

**Ro-innleachd Nàiseanta 10 bliadhna airson
Atharrachadh Eaconamach
Freagairt le Bòrd na Gàidhlig
26 Lùnastal 2021**

**10 year National Strategy for Economic
Transformation Consultation
Response by Bòrd na Gàidhlig
26 August 2021**

Bòrd na Gàidhlig

Air a stèidheachadh fo Achd na Gàidhlig (Alba) 2005 (An Achd) 's e Bòrd na Gàidhlig a' phrìomh bhuidheann ann an Alba air a bheil dleastanas gus leasachaidhean Gàidhlig a chur air adhart agus gus comhairle a thoirt do Mhinistearan na h-Alba mu chùisean Gàidhlig.

'S e prìomh amas Plana Nàiseanta Cànan Gàidhlig a' Bhùird 2018-23¹ gum bi "a' Ghàidhlig ga cleachdadh nas trice, le barrachd dhaoine agus ann an raon nas fharsainghe de shuidheachaidhean." Bheirear seo gu buil le bhith a' fòcasadh air:

- Cur am meud cleachdadh na Gàidhlig.
- Cur am meud ionnsachadh na Gàidhlig.
- Cur air adhart deagh ìomhaigh den Ghàidhlig.

Bheirear an cleachdadh a bharrachd seo den chànan gu bhith, gu ìre, le bhith a' toirt am buil nam buannachdan eaconomaigach a bhios a' Ghàidhlig a' toirt do dh'Alba. Tachraidh seo tro bhith a' **cur a' Ghàidhlig gu barrachd feum mar so-mhaoin eaconomaigach.**

Fèill na Gàidhlig a' fàs

Thathar a' bruidhinn Gàidhlig air feadh na h-Alba. Tha mu 50% de luchd-labhairt na Gàidhlig a' fuireach sa Ghàidhealtachd agus sna h-Eileanan, agus càch air feadh Alba air fad. A rèir Cunntas-sluaigh 2011, bha sgilean Gàidhlig aig 87,100 daoine (mu 1.7% den àireamh-shluaigh), agus 57,600 dhiubh a b' urrainn Gàidhlig a bhruidhinn.

Tha fèill a' fàs airson cànan is cultar na Gàidhlig agus nam buannachdan foghlaim, eaconomaigach is sòisealta a bhuineas dhaibh. Chithear an uimhir de dh'fhèill a th' ann gus Gàidhlig ionnsachadh leis na th' ann de chleachdadh den làraich-lìn ionnsachadh-cànain ²Duolingo. Bidh mu 600,000 daoine a' cur na làraich gu

About Bòrd na Gàidhlig

Established under the Gaelic Language (Scotland) Act 2005, Bòrd na Gàidhlig is the principal public body in Scotland responsible for promoting Gaelic development and providing advice to the Scottish Ministers on Gaelic issues.

The aim of the Bòrd's National Gaelic Language Plan 2018-23⁸ is "that Gaelic is used more often, by more people and in a wider range of situations". This will be achieved by focusing on:

- Increasing the use of Gaelic.
- Increasing the learning of Gaelic.
- Promoting a positive image of Gaelic.

This greater use of the language will, in part, be achieved through realising the economic benefits that Gaelic brings to Scotland. That will be through **increased use of Gaelic as an economic asset.**

A Growing Demand for Gaelic

Gaelic is spoken across Scotland. About 50% of Gaelic speakers live in the Highlands and Islands with the remainder in the rest of Scotland. At the 2011 Census 87,100 people in Scotland had Gaelic skills (around 1.7% of the population), of which 57,600 were Gaelic speakers.

There is a growing demand for Gaelic language and culture with related educational, economic, and social benefits. The demand for learning Gaelic is evident in the uptake for the Duolingo⁹ language-learning website. Around 600,000 people are engaging with the platform, with around 500,000

1. <https://www.gaidhlig.scot/wp-content/uploads/2018/03/BnG-NGLP-18-23-1.pdf>

2. <https://www.duolingo.com/>

⁸ <https://www.gaidhlig.scot/wp-content/uploads/2018/03/BnG-NGLP-18-23-1.pdf>

⁹ <https://www.duolingo.com/>



feum, agus mu 500,000 ga cleachdadh gu làithreach, cuid dhiubh a' fuireach thall thairis. Cuiridh foillseachadh SpeakGaelic san t-Sultain 2021 gu mòr ris na goireasan a th' ann do dh'ìnbhich a tha airson a dhol an sàs leis a' chànan 's ionnsachadh.

