

09 Dùbhlachd/December 2021

RE Inbhir Nis Aon Bhaile, Aon Lèirsinn – Freagairt bho Bhòrd na Gàidhlig

RE Inverness One City, One Vision – Bòrd na Gàidhlig Response

<p>A charaid chòir Drew Hendry BP,</p> <p>Tha sinn a’ cur fàilte mhòr air an obair a chaidh a-steach gus <i>Inbhir Nis Aon Bhaile, Aon Lèirsinn</i> a chruthachadh.</p> <p>Tha sinn ag aontachadh gu bheil “feum aig Inbhir Nis air lèirsinn shònraichte”. Tha sinn a’ creidsinn gu bheil feum ann air lèirsinn a tha a’ comharrachadh nam feartan sònraichte a tha a’ cur Inbhir Nis air leth bho bhailtean eile.</p> <p>Tha grunn dhiubh air an comharrachadh san sgrìobhainn mar-thà. Mar eisimpleir, ailtireachd eachdraidheil.</p> <p>A bharrachd air sin, tha sinn a’ creidsinn gum bu chòir don sgrìobhainn a tha a’ cur na lèirsinne air adhart a bhith air a neartachadh le bhith a’ gabhail a’ steach cànan is cultar na Gàidhlig mar bhuannachd a tha aig Inbhir Nis; agus far a bheil comas mòr ann airson leasachadh a bharrachd. Bhiodh sin a’ comharrachadh nam puingeann a leanas.</p> <p>’S ann às a’ Ghàidhlig a tha, no a thàinig, mòran de na h-ainmean-àite ann an Inbhir Nis agus san sgìre timcheall air ¹.</p> <p>A bharrachd air na companaidhean mòra air a bheil an sgrìobhainn a’ dèanamh luaidh, tha Inbhir Nis mar dhachaigh airson grunn</p>	<p>Dear Drew Hendry MP,</p> <p>We very much welcome the work that has gone into creating <i>Inverness One City, One Vision</i>.</p> <p>We agree that “Inverness requires a distinct vision”. We believe that this requires a vision that reflects the distinctive features that set Inverness apart from other cities.</p> <p>A number of these are already identified in the document. For example, historical architecture.</p> <p>In addition, we believe that the vision document should be strengthened by including Gaelic language and culture as an asset that Inverness has; and one with great potential for further development. This reflects the following points.</p> <p>Many place names in Inverness and the surrounding area are Gaelic or derive from the language⁵.</p> <p>In addition to the major companies referred to in the document Inverness is home to several regionally or nationally</p>
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<https://www.nature.scot/doc/place-names-inverness-and-surrounding-area>

⁵ <https://www.nature.scot/doc/place-names-inverness-and-surrounding-area>



bhuidhnean a tha cudromach gu roinneil no gu nàiseanta. Tha iad a' gabhail a-steach na buidhnean a leanas a tha ceangailte ris a' Ghàidhlig.

- Is e Bòrd na Gàidhlig a' phrìomh bhuidheann ann an Alba air a bheil dleastanas gus leasachadh Gàidhlig a chur air adhart agus gus comhairle a thoirt do Mhinistearan na h-Alba mu chùisean Gàidhlig.
- *An Comunn Gàidhealach* - a bhios a' ruith a' Mhòid Nàiseanta Rìoghail gach bliadhna – a' gabhail a-steach an tachartas glè shoirbheachail ann an Inbhir Nis ann an 2021 – agus a bhios a' toirt taic do Mhòdan ionadail air feadh Alba.
- *Fèisean nan Gàidheal* – a bhios a' toirt taic do na fèisean ionadail air feadh Alba a bhios a' lìbhrigeadh, am measg nithean eile, cèol is oideachaidh ciùil ann an Gàidhlig.
- *Comunn na Gàidhlig* - a tha an sàs ann an raon de dh'obair leasachaidh na Gàidhlig air feadh Alba.

Ann an **raon an fhoghlaim**, tha bun-sgoil Ghàidhlig air leth ann an Inbhir Nis, agus thathar ag obair gus an ath àrd-sgoil Ghàidhlig ann an Alba a chruthachadh sa bhaile.

