

<p align="center"><b>Plana Leasachaidh Ionadail Linne Mhoireibh A-staigh Freagairt bho Bhòrd na Gàidhlig 31 Cèitean 2022</b></p>	<p align="center"><b>The Inner Moray Firth Local Development Plan Response by Bòrd na Gàidhlig 30 May 2022</b></p>
<p><b>Aithris Choitcheann</b></p> <p>Tha Bòrd na Gàidhlig a’ cur fàilte air a’ chothrom comhairle a thoirt seachad mu Phlana Leasachaidh Ionadail Linne Mhoireibh a-staigh. Thathas ag aithneachadh barrachd is barrachd gu bheil cànan is cultar na Gàidhlig a’ cur ri fàs eaconamach, agus leis gur e a’ Ghàidhealtachd, a’ gabhail a-steach Linne Mhoireibh A-staigh, aon de na prìomh raointean Gàidhlig ann an Alba, tha cothroman nach beag ann cur ri tuilleadh leasachaidh tron Ghàidhlig agus airson na Gàidhlig. Mar eisimpleir, sheall Cunntas-sluaigh 2011 gu robh sgilean Gàidhlig aig 6.6% de luchd-còmhnaidh Inbhir Nis aois 3 agus nas sine. Tha sin a’ tighinn faisg air ceithir tursan nas àirde na a’ chuibheasachd Albannach (1.7%). Agus, tha mòran ainmean-àite ann an Linne Mhoireibh A-staigh sa Ghàidhlig no a’ tighinn bhon chànan.</p> <p>Faodar gabhail ris a’ chothrom seo le bhith a’ toirt iomradh air Gàidhlig ann an grunn àiteachan san sgrìobhainn agus le bhith a’ dèanamh tar-iomradh air Plana Gàidhlig Chomhairle na Gàidhealtachd fhèin.</p> <p><b>Clàr 1 Cuspairean agus Builean</b></p> <p>BuilFastaidh- “Bidh iomairtean ionadail air thùs gu nàiseanta anns na saidheansan beatha, turasachd sheasmhach agus lùth ath-nuadhachail”. Bu chòir an teacsa a leudachadh gus innse gu bheil Linne Mhoireibh A-staigh cuideachd na dhachaigh do ghrunn bhuidhnean a tha cudromach gu roinneil agus gu nàiseanta – mar eisimpleir, Bòrd na Gàidhlig agus An Comunn Gàidhealach, a tha a’ ruith a’ Mhòid Nàiseanta Rìoghail gach bliadhna.</p>	<p><b>General Statement</b></p> <p>Bòrd na Gàidhlig welcomes the opportunity to provide advice for the Inner Moray Firth Local Development Plan. It is increasingly recognised that Gaelic language and culture contribute to economic growth and as Highland is one of the main Gaelic-speaking areas of Scotland-including the Inner Moray Firth, there are significant opportunities to contribute to further development through and for Gaelic. For example, 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%). Further, many place names in the Inner Moray Firth are Gaelic or derive from the language.</p> <p>This opportunity can be addressed by including references to Gaelic at a number of places in the document and by cross-referencing to Highland Council’s own Gaelic Language Plan.</p> <p><b>Table 1 Topics and Outcomes</b></p> <p>Employment Outcome - “Local enterprises will be national leaders in the life sciences, sustainable tourism and renewable energy sectors”. The text should be extended to state that the Inner Moray Firth is also home to several regionally and nationally significant organisations-for example, Bòrd na Gàidhlig and An Comunn Gàidhealach, which runs the annual Royal National Mòd.</p>

## Earrann 2 - Ro-innleachd spàsail

Tha iomradh air “ar dualchas nàdair, togte agus cultarail”. Tha sinn gu làidir den bheachd gum bu chòir don iomradh air “dualchas cultarail” cuideam a chur air cho cudromach 's a tha dualchas cultarail *do-bheantainn* (leithid na Gàidhlig) ann a bhith a’ dèanamh àiteachan sònraichte; agus gu bheil seo a cheart cho cudromach ris an dualchas chorpóra. Bu chòir don teacsa an uair sin bruidhinn air na dòighean anns an urrainn do thogalaichean agus maoin chorpóra eile taic a thoirt do ghnìomhachd stèidhichte air maoin chultarail dho-bheantainn.