Tha Foghlam tro Mheadhan na Gàidhlig (FtMG) a' leudachadh air feadh na dùthcha. Tha e ri fhaighinn a-nis ann an 15 de na 32 Ùghdarrasan Ionadail ann an Alba. Thòisich FtMG ann an 1985 le 14 sgoilearan sa bhun-sgoil. A-nis tha còrr is 5,600 sgoilear san roinn thar foghlaim Thràth-bhliadhnaichean, Bun-sgoile is Àrd-sgoile.

Buaidhean a' Ghalair mhòr-sgaoilte

Dh'fhoillsicheadh buaidhean a' ghalair mhòr-sgaoilte air eileanan is pàirtean eile den Ghàidhealtachd 's na h-Eileanan ann an grunn aithisgean is sgrìobhainnean³ eile. Thug iad seo an aire:

- Brisgeachd eaconomaigach iomadh eilein is sgìre dùthchail san fharsaingeachd. Gu ìre tha seo a' sealltainn mar a bhithear an crochadh air àireamh bheag de roinnean (me turasachd, iasgachd) agus fastaidhearan fa leth.
- Bha buaidh neo-chuimseach mhòr aig a' ghalair mhòr-sgaoilte air cuibhreann an ìre mhath mòr de ghnòthachasan ann an roinnean ann. Mar eisimpleir, seirbheisean cuid-oidhche is bidhe, Ealainean, dibhearsain is cur-seachad – a bha nam fastaidhearan gu h-àraidh mòr.
- Ìre rudeigin àrd de fèin-fhastadh, ris nach robh an Riaghaltas a' toirt uiread de thaic an taca ri companaidhean is an luchd-cosnaidh aca.
- A' cur barrachd tacsas ri fastadh ann an iomairtean beaga is meanbh-iomairtean. Chan eil uiread de

live users, several whom who live overseas. The launch of SpeakGaelic in September 2021 will greatly contribute to resources for adults who want to engage with and learn the language.

Gaelic medium Education (GME) is expanding across the country. It is now available in 15 of Scotland's 32 Local Authorities. GME began in 1985 with 14 primary pupils. There are now more than 5,600 pupils in the sector across Early Years, Primary and Secondary education.

Impacts of the Pandemic

The impacts of the pandemic on islands and other parts of the Highlands and Islands have been set out in a number of reports and other documents¹⁰. These have pointed to:

- The general economic fragility of many islands and rural areas. In part this reflects dependence on a small number of sectors (e.g. tourism, fisheries) and individual employers.
- A relatively high share of businesses in sectors disproportionately affected by the pandemic. For example, Accommodation and food services, Arts, entertainment and recreation - which have been significant employers.
- Relatively high levels of self-employment, for whom Government support has been lower than for companies and their employees.
- Greater dependence on employment in micro and small enterprises. They have

³ Mar eisimpleir: <https://www.gov.scot/publications/national-islands-plan-through-covid-lens-survey-results/documents/>; <https://www.hie.co.uk/media/9646/the-impact-of-covid-19-on-the-highlands-and-islands.pdf>; https://archive2021.parliament.scot/S5_Rural/REC_S5_20_IB_41.pdf; https://archive2021.parliament.scot/S5_Rural/RECC_COMHAIRLE_NAN_EILEAN_SIAR.pdf

¹⁰ For example: <https://www.gov.scot/publications/national-islands-plan-through-covid-lens-survey-results/documents/>; <https://www.hie.co.uk/media/9646/the-impact-of-covid-19-on-the-highlands-and-islands.pdf>; https://archive2021.parliament.scot/S5_Rural/REC_S5_20_IB_41.pdf; https://archive2021.parliament.scot/S5_Rural/RECC_COMHAIRLE_NAN_EILEAN_SIAR.pdf