Nochd an cunntas-sluaigh 2011 gu bheil sgilean cànan Gàidhlig aig 6.6 sa cheud de luchd-còmhnaidh Inbhir Nis a tha 3 bliadhna a dh'aois is nas sine. **Tha sin a' tighinn faisg air ceithir uairean nas àirde na an cuibheas Albannach (1.7 sa cheud).**

Thathar a' leasachadh mholaidhean airson na *Cultarlainn*. Bhiodh sin na ionad ùr airson cultar na Gàidhlig ann an Inbhir Nis. Bhiodh e mar àite-cruinneachaidh airson dibhearsan,

significant organisations. These include the following Gaelic-related ones:

- *Bòrd na Gàidhlig* - the principal public body in Scotland responsible for promoting Gaelic development.
- *An Comunn Gàidhealach* - running the annual Royal National Mòd - including the highly successful 2021 event in Inverness - and supporting local Mòds across Scotland.
- *Fèisean nan Gàidheal* - supporting local fèisean across Scotland which incorporate Gaelic music and arts tuition.
- *Comunn na Gàidhlig* - undertaking a range of Gaelic development work across Scotland.

In the sphere of **education** Inverness has a stand-alone Gaelic medium primary school, with moves towards creating Scotland's next Gaelic medium secondary school in the city.

The 2011 Census showed 6.6% of Inverness residents aged 3 and over having some Gaelic language skills. **That is, approaching four times the Scottish average (1.7%).**

Proposals are being developed for *An Cultarlann*. That would be a new Gaelic cultural centre in Inverness. It would be a gathering place for entertainment,

ionnsachadh agus càirdeas gus cultar agus dualchas na Gàidhlig a chomharrachadh agus a neartachadh. Bhiodh an goireas ann airson luchd-còmhnaidh Inbhir Nis (gach cuid Gàidheil agus daoine eile) a bharrachd air an luchd-tadhail a bhios a' tighinn chun a' bhaile.

Tha an àireamh de luchd-ionnsachaidh na Gàidhlig a' dol am meud. Tha an aplacaid airson cànanan ionnsachadh *Duolingo* air a bhith na shoirbheas mòr a thaobh tàladh dhaoine aig a bheil ùidh ann an ionnsachadh na Gàidhlig. Tha mu 600,000 daoine air an làrach sin a chur gu feum, agus tha mu 500,000 ga cleachdadh gu làithreach. Chaidh *SpeakGaelic* a chur air bhog o chionn ghoirid, a' tairgsinn a' mhodh-obrach as iomlaine airson ionnsachadh na Gàidhlig a chunnasas airson ginealach.

Tha comas aig Inbhir Nis a bhith a' tàladh luchd-tadhail gu Alba aig a bheil ùidh ann a bhith ag ionnsachadh barrachd mu dheidhinn Gàidhlig. Fhuair sgrùdadh VisitAlba ann an 2016 gun robh, gun bhrosnachadh sam bith ro-làimh, barrachd air aon às gach triùir (34%) luchd-tadhail a' faireachdainn gun do chuir Gàidhlig, mar chànan nàiseanta na h-Alba, ris an turas aca agus gum bu mhath leotha tuilleadh fhaighinn a-mach ma deidhinn.

Tha VisitAlba air a ràdh gu bheil "ùidh anns a' chànan a' sior fhàs agus tha an làrach luchd-cleachdaidh againn, VisitScotland.com, ag aithris àrdachadh de 56% ann am fèill agus amharc air susbaint Gàidhlig"². Thathar ag aithneachadh comas mòr na Gàidhlig ann an ro-innleachd aig VisitAlba Ro-innleachd Turasachd na Gàidhlig do dh'Alba³.

learning and friendship to celebrate and strengthen Gaelic, its culture, and traditions. The facility would be for Inverness residents (both Gaelic speakers and others) as well as visitors to the city.

The overall number of Gaelic learners is increasing. The language learning app *Duolingo* has been a major success in attracting people interested in learning Gaelic. Around 600,000 people have engaged with the platform, with around 500,000 live users. *SpeakGaelic* has very recently been launched, offering the most comprehensive approach to learning Gaelic in a generation.

Inverness has the ability to attract visitors to Scotland who are interested in learning more about Gaelic. A 2016 VisitScotland survey found that, with no prior promotion, more than one in three visitors felt that Gaelic enhanced their visit, and they would like to find out more about it.

VisitScotland have also stated 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"⁶. The significant potential of Gaelic is recognised in VisitScotland's Gaelic Tourism Strategy for Scotland⁷.

² <https://www.visitscotland.org/news/2021/gaelic-toolkit>

³ <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/gaelic-tourism-strategy.pdf>

⁶ <https://www.visitscotland.org/news/2021/gaelic-toolkit>

⁷ <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/gaelic-tourism-strategy.pdf>

Leis an àireamh de luchd-ionnsachaidh na Gàidhlig agus turasachd a tha co-cheangailte ris a' Ghàidhlig a' fàs, tha seo mar chothrom mìorbhaileach airson Pàirc Nàiseanta a' Mhonaidh Ruaidh. Agus 's e cothrom a th' ann a dh'fhaodadh a bhith na bhuannachd eaconamach.

