economy. This should be taken on board in the Economic Strategy to ensure that innovation is increased across all sectors and supports Edinburgh’s recovery from the pandemic.</p> <p>Helping businesses to innovate should include use/greater use of Gaelic as an asset. The report, <i>Ar Stòras Gàidhlig</i>⁸, measured the economic value Gaelic brings to Scotland. The report was positive. It found that businesses in the creative industries, tourism, heritage, and food and drink sectors in particular benefit from their use of Gaelic, and that this has the potential to bring significant economic value.</p> <p>The report found that almost 70% of businesses consulted said that Gaelic is an asset to their main</p>

¹ <https://www.hie.co.uk/media/5585/hieplusreportplus2014plusfinalplusonline.pdf>

⁸ <https://www.hie.co.uk/media/5585/hieplusreportplus2014plusfinalplusonline.pdf>

<p>luachmhor don phrìomh obair gnìomhachais/iomairt aca. Is iad na trì buannachdan mòra as cumanta do ghnìomhachasan a thig bho bhith a' cleachdadh na Gàidhlig mar sho-mhaoin gum bi i:</p> <ul style="list-style-type: none"> • A' meudachadh cho àraidh/air leth agus a tha bathar/seirbheisean. • A' meudachadh aithneachadh an luchd-ceannaich de dh'fhìrinnis is tùs bathair/sheirbheisean. • A' meudachadh cho tarraingeach 's a tha bathar/seirbheisean ann am margaidean targaid. <p>Thug an sgrùdadh iomradh cuideachd air rannsachadh a thuir gu bheil “fèill shusbainteach ann air bathar is seirbheisean Gàidhlig nach eil ga sholarachadh an-dràsta”.</p> <p>Tha Riaghaltas na h-Alba a' cur taic ri seo. Tha “iad mothachail gu bheil Gàidhlig na pàirt bhunasach de dhualchas na h-Alba, dearbh-aithne nàiseanta agus beatha chultarail san latha an-diugh, agus tha comas mòr aice cur ri luach eaconamach is sòisealta”².</p> <p>Tha seo ann an co-theacsa de dh'iarrrtas tha a' sìor fhàs airson cànan agus cultar na Gàidhlig le buannachdan foghlaim, eaconamach agus sòisealta co-cheangailte. Tha an t-iarrrtas airson a bhith ag ionnsachadh na Gàidhlig follaiseach anns na a' cleachdadh làrach-lìn ionnsachadh cànan Duolingo ³ Gàidhlig. Tha timcheall air 600,000 neach a' conaltradh ris an ùrlar, le timcheall air 500,000 neach-cleachdaidh beò, grunn aca a' còmhnaidh thall-thairis.</p> <p>Lorg sgrùdadh VisitScotland ann an 2016, gun brosnachadh sam bith ro-làimh, gu robh barrachd air aon às gach trìùir (34%) luchd-tadhail a' faireachdainn gun do chuir a' Ghàidhlig, mar chànan nàiseanta na h-Alba, ris an turas aca agus gum bu mhath leotha tuilleadh fhaighinn a-mach ma deidhinn. Bha ùidh gu sònraichte am measg luchd-tadhail bho thall thairis agus daoine a bha a' tadhal airson a' chiad turas.</p> <p>Chaidh Ro-innleachd Eaconamaidh Dhùn Èideann a leasachadh, gu ìre, le ath-bhreithneachadh air prìomh sgrìobhainnean agus mion-sgrùdadh”. Ach, chan eil e</p>	<p>business/enterprise activity. The three most common major benefits for businesses from using Gaelic language/marketing/branding as an asset are that it:</p> <ul style="list-style-type: none"> • Enhances the distinctiveness/uniqueness of products/services. • Enhances customer perceptions of authenticity and provenance of products/services. • Increases the appeal of products/services to target markets. <p>The study also referred to previous research which had suggested “a notable level of untapped demand for Gaelic goods and services”.</p> <p>This is supported by Scottish Government. It “recognises that Gaelic is an integral part of Scotland’s heritage, national identity and current cultural life, and has great potential as an asset for adding economic and social value”⁹.</p> <p>This is in a context of growing demand for Gaelic language and culture with related educational, social as well as economic benefits. The demand for learning Gaelic is evident in the uptake for the Duolingo¹⁰ language-learning website. Around 600,000 people are engaging with the platform, with around 500,000 live users, a number of whom who live overseas.</p> <p>Further, a 2016 VisitScotland survey found that, with no prior promotion, more than one in three (34%) visitors felt that Gaelic, as a national language of Scotland, enhanced their visit and they would like to find out more about it. Interest was primarily amongst overseas and first-time visitors.</p> <p>The Edinburgh Economy Strategy has been developed, in part, by a “review of key documents and analysis”. However, it is not clear</p>
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² <https://www.gov.scot/publications/consultation-scottish-governments-draft-gaelic-language-plan-2021-2026/>