<p>stòrasan ionmhasail is eile aca aison dèiligeadh ri lùghdachadh ann am fèill.</p> <ul style="list-style-type: none"> • Tha bun-structar na còmhdhalach air duilgheadasan adhbharachadh fad iomadh bliadhna agus tha an galar mòr-sgaoilte air cùisean a dhèanamh nas miosa a thaobh gluasad bathair is toraidhean, a thaobh ion-obrachas turasachd is mar sin air adhart. • Tha comas-ceangail didseatach a-nis na eileamaid riatanach gus leantainneachd a ghlèidheadh ann an coimhearsnachdan brisgeach air na h-eileanan is air an dùthaich. Tha an galar mòr-sgaoilte air a shealltainn gu soilleir na tha ann de dhùbhlain is de chothroman a thaobh comas-ceangail tèarainte, luath is earbsach. <p>'S ann a bhios na gnothaichean seo air buaidhean nas susbaintich fhàgail air sgìrean sna h-eileanan is dùthchail, agus tha fhios gum bi e nas fhaide mus tig iad am feabhas na ann am pàirtean eile de dh'Alba.</p> <p>A' Ghàidhlig Mar So-mhaoin Eaconomaigeach</p> <p>Thomhais an aithisg, <i>Ar Stòras Gàidhlig</i>⁴, an luach eaconomaigeach is sòisealta a bheir a' Ghàidhlig do dh'Alba. Bha toraidhean deimhinneach innte. Bidh gnothachasan sna gnìomhachasan cruthachail, turasachd, dualchas, agus biadh is deoch a' faighinn buannachd à bhith a' cleachdadh na Gàidhlig, agus tha comas aig seo air luach eaconomaigeach susbainteach a thoirt dhaibh.</p> <p>Cha mhòr nach tuit 70% de na gnothachasan ris an deach bruidhinn gu bheil Gàidhlig na cuideachadh don phrìomh ghnìomh gnothachais/iomairteach aca. 'S iad na trì feartan as cumanta mar bhuannachdan mòra do ghnìomhachasan a thig bho bhith a' cleachdadh na Gàidhlig mar so-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'fhìrinnas is tùs bathair/sheirbheisean. 	<p>fewer financial and other resources to cope with a downturn in demand.</p> <ul style="list-style-type: none"> • The transport infrastructure has been problematic for many years and the pandemic has exacerbated issues relating to the movement of goods and products, viability of tourism etc. • Digital connectivity is now an essential element in securing the viability of fragile island and rural communities. The pandemic has brought into stark relief the challenges and opportunities relating to secure, fast and reliable digital connectivity. <p>These factors will have led to more significant impacts in the islands and rural areas, and they are likely to take longer to recover than other parts of Scotland.</p> <p>Gaelic As An Economic Asset</p> <p>The report, <i>Ar Stòras Gàidhlig</i>¹¹, measured the economic and social value Gaelic brings to Scotland. Its findings were positive. Businesses in the creative industries, tourism, heritage, and food and drink sectors benefit from their use of Gaelic, and this has the potential to bring significant economic value.</p> <p>Almost 70% of businesses consulted said that Gaelic is an asset to their main business/enterprise activity. The three aspects that are the most common major benefits for businesses from using Gaelic 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.
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4. <https://www.hie.co.uk/media/5585/hieplusreportplus2014plusfinalplusonline.pdf>

¹¹ <https://www.hie.co.uk/media/5585/hieplusreportplus2014plusfinalplusonline.pdf>



- A' meudachadh cho tarraingeach 's a tha bathar/seirbheisean ann am margaidean targaid.

Thug an sgrùdadh iomradh cuideachd air rannsachadh a rinneadh roimhe a chuir mun aire gu bheil “uimhir shusbainteach ann de dh'fhèill airson bathar is seirbheisean Gàidhlig nach eilear a' solarachadh”.

Uile-gu-lèir, sheall an rannsachadh gum faodadh luach eaconomaigeach na Gàidhlig mar so-mhaoin a bhith cho àrd ri £149 millean. Dh'fhaodte dèanamh dheth gu bheil an t-suim seo caomhnach. Sin a chionn 's nach eil i a' toirt a-steach ach cuid de dh'fheartan luach na Gàidhlig - 's e sin, ann an cuid de roinntean na h-eaconamaidh – agus nach buin i ach do ghnìomhan a tha gu tur san roinn phrìobhaidich.

Mar eisimpleir de bhuidhean eaconomaigeach a bharrachd a thig à cleachdadh na Gàidhlig, rinn rannsachadh ann an 2015 tuairmse gun do chuireadh air dòigh 290 dreuchdan FTE is c. £12.5 millean de GVA le gnìomhachdan MG Alba ann an eaconamaidh na h-Alba. Bha 100 de na h-obraichean seo sna h-eileanan agus iad a' pàigheadh nas motha na ìrean tuarastail cuibheasach. Bhon uairsin tha MG Alba air fàs a thaobh a ghnìomhachdan eadar-nàiseanta cuideachd.

Tha comas nach beag ann a bhith a' meudachadh na tha Gàidhlig a' cur ri dà roinn mar so-mhaoin:

- Sam bi cànan agus cultar na Gàidhlig a' gabhail pàirt gu h-àraidh cudromach.
- A tha air buaidh gu h-àraidh dona fhulang leis a' ghalar mhòr-sgaoilte – agus gu sònraichte sna h-eileanan is sgìrean dùthchail.