Thomhais an aithisg, *Ar Stòras Gàidhlig*⁴, luach eaconamach na Gàidhlig do Alba. 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.

Lorg an aithisg gu robh faisg air 70% de ghnìomhachasan don deach faighneachd ag ràdh gu bheil Gàidhlig 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:

- A' meudachadh cho àraidh/air leth agus a tha bathar/seirbheisean.
- A' meudachadh aithneachadh an luchd-ceannaich de dh'fhìrinneas is tùs bathair/sheirbheisean.
- A' meudachadh cho tarraingeach 's a tha bathar/seirbheisean ann am margaidean targaid.

Thug an sgrùdadh iomradh cuideachd air rannsachadh a thuit gu bheil "fèill shusbainteach ann air bathar is seirbheisean Gàidhlig nach eil ga sholarachadh an-dràsta".

The growth in Gaelic learner numbers and Gaelic-related tourism represents a tremendous opportunity for Inverness. It is one that can translate into an economic advantage.

The report, *Ar Stòras Gàidhlig*⁸, measured the economic value Gaelic brings to Scotland. 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.

The report found that almost 70% of businesses consulted said that Gaelic is an asset to their main business/enterprise activity. The three most common major benefits for businesses from using Gaelic language/marketing/branding as an asset are that it:

- 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.

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

⁴ <https://www.hie.co.uk/media/5585/hieplusreportplus2014plusfinalplusonline.pdf>

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

Nan robh ìomhaigh na Gàidhlig air àrdachadh ann an Inbhir Nis, bhiodh sin a’ cuideachadh gus taic a thoirt do **dh’iomadachd** a’ bhaile. Bidh sin a’ meudachadh tarraingeachd a’ bhaile mar àite. Bhiodh e na chuideachadh le bhith a’ tàladh luchd-còmhnaidh aig aois-obrach chun a’ bhaile, a tha ag iarraidh a bhith a’ fuireach ann an coimhearsnachd eadar-mheasgte.

Tha na puingeann gu h-àrd a’ mìneachadh carson a tha sinn den bheachd gu bheil an **dualchas cultarach neo-stuthach aig Inbhir Nis a cheart cho cudromach ’s a tha an dualchas fiosaigeach** air a bheil an sgrìobhainn a’ dèanamh luaidh.

Canaidh sinn a-rithist e: tha sinn a’ creidsinn gum bu chòir don sgrìobhainn a tha a’ cur na làirsinne air adhart a bhith air a neartachadh le bhith a’ gabhail a-steach cànan is cultar na Gàidhlig mar bhuannachd do dh’Inbhir Nis. Gus seo a dhèanamh comasach, bhiomaid toilichte nan robh riochdaire bho Bhòrd na Gàidhlig air a ghabhail a-steach air a’ bhòrd chomhairleachaidh airson na buidhne Inverness Futures Group. (Mar chùl-fhiosrachadh, tha Bòrd na Gàidhlig an-dràsta air a riochdachadh air a’ bhuidhinn chomhairleachaidh airson a’ phròiseict gus Caisteal Inbhir Nis a leasachadh).

Leis gach deagh dhùrachd,

Shona C NicIllinnein
Ceannard - Bòrd na Gàidhlig

p.p. Brian Ó hEadhra
Manaidsear Chom-pàirteachasan is
Maoineachaidh - Bòrd na Gàidhlig

An increasing profile for Gaelic within Inverness would also help to support the city’s **diversity**. That will increase the city’s place attractiveness. In turn that would help attract residents of working age who place value on living in a diverse community.

The above points reflect our view that **Inverness’s intangible cultural heritage is of equal importance to the physical heritage** that is described in the vision document.

To reiterate, we believe that the vision document should be strengthened by including Gaelic language and culture as an asset for Inverness. To help facilitate this we would be happy for a Bòrd na Gàidhlig representative to be included on the advisory board for the Inverness Futures Group. (For information, Bòrd na Gàidhlig are currently represented on the advisory group for the Inverness Castle Project development).

Yours Sincerely,

Shona MacLennan
CEO – Bòrd na Gàidhlig

p.p. Brian Ó hEadhra
Partnerships & Funding Manager – Bòrd
na Gàidhlig