³ <https://www.duolingo.com/>

⁹ <https://www.gov.scot/publications/consultation-scottish-governments-draft-gaelic-language-plan-2021-2026/>

¹⁰ <https://www.duolingo.com/>



soilleir dè an ìre chaidh an Ro-innleachd fhiosrachadh leis a h-uile ro-innleachd agus plana a th' aig Comhairle Baile Dhùn Èideann, a' toirt a-steach am Plana Gàidhlig ⁴.

Tha am Plana sin ag ràdh gu bheil “Gàidhlig na so-mhaoin do dh'Alba, an dà chuid gu sòisealta agus gu h-eaconamach” agus tha am Plana “A' feuchainn ri adhartas a dhèanamh air obair san fharsaingeachd, a' toirt a-steach ... cultar, ealain, dualchas agus eaconamaidh”. Tha sin a' toirt a-steach a bhith a' coimhead ri “cothroman a chomharrachadh gus na buannachdan a dh'fhaodadh a bhith aig cleachdadh na Gàidhlig do eaconamaidh Dhùn Èideann a thoirt gu buil”.

Tha a' Chomhairle a' leasachadh “Capital Gaelic” le fòcas air neartachadh agus leudachadh lionraidhean agus adhartachadh gnìomhachd ann an cànan is cultar na Gàidhlig air feadh a' bhaile. Ach, gus luach na Gàidhlig a mheudachadh mar thaic so-mhaoin do ghnìomhachasan airson gabhail ri/leasachadh cleachdadh na Gàidhlig feumaidh e a bhith mar phàirt de prìomh thaic gnothaich na Comhairle seach a-mhàin tron Phlana Ghàidhlig aca.

Mar sin, bu chòir Gàidhlig a bhith air a gabhail a-steach san Ro-innleachd Eaconamach.

Cruthaich àiteachan beòthail airson gnothaichean agus daoine

Tha an aithisg Ro-innleachd a' toirt grunn iomraidhean air sluagh “eadar-mheasgte”. Ach, chan eil e air a shealltainn gu soilleir mar a chumas gnìomhan na Ro-innleachd an iomadachd seo, no mar a chuireas e iomadachd air adhart. Tha iomadachd a' toirt a-steach cànan agus cultar – tha Gàidhlig air aon de chànain nàiseanta na h-Alba.

Bidh barrachd cleachdaidh, agus ìomhaigh nas follaisich, den Gàidhlig agus a cultar ann an Dùn Èideann a' meudachadh tarraingeachd a' bhaile. Cuidichidh e le bhith a' tàladh luchd-còmhnaidh aig aois obrach chun bhaile a tha ag iarraidh a bhith a' fuireach ann an coimhearsnachd eadar-mheasgte. Bhiodh seo a' nochdadh dealas na Comhairle gum bu chòir don Phlana Ghàidhlig aca cur ri “dèanamh cinnteach gu bheil Dùn Èideann na bhaile beòthail agus foghainteach far a bheil cothroman rim faighinn”.

how far the Strategy has been informed by *all* of City of Edinburgh Council's existing strategies and plans, including its Gaelic Language Plan¹¹.

That Plan states that “Gaelic is an asset to Scotland, both socially as well as economically” and the Plan “Seeks to make progress on the wider agenda, including... culture, arts, heritage and economy”. That includes looking to “identify opportunities to realise the potential benefits of the use of Gaelic to Edinburgh's economy”.

The Council are developing “Capital Gaelic” with a focus on strengthening and extending networks and promoting activity in Gaelic language and culture city-wide. However, to maximise the value of Gaelic as an asset support for businesses to adopt/develop the use of Gaelic **needs to be part of the Council's mainstream business support rather than solely through its Gaelic Language Plan.**

Thus, Gaelic should be explicitly included in the Economic Strategy.

Create vibrant places for businesses and people

The Strategy report makes a number of references to a “diverse” population. However, it is not clearly shown how the Strategy's proposed actions will maintain or increase this diversity. Diversity includes language and culture - of which Gaelic is one, as a national language of Scotland.

A greater use, and profile, of, Gaelic language and culture in Edinburgh will increase the city's place attractiveness. It will help attract residents of working age to the city who place value on living in a diverse community. This would reflect the Council's commitment that its Gaelic Language Plan should contribute “to ensuring that Edinburgh is a vibrant and resilient city of opportunity”.

