

<p>Comhairle Siorrachd Lannraig a Deas - Ro-innleachd Eaconamach 2022-2027 - co-chomhairle dheireannach</p> <p>Freagairt Bhòrd na Gàidhlig</p> <p>26 Sultain 2022</p>	<p>South Lanarkshire Council - Economic Strategy 2022-2027 - final consultation</p> <p>Response by Bòrd na Gàidhlig</p> <p>26 September 2022</p>
<p>Ceist: A bheil beachd sam bith eile agaibh a tha sibh airson innse?</p> <p>Tha Bòrd na Gàidhlig a’ cur fàilte air a’ chothrom freagairt a thoirt do cho-chomhairleach Ro-innleachd Eaconamach 2022-27 aig Comhairle Siorrachd Lannraig a Deas. Is Bòrd na Gàidhlig a’ phrìomh bhuidheann phoblach ann an Alba a tha an urra ri a bhith a’ cur air adhart leasachadh na Gàidhlig, a’ gabhail a-steach comhairle a thoirt do Mhinistearan na h-Alba air cùisean Gàidhlig. ’S e ar n-amas gum faicear is gun cluinnear a’ Ghàidhlig gu làitheil air feadh na h-Alba, air dhòigh 's gun tèid aithneachadh gu farsaing gu bheil i aig cridhe beatha na h-Alba agus na stòras cultarach is eaconamach.</p> <p>Tha Plana Gàidhlig aig Comhairle Siorrachd Lannraig a Deas (SLC) anns a bheil diofar ghealltanasan airson cleachdadh agus ionnsachadh na Gàidhlig a chur am meud. Tha am Plana ag ràdh gu bheil “SLC ag adhartachadh buannachdan eaconamach cànan is cultar na Gàidhlig mar phàirt de na h-iomairtean leasachaidh eaconamach coitcheann aca”. Tha e cuideachd ag ràdh gu bheil iad a’ dèanamh cinnteach gu bheil “luach ga chur air a’ Ghàidhlig agus gu bheil ag aithneachadh na tha i a’ cur ri beatha shòisealta, chultarail is eaconamach na dùthcha”.</p> <p>Chan eil na geallaidhean seo air an nochdadh anns an Dreachd Ro-innleachd Eaconamach. Feumar dèiligeadh ri seo san dreachd mu dheireadh, tro ghrunn iomraidhean sònraichte air a’ Ghàidhlig agus tha tuilleadh mholaidhean air seo gan dèanamh gu h-ìosal.</p> <p>Bu chòir an teacsa co-cheangailte ris an Lèirsinn a leudachadh mar a leanas. “Feumar fàs in-ghabhalach... a’ meudachadh chothroman thar ar coimhearsnachdan air fad a bhith mar bhunait don dòigh-obrach againn – a’ gabhail a-steach do luchd-labhairt chànanan seach Beurla – m.e., luchd-labhairt na Gàidhlig.”</p>	<p>Question: “Do you have any other comments you would like to make”?</p> <p>Bòrd na Gàidhlig welcomes the opportunity to respond to South Lanarkshire Council’s Economic Strategy 2022-27 consultation. Bòrd na Gàidhlig is the principal public body in Scotland responsible for promoting Gaelic development, including providing advice to Scottish Ministers on Gaelic issues. Our aim is that Gaelic is seen and heard on a daily basis across Scotland, such that it is widely recognised as an integral part of Scottish life and a national cultural and economic asset.</p> <p>South Lanarkshire Council has a Gaelic Language Plan containing various commitments to increase the use and learning of Gaelic. The Plan states that “SLC promotes the economic benefits of Gaelic language and culture as part of its general economic development initiatives”. It also states that it ensures that “Gaelic is valued and that its important contribution to the social, cultural and economic life of the nation is recognised”.</p> <p>These commitments are not reflected in the Draft Economic Strategy. This needs to be addressed in the final version, through a number of specific references to Gaelic and further recommendations on this are made below.</p> <p>The text relating to the Vision should be extended as follows. “Inclusive growth...maximising opportunities across all our communities must underpin our approach - including for speakers of languages other than English - e.g., Gaelic speakers.”</p>