### Mapa 1 Ro-innleachd spàsail – raointean fais a dh’fhaodadh a bhith ann an turasachd sheasmhach

Tha sinn a’ cur fàilte air Inbhir Nis a bhith na sgìre den leithid. Tha an ceangal eadar so-mhaoin chultarail dho-bheantainn agus leasachadh corporra ri fhaicinn anns na molaidhean a th’ ann an-dràsta airson a’ Chultarlainn. Sin, àite cruinneachaidh airson dibhearsain, ionnsachadh agus càirdeas gus a’ Ghàidhlig, a cultar, agus a traidiseanan a chomharrachadh agus a neartachadh. Bhiodh an goireas seo airson luchd-còmhnaidh ionadail (an dà chuid le Gàidhlig agus eile) a bharrachd air luchd-tadhail gu Linne Mhoireibh A-staigh.

### Turasachd Sheasmhach

Tha an sgrìobhainn ag ràdh gu “ feum sinn a’ chuid as fheàrr a dhèanamh den sho-mhaoin a th’ againn mar-thà agus dèanamh cinnteach gun libhrig e sàr eòlasan seasmhach agus fìor do luchd-tadhail”. Bu chòir an teacsa an uair sin a ràdh gu bheil a’ Ghàidhlig gu mòr na so-mhaoin do thurasachd ann an Linne Mhoireibh A-staigh. A chionn gu bheil i na prìomh phàirt dhligeach de dh’eachdraidh agus de chultar na sgìre.

Tha cothrom air leth ann airson cànan is cultar na Gàidhlig a chur ri turasachd sheasmhach ann an Linne Mhoireibh A-staigh eadhon barrachd na tha a’ tachairt an-dràsta. Tha sin follaiseach ann an:

1. Comas a’ chànain luchd-tadhail aig a bheil ùidh innte a thàladh gus a bhith ag ionnsachadh barrachd ma deidhinn. Lorg

## Section 2 - Spatial strategy

There is reference to “our natural, built and cultural heritage”. We strongly believe that the reference to “cultural heritage” should highlight the importance of *intangible* cultural heritage (such as the Gaelic language) in making places distinctive; and that this is of equal importance to the physical heritage. The text should then note the ways that buildings and other physical assets can support activities based on intangible cultural assets.

### Map 1 Spatial strategy-sustainable tourism potential growth areas

We welcome the inclusion of Inverness as such an area. The link between intangible cultural assets and physical development is evident in the current proposals for An Cultarlann. That is, a gathering place for entertainment, learning and friendship to celebrate and strengthen Gaelic, its culture, and traditions. The facility would be for local residents (both Gaelic speakers and others) as well as visitors to the Inner Moray Firth.

### Sustainable Tourism

The document states that “we need to make the most of our existing assets and ensure that they deliver high quality, sustainable and authentic visitor experiences”. The text should then note that Gaelic is very much an asset for tourism in Inner Moray Firth. That is not least because it is authentic, a key part of the area’s history and culture.

There is a tremendous opportunity for an even greater contribution of Gaelic language and culture to sustainable tourism in the Inner Moray Firth. That is evident in:

1. The language’s ability to attract visitors who are interested in learning more about Gaelic. A VisitScotland



<p>suirbhidh VisitScotland gun robh barrachd air aon a-mach à triùir luchd-tadhail a dh'Alba a' faireachdainn gun do chuir a' Ghàidhlig ris an turas aca, agus gum bu toil leotha barrachd fhaighinn a-mach ma deidhinn.</p> <ol style="list-style-type: none"> <li>2. Ùidh anns a' Ghàidhlig a' fàs gu nàiseanta agus gu h-eadar-nàiseanta. Mar eisimpleir, barrachd a' coimhead air susbaint Ghàidhlig air làrach-lìn Visit Scotland, barrachd dhaoine ag ionnsachadh Gàidhlig air-loidhne.</li> <li>3. Tha an Ro-innleachd Turasachd Ghàidhlig aca fhèin aig VisitScotland.</li> </ol>	<p>survey found that, with no prior promotion, more than one in three visitors to Scotland felt that Gaelic enhanced their visit, and they would like to find out more about it.</p> <ol style="list-style-type: none"> <li>2. Growing interest in the Gaelic language nationally and internationally. For example, increased viewing of Gaelic content on Visit Scotland's website, growing numbers of people learning Gaelic online.</li> <li>3. VisitScotland having its own Gaelic Tourism Strategy for Scotland.</li> </ol>
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