An toiseach, thathar ag aithneachadh comas mòr na Gàidhlig ann an **turasachd** ann an Ro-innleachd Turasachd na Gàidhlig do dh'Alba aig VisitScotland⁵. Ga rèir “Tha a' Ghàidhlig agus a cultar a' toirt chothroman air leth do ghnìomhachas turasachd na h-Alba”. 'S e amas na ro-innleachd “Taic a thoirt do mar a thèid fàs a thoirt air eaconamaidh turasachd na h-Alba tro bhith a' toirt cothrom do bharrachd luchd-tadhail gus eòlas a chur air agus a dhol an sàs ann an Gàidhlig agus a cultar”.

- Increases the appeal of products/services to target markets.

The study also referred to previous research which had suggested “a notable level of untapped demand for Gaelic goods and services”.

Overall, the research showed that the potential economic value of Gaelic as an asset could be up to £149 million. This figure is, arguably, conservative. That is because it only captures some aspects of the value of Gaelic - i.e. in only some sectors of the economy - and relates only to fully private sector activity.

As an example of further economic impacts from the use of Gaelic, 2015 research estimated that the activity of MG Alba generated 290 FTE jobs and c£12.5 million of GVA in the Scottish economy. Some 100 of these jobs were in the islands and paid above average wage levels. Since then MG Alba has also grown in terms of its international activity.

There is significant potential to increase the contribution of Gaelic as an asset in two sectors:

- In which Gaelic language and culture can play a particularly important part.
- Which have been especially hard hit by the pandemic - and notably in the islands and rural areas.

First, the significant potential of Gaelic within **tourism** is recognised in VisitScotland's Gaelic Tourism Strategy for Scotland¹². It states that “The Gaelic language and its associated culture represents a compelling opportunity for the Scottish tourism industry”. The strategy aims “To support the growth of the Scottish tourism economy through engaging more visitors in discovering and experiencing the unique Gaelic language and its associated culture.”.

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>



Tha Gàidhlig mar “Fheartan Margaidheachd Sònraichte” agus “pàirt dùthchasach is brioghmhor 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 eaconomaigeach ann a chionn ’s gu bheil “cultar Gàidhlig an latha an-diugh làn spionnaidh is smior eadar ceòl, fèisean leithid Celtic Connections, na Fèisean, Mòdan ionadail is nàiseanta, litreachas, dràma, na meadhanan, biadh is deoch, agus spòrs”⁶.

Fhuair suirbhìdh VisitScotland an 2016 a-mach gun robh còrr is aon anns gach trì luchd-tadhail (34%), gun bhrosnachadh sam bith ro-làimh, den bheachd gun robh a’ Ghàidhlig, mar chànan nàiseanta ann an Alba, a’ cur ris an turas aca agus gun robh iad airson barrachd ionnsachadh ma deidhinn. Bha ùidh gu seachd àraidh aig luchd-tadhail bho thall thairis is an fheadhainn a bha ann airson a’ chiad triop.

’S e Rùn na Ro-innleachd thar chàich taic a chumail ri fàs eaconamaidh turasachd na h-Alba. Gus seo a thoirt gu buil bidh e riatanach àireamh de phrìomh amasan a choileanadh, nam measg “turasachd na Gàidhlig a thoirt air adhart agus a shanasachd do luchd-tadhail; agus gun tèid cànan is cultar na Gàidhlig a chur air adhart mar phàirt cudromach de na teachdaireachan margaidheachd mu Alba san fharsaingeachd”.

An dàrna cuid, **gnìomhachasan cruthachail (na meadhanan is didseatach nam measg) agus cultarail (dualchas nam measg)**. Tha Riaghaltas na h-Alba ag aithneachadh a’ chomais aca leis gu bheil “Riaghaltas na h-Alba a’ tuigsinn gu bheil a’ Ghàidhlig na pàirt riatanach de dhualchas, dearbh-aithne nàiseanta agus beatha chultarail na h-Alba an latha an-diugh, agus gur e maoin a th’ ann a tha a’ toirt luach eaconamach agus sòisealta don dùthaich”⁷. Ron ghalar mhòr-sgaoilte, bha làthaireachd na Gàidhlig san raon chultarail ann an Alba is air ìre eadar-nàiseanta air fàs gu drùidhteach.

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.

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.

The Strategy’s overall Mission is to support the growth of the Scottish tourism economy. That will require achieving a number of core objectives, including to “Develop and market the Gaelic tourism offer to visitors; and promote Gaelic language and culture as central to the wider marketing messages for Scotland”.