⁴ Plana Gàidhlig Dhùn Èideann 2018-2022 (Comhairle Baile Dhùn Èideann)

¹¹ Edinburgh Gaelic Language Plan 2018-2022 (City of Edinburgh Council)



Gus an fheum as fheàrr a dhèanamh à seo, bu chòir Gàidhlig a bhith san Ro-innleachd Eaconamach mar aon de na factaran a tha a' cur ri iomadachd Dhùn Èideann.

24. Cleachdaibh an t-àite gu h-ìosal airson bheachdan no mholaidhean sam bith.

Tha a' Ghàidhlig agus a Cultar na pàirt bheò, bheòthail de bheatha làitheil mòran de shaoranaich Dhùn Èideann le foghlam tro mheadhan na Gàidhlig agus na cothroman a tha timcheall air a' leasachadh gu luath. Tha Gàidhlig na pàirt riatanach de bheatha ann an Dùn Èideann agus bu chòir don Ro-innleachd Eaconamach an fhìrinn sin a nochdadh.

Thoir taic do chom-pàirtichean ann a bhith ag ath-sgrùdadh Plana Gnìomh Turasachd Dhùn Èideann

Tha sinn mothachail air oidhirp agus coileanadh na Comhairle ann an turasachd ann a bhith a' libhrigeadh a' Phlana Ghàidhlig aca. Tha sin a' toirt a-steach:

- Taic do chompanaidhean turais gus Gàidhlig a chleachdadh san tairgse aca.
- Soidhnicean dà-chànanach airson Còmhdhail Dhùn Èideann.
- Leasachadh sanas “fàilte” dà-chànanach airson a chleachdadh le solaraichean àite-fuirich.
- Cùrsa YouTube a tha air a thabhan do chompanaidhean gus a' Ghàidhlig adhartachadh san àite-obrach.

Tha neach-obrach aig a' Chomhairle cuideachd air Bòrd na buidhne a tha a' coimhead ri Mòr-ionad Gàidhlig ann an Dùn Èideann, a th' air a bhith na mhiann airson ùine mhòr. Dh'fhaodadh sin a bhith a' toirt a-steach taisbeanaidhean agus tachartasan gus a' Ghàidhlig is a dualchas a nochdadh agus adhartachadh.

Tha comas mòr na Gàidhlig air aithneachadh ann an Ro-innleachd Turasachd Gàidhlig VisitScotland airson na h-Alba⁵. Tha e ag ràdh gu bheil “Gàidhlig agus an cultar co-cheangailte rithe a' libhrigeadh cothrom làidir airson gnìomhachas turasachd na h-Alba”. 'S e am Misean bunasach a bhith “a' cumail taic ri fàs eaconamaidh

To maximise the opportunities from this, Gaelic should be included within the Economic Strategy as one of the factors that contributes to Edinburgh's diversity.

24. Please use the space below for any comments or suggestions.

The Gaelic Language and Culture is a living, vibrant part of the daily life of many citizens of Edinburgh with Gaelic-medium education and the opportunities surrounding it developing rapidly. Gaelic is an integral part of life in Edinburgh and the Economic Strategy should reflect that reality.

Support partners in revising the Edinburgh Tourism Action Plan

We acknowledge the Council's effort and achievements in tourism in delivering its Gaelic Language Plan. That has included:

- Supporting tour companies to include Gaelic content in their offering.
- Bilingual signage for Edinburgh Transport.
- Developing a bilingual “welcome” poster for use by accommodation providers.
- Creating a YouTube course which is offered to companies to promote Gaelic in the workplace.

The Council also have a staff member on the Board of the organisation that is looking to realise a longstanding ambition for a Gaelic Hub in Edinburgh. That could include exhibitions and events to showcase and promote the Gaelic language and heritage.

The significant potential of Gaelic is recognised in VisitScotland's Gaelic Tourism Strategy for Scotland¹². This states that “The Gaelic language and its associated culture represents a compelling opportunity for the Scottish tourism industry”. The underlying Mission is “To support the growth of the

⁵ <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/gaelic-tourism-strategy.pdf>

¹² <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/gaelic-tourism-strategy.pdf>



turasachd na h-Alba tro bhith a' toirt cothrom do bharrachd luchd-tadhail faighinn a-mach mu dheidhinn agus a' faighinn eòlas air a' Ghàidhlig agus a cultar gun samhail."

