

The Gaelic Economy in Glasgow



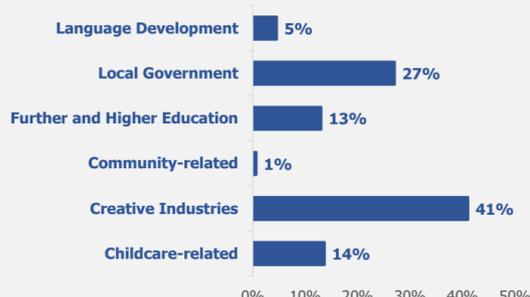
Aim: demonstrate the value, growth, and impact of Gaelic in Glasgow.

The scope of the Gaelic Economy in Glasgow reflects the key sectors for Gaelic in Glasgow: **Creative Industries; Education and Learning; Tourism, Hospitality and Events; and Language Promotion and Development** – as well as the contribution of Gaelic to **Wellbeing**.

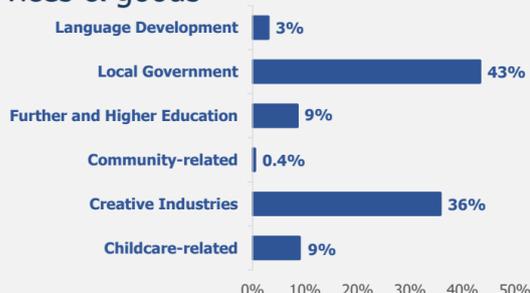
Economic Contribution and Key Sectors

Range of contributions to Glasgow Economy from Gaelic...

More than **200 Gaelic essential jobs**



Almost 300 jobs are Gaelic essential, desirable, or key to provision of Gaelic services & goods

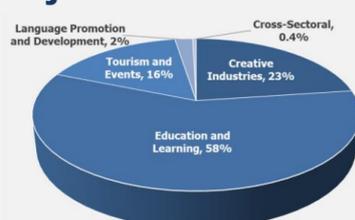


Annual economic impact of **festivals & events** attributed to Gaelic is **£7.2million**

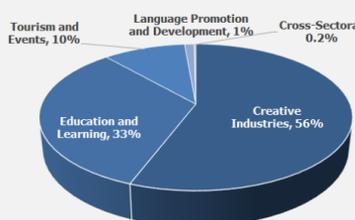


More than **£20 million of investment** in Gaelic in 2020-21

Overall, over **700 FTE jobs** attributed to Gaelic



Equivalent to around **£21.6million GVA** per annum



Gaelic **Creative Industries** are a key element of the overall economic contribution – encapsulating a wide range of activities



Creative Industries also play a key role in fostering positive attitudes to Gaelic from non-Gaelic speaking communities



Glasgow is a major provider of **Gaelic Medium Education (GME)**



Percent of pupils in GME gaining awards is **better than Scottish national averages** and for similar schools and pupils

Gaelic and Wellbeing

A survey of individuals about the impact of Gaelic on Wellbeing found...

For those in work, **50%** say Gaelic is critical or important for their employment situation



For those who volunteer, **53%** say Gaelic is critical or important to their volunteering role



Key aspects of **wellbeing that Gaelic has a major or moderate impact** on are:

Increased **interest** in Scotland and/or increased **pride** in **Scotland**

(86%)



Increased happiness **(77%)**



Greater **sense of own identity**

(82%)



Improved mental health and wellbeing **(77%)**



Greater **pride** in your **local community**

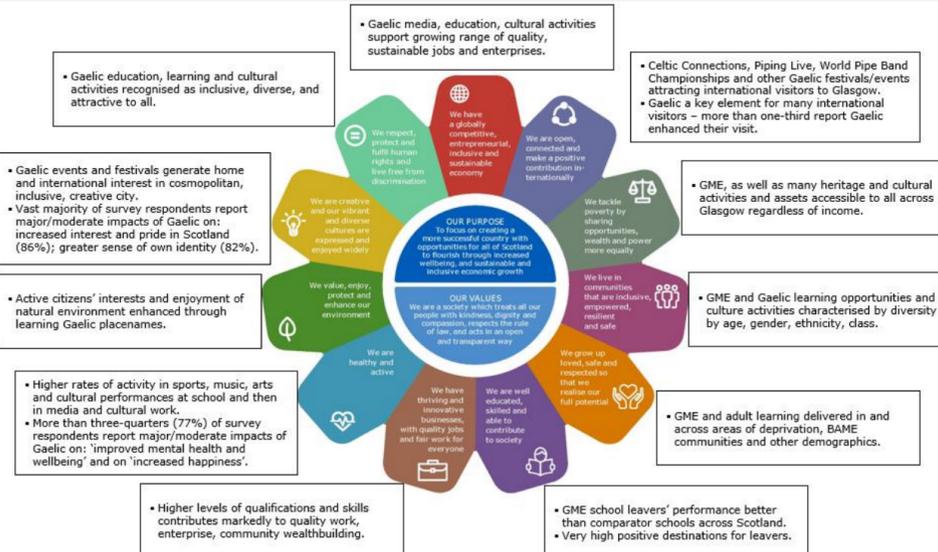
(81%)



Strategic Contribution of Gaelic in Glasgow

Gaelic makes clear contributions to local and national strategies...

Scottish Government's National Performance Framework



Glasgow City Council's Strategic Plan 2017-2022

Gaelic clearly contributes to:

- A Thriving Economy
- A Vibrant City
- A Healthier City
- Excellent & Inclusive Education

Key Messages and Recommendations

To help realise the potential for Gaelic, action is required around...

- 1: More and better cooperation between agencies in Glasgow
- 2: Making Gaelic more visible in the life and economy of Glasgow
- 3: Supporting application and use of Gaelic in business, social and community activities across Glasgow
- 4: Improving the Gaelic labour market structure and information
- 5: Promoting Gaelic learning and language facilities and development

Executive Summary and Full Report available via: <https://www.glasgow.gov.uk/index.aspx?articleid=17535>