Second, **creative (including media and digital) and cultural industries (including heritage)**. Their potential is recognised by Scottish Government in 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”¹⁴. Pre-pandemic, the presence of Gaelic across the cultural scene in Scotland and internationally had grown impressively.

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

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

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

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



Co-dhùnadh

Oidhirp air a maoineachadh is a cho-òrdanachadh gu h-ìomchaidh le Riaghaltas na h-Alba, na buidhnean aige agus buidhnean eile guis dèanamh cinnteach gum bi feabhas eaconomaigeach ann a tha cho làidir do na h-eileanan is sgìrean dùthchail agus a tha e ann am pàirtean bailteil na h-Alba. A bharrachd bu chòir dha meudachadh a chur a' dol ann an cleachdadh na Gàidhlig agus neartaichidh seo cuideachd an cànan mar so-mhaoin eaconomaigeach, a bhios mar phàirt de Ro-innleachd Nàiseanta airson Cruth-atharrachadh Eaconomaigeach.

Cuiridh iad seo ri:

Eaconomaidh chothromach a libhrigeadh. Thig seo an toiseach tro bhith ag aithneachadh inbhe na Gàidhlig mar chànan oifigeil na h-Alba a tha a' faighinn spèis a tha co-ionann ris an spèis a tha ann don Bheurla, agus an t-àite a tha aice ann an Alba eugsamhail. An dàrna rud, a' cumail taic ri feabhas is fàs eaconomaigeach ann an cuid de na sgìrean dùthchail is eileanan a tha air fulang gu mì-chuimseach bhon ghalar mhòr-sgaoilte, agus sna gnothachasan sin a bhios a' cleachdadh na Gàidhlig gu làitheil agus a tha nam pàirt riatanach de choimhearsnachd Ghàidhlig. Cha bu chòir don luach aca a bhith ro ìosal ga mheasadh.

A' toirt fàs air ùr-ghnathachadh. Tha sin tro chleachdadh nas fharsaing/dèine den Ghàidhlig mar so-mhaoin le gnothachasan, cothrom nas motha air fàs eaconomaigeach tro ghnìomhachdan air loidhne is aghaidh ri aghaidh na lùib, seirbheisean is bathar a tha ann do luchd-labhairt na Gàidhlig, luchd-ionnsachaidh na Gàidhlig is don fheadhainn a bhios taiceil don Ghàidhlig. Feumaidh seo ro-innleachdan co-cheangailte, mar leasachadh didseatach, cultarail, biadh is deoch gus dol an sàs le Gàidhlig agus a fighe nan libhrigeadh.

A' togail air ais is an uairsin a' fàs malairt eadar-nàiseanta. Gu sònraichte, tro cothroman gnothachais a bharrachd a leasachadh bhon ùidh eadar-nàiseanta ann an ionnsachadh is cleachdadh na Gàidhlig, agus tairgse thurasachd leasaichte/nas so-aithnichte gu luchd-tadhail eadar-nàiseanta.

Bidh faotainneachd **comas-ceangail didseatach** agus **siostam còmhhdhalach** leasaichte gu mòr aig bunait gach oidhirp piseach a thoirt air ion-obrachas eaconomaigeach ann an coimhearsnachdan eileanach is dùthchail.

Conclusion

A suitably funded and concerted effort by Scottish Government, its agencies and other bodies to ensure an economic recovery which is as strong for the islands and rural areas as it is for urban parts of Scotland. It should also generate an increase in the use of Gaelic which in turn will strengthen the language as an economic asset, forming part of a National Strategy For Economic Transformation.

These will contribute to:

Delivering a fair economy. That is through, first, recognising the status of Gaelic as an official language of Scotland, commanding equal respect to the English language, and its place in a diverse Scotland. Second, supporting recovery and economic growth in some of the rural areas and islands which have suffered disproportionately from the pandemic, and in those businesses which use Gaelic on a daily basis and form an essential part of the Gaelic community. Their value cannot be understated.

Increasing innovation. That is through more widespread/intensive use of Gaelic as an asset by businesses, including increased opportunity for economic growth through online and face-to-face activities, services and products which are for Gaelic speakers, Gaelic learners and those who support Gaelic. This will require associated strategies, such as digital, cultural, food and drink development to engage with Gaelic and embed it in their delivery..

Building back and then growing international trade. In particular, through further developing business opportunities from the international interest in learning and using Gaelic, and an enhanced/more distinctive tourism offering to international visitors.

The availability of high quality **digital connectivity** and a greatly improved **transport system** will underpin all attempts to improve economic viability in island and rural communities.





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