Tha a' Ghàidhlig mar "Fheart Margaidheachd gun Samhail" agus mar phàirt bhrìoghmhor de thuras a ghabhas luchd-tadhail a dh'Alba" a' ciallachadh gu bheil "buannachdan nach beag a dh'fhaodadh tighinn bho chànan is cultar na Gàidhlig don eaconamaidh". Tha an comas eaconamach a' sruthadh bho "shaoghal beòthail an latha an-diugh aig cultar na Gàidhlig, a' gabhail a-steach ceòl, fèisean, mar eisimpleir Celtic Connections agus Fèisean nan Gàidheal, Mòdan ionadail agus nàiseanta, litreachas, drama," cho ri tro na meadhanan, biadh is deoch agus spòrs".⁶ Tha Ro-innleachd Turasachd na Gàidhlig cuideachd ag ràdh gu bheil "a' Ghàidhlig spreigeach agus fàs-mhor aig ann an Galldachd is bailtean na h-Alba".

Tha VisitScotland ag ràdh gu bheil "ùidh anns a' chànan a' sìor fhàs agus tha an làrach luchd-cleachdaidh againn, VisitScotland.com, ag aithris àrdachadh de 56% ann am fèill agus amharc air susbaint Gàidhlig"⁷.

Tha Ro-innleachd Eaconamaidh Dhùn Èideann a' toirt iomradh air "maoineachadh airson na h-iomairt margaidheachd ùire Forever Edinburgh, a chaidh a libhrigeadh còmhla ri Comhairle Baile Dhùn Èideann, ETAG agus Visit Scotland". Ach, chan eil ach glè bheag de dhuilleagan a' buntainn ris a' Ghàidhlig air làrach-lìn Forever Edinburgh.

Cha b' urrainn dhuinn *Plana Gnìomh Turasachd Dhùn Èideann* a lorg air-loidhne. Ach, chan eil *Ro-innleachd Turasachd Dhùn Èideann 2030* a' toirt iomradh air turasachd co-cheangailte ris a' Ghàidhlig.

Bhiodh cànan agus cultar na Gàidhlig ga chur taobh a-staigh ath-sgrìobhadh de Phlana Gnìomh Turasachd Dhùn Èideann a' nochdadh dealas na Comhairle a rèir a' Phlana Ghàidhlig aca: gu sònraichte "cumail a' comharrachadh cheanglaichean ris a' Ghàidhlig ann am poileasaidhean agus ro-innleachdan turasachd".

Scottish tourism economy through engaging more visitors in discovering and experiencing the unique Gaelic language and its associated culture."

Gaelic as a "Unique Selling Point differentiator and authentic part of the experience of visiting Scotland" means there is "significant economic potential of our Gaelic language and culture". The economic potential flows from "a dynamic, contemporary Gaelic cultural scene spanning music, festivals such as Celtic Connections and Fèisean, regional and national Mòds, literature, drama", as well as through media, food and drink, and sport"¹³. The Gaelic Tourism Strategy also states that "Gaelic has an exciting and growing presence in lowland and urban Scotland".

VisitScotland state that "interest in the language continues to grow and our consumer site, VisitScotland.com, reports a 56% increase in the popularity and views of Gaelic content"¹⁴.

The Edinburgh Economy Strategy refers to "funding for the new marketing campaign Forever Edinburgh, which was delivered jointly by the City of Edinburgh Council, ETAG and Visit Scotland". However, the Forever Edinburgh website contains a very limited number of pages relating to Gaelic.

We were unable to find the current *Edinburgh Tourism Action Plan* online. However, *Edinburgh's Tourism Strategy 2030* makes no reference to Gaelic-related tourism.

Inclusion of Gaelic language and culture within a revised Edinburgh Tourism Action Plan would reflect the Council's commitments as per its Gaelic Language Plan: in particular to "continue to identify links to Gaelic in tourism policies and strategies".

⁶ <https://www.feisean.org/en/> <https://www.ancomunn.co.uk/>

⁷ <https://www.visitscotland.org/news/2021/gaelic-toolkit>

¹³ <https://www.feisean.org/en/> <https://www.ancomunn.co.uk/>

¹⁴ <https://www.visitscotland.org/news/2021/gaelic-toolkit>



Lean air adhart a' toirt taic do roinn nan ealainean agus cultair agus a' cur ri seasmhachd agus glèidheadh

Feumar na h-ealainean agus cultar na Gàidhlig a chur ann an Ro-innleachd Eaconamaidh Dhùn Èideann gus dealas na Comhairle a thaobh nan earrannan sin a nochdadh a rèir a' Phlana Ghàidhlig aca. Is e aon de na trì prìomhachasan ro-innleachdail aig a' Phlana "gu bheil cultar agus ealain Ghàidhlig a' bhaile air àrach agus air a ghlèidheadh gu sòisealta agus gu h-eaconamach". Tha sinn den bheachd gu bheil comas mòr ann buaidh eaconamach roinn cultair na Gàidhlig a mheudachadh barrachd.

Ann an co-theacsa faighinn seachad air a' ghalar lèir-sgaoilte dh'fhaodte taic a thoirt don roinn mar a leanas:

Beachdachadh air an dòigh as fheàrr air taic ionmhasail a thoirt do dhaoine fèin-fhastichte agus a tha ag obair air an ceann fhèin gus dèanamh cinnteach nach fhàg iad an roinn ann an àireamhan mòra. B' iad na daoine seo a bu duilghe a ruighinn aig àm a' ghlasaidh agus bha e na bu duilghe dhaibh taic fhaighinn, nuair a bha an suidheachadh ionmhais aca mar-thà cugallach ron ghalar lèir-sgaoilte.

Toirt taic do ionadan agus goireasan eile gus atharrachaidhean a dhèanamh m.e. gaoharachadh) agus cleachdaidhean a thoirt a-steach a bheir misneachd do luchd-èisteachd agus luchd-obrach saor-thoileach tilleadh.

Toirt taic do bhuidhnean gus togail air an àrdachadh ann an gnìomhan air-loidhne aig àm a' ghalair lèir-sgaoilte. Dhearbh seo "gum faod air-loidhne a bhith soirbheachail". Tha grunn den fheadhainn a tha a' cleachdadh na Gàidhlig air àrdachadh mòr fhaicinn anns na h-àireamhan a tha a' coimhead cuirmean beò; agus a' gabhail pàirt ann an clasaichean cànan Gàidhlig, fèisean agus farpaisean ciùil. Tha sin a' toirt a-steach àrdachadh mòr anns na h-àireamhan bho thall thairis. Tha cothrom ann togail air seo gus ruigsinneachd cultar na Gàidhlig agus an cànan a mheudachadh agus cothroman malairt a sgrùdadh.

Cuir air adhart Dùn Èideann mar cheann-uidhe airson tàlant, oileanaich agus luchd-obrach sgileil eadar-nàiseanta

Foillsichidh a' Chomhairle an ro-innleachd eadar-nàiseanta aca ann an 2021. **Bu chòir seo a bhith a' toirt a-steach ceumannan gus comas na Gàidhlig a thoirt gu buil mar sho-mhaoin airson Dùn Èideann a bhios:**

Continue to support the arts and cultural sector and contribute to its stabilisation and retention

The explicit inclusion of Gaelic arts and culture in the Edinburgh Economy Strategy is required to reflect the Council's commitments to these sectors as per its Gaelic Language Plan. One of the Plan's three strategic priorities is "the city's Gaelic culture and arts are nurtured and preserved socially and economically". We believe that there is significant potential to further increase the economic contribution of the Gaelic culture sector.

In the context of recovery from the pandemic the sector could be supported as follows:

Consideration of *how the self-employed and freelancers can best be supported financially* to ensure they do not exit the sector in significant numbers. These people proved the hardest to reach during lockdown and were less able to access support than others while, arguably, their financial position was already precarious pre-pandemic.

Supporting venues and other facilities to make modifications (e.g., air ventilation) and introduce protocols that will *give confidence to audiences and volunteer staff to return.*

Supporting organisations to build on their increase in online activities during the pandemic. This proved that "online can work". A number of those using Gaelic have seen a significant increase in the numbers watching live performances; and participating in Gaelic language classes, fèisean and musical competitions. That includes a significant increase in numbers from overseas. There is scope to build on this to increase the reach of Gaelic culture and the language and explore potential monetisation opportunities.

Promote Edinburgh as a destination for international talent, students, and skilled workers

The Council will publish its international strategy in 2021. **This should include measures to realise the potential of Gaelic as an asset for Edinburgh which will:**



<ul style="list-style-type: none"> • Cuir am baile air leth bho bhailtean ris a bheil e a' farpais agus mar sin tarraing daoine a dh'fhuireach ann an Dùn Èideann. • Meudaich an àireamh de luchd-tadhail bho thall thairis le tairgse turasachd leasaichte/nas sònraichte. • Cuir taic ri leasachadh cothroman gnìomhachais bhon ùidh eadar-nàiseanta ann a bhith ag ionnsachadh na Gàidhlig, a' toirt a-steach seiseanan air-loidhne. 	<ul style="list-style-type: none"> • Differentiate the city from competitor cities and thus attract people to live in Edinburgh. • Increase the number of overseas visitors by providing an enhanced/more distinctive tourism offer. • Support the development of business opportunities from the international interest in learning Gaelic, including online sessions.
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