Àite	Place
<p>Is e aon de dh'àrd-mhiannan na Dreachd Ro-innleachd Eaconamaich a bhith "A' fàs eaconamaidh luchd-tadhail, cur-seachad agus turasachd san sgìre againn". Tha seo air a leudachadh ann an sgrìobhainn na Dreachd Ro-innleachd Eaconamaich gu: "Cuir air adhart Siorrachd Lannraig a Deas mar cheann-uidhe cur-seachad agus turasachd agus coilean na comasan a tha aig ar n-àiteachan turasachd, dualchais agus cultair".</p> <p>Le seo nar n-inntinn, "Lìbhrigidh a' Chomhairle Ro-innleachd Turasachd ùraichte gus fàs a thoirt air gnìomhachasan turasachd ann an Siorrachd Lannraig a Deas". Tha Plana Gàidhlig na Comhairle ag ràdh gun rannsaich SLC "cothroman a bhith an sàs ann an turasachd Ghàidhlig tro bhith a' libhrigeadh ...ro-innleachdan turasachd sam bith san àm ri teachd, mar eisimpleir, bidh sinn a' brosnachadh com-pàirt ann an Ro-innleachd Turasachd Ghàidhlig Visit Scotland".</p> <p>Tha gealltanasan na Comhairle cuideachd sa phlana gus:</p> <ul style="list-style-type: none"> • Ìomhaigh na Gàidhlig a chur am meud ann an tachartasan ealain is cultair san sgìre. • Taic a thoirt do chothroman do na h-ealain agus na meadhanan gus a' Ghàidhlig a thaisbeanadh <p>Tha am Plana ag ràdh gu bheil e air "buannachd fhaicinn don sgìre againn bho bhith a' brosnachadh agus a' tàladh ghnìomhan ealain is cultair".</p> <p>Tha na leanas anns a' Phlana cuideachd:</p> <ul style="list-style-type: none"> • Cur ri cleachdadh na Gàidhlig ann an ionadan dualchais is turasachd far a bheil sin iomchaidh. • Dèan cinnteach gun toirear aithne iomchaidh don Ghàidhlig agus gu bheilear ga cleachdadh ann an àiteachan air a bheil ùidh shònraichte agus ann a bhith a' brosnachadh thachartasan nàiseanta. • Dèan cinnteach gu bheil cudromachd na Gàidhlig ann an eachdraidh na h-Alba agus a buntainneach san latha an-diugh a' nochdadh ann an eòlasan turasachd. • Gheibh Maoir-dùthcha SLC fiosrachadh agus trèanadh airson mothachadh a thogail gus an urrainn dhaibh fiosrachadh a thoirt seachad air a' Ghàidhlig agus dualchas na Gàidhlig. <p>Ach, chan eil iomradh sam bith air ealain, cultar no turasachd Ghàidhlig san Dreachd Ro-innleachd Eaconamach - no ann an South Lanarkshire Tourism Strategy 2022 - 2025 (Draft for consultation) a tha 62 duilleag a dh'fhaid.</p>	<p>One of the Draft Economic Strategy's ambitions is to "Grow the visitor, leisure and tourism economy in our area". This is expanded in the Draft Economic Strategy document to: "Promote South Lanarkshire as a leisure and tourism destination and realise the potential of our tourism, heritage and cultural attractions".</p> <p>With this in mind, the Council will "Deliver an updated Tourism Strategy to grow South Lanarkshire based tourism businesses". The Council's Gaelic Language Plan states that SLC will explore "opportunities to engage with Gaelic tourism through delivery of ...any future tourism strategies, for example, we encourage involvement with the Visit Scotland Gaelic Tourism Strategy".</p> <p>The Gaelic Language Plan also contains the Council's commitments to:</p> <ul style="list-style-type: none"> • Increase the profile of Gaelic in arts and culture events in the area. • Support opportunities for the arts and media to showcase the Gaelic language. <p>The Plan states that it has "seen the benefits to our area of encouraging and attracting arts and cultural activities".</p> <p>The Plan also includes the following:</p> <ul style="list-style-type: none"> • Increase the use of Gaelic in heritage and tourism venues where appropriate. • Ensure that appropriate recognition is given to Gaelic and that Gaelic is used in places of special interest and in promoting national events. • Ensure that the importance of Gaelic to Scotland's history and its relevance today features in the tourism experience. • SLC Countryside Rangers will receive information and training to raise awareness to enable them to provide information on the Gaelic language and Gaelic heritage. <p>However, there is no reference to Gaelic arts, culture or tourism in the Draft Economic Strategy - or in the South Lanarkshire Tourism Strategy 2022 - 2025 (Draft for consultation) which runs to 62 pages.</p>



Bu chòir iomraidhean sònraichte a bhith anns na dreachdan deireannach den Ro-innleachd Eaconamach agus an Ro-innleachd Turasachd ùraichte air na h-ealain, cultar agus turasachd Ghàidhlig, agus bhios a’ nochdadh gealltanasan Plana Gàidhlig na Comhairle.

Anns an aon dòigh, bu chòir iomradh a bhith ann air cleachdadh na Gàidhlig mar phàirt de “Stèidhich làthaireachd lìn/mheadhanan sòisealta”- m.e. grafaigean dà-chànanach, duilleagan sònraichte air cànan is cultar na Gàidhlig. Nì seo cinnteach gun coinnich a’ Chomhairle ri gealltanais a’ Phlana Ghàidhlig aca a bhith “a’ brosnachadh na chithear agus na chluinnear den Ghàidhlig mar phàirt gun samhail de dhualchas na h-Alba”.

Gnìomhachas

Tha an Dreachd Ro-innleachd Eaconamach ag ràdh gum bi a’ Chomhairle “Ag obair le gnìomhachasan agus iomairtean sòisealta – gus tarbhachd agus innleachd a leasachadh”. Ach, chan eil innleachd air a mhìneachadh.

Feumar “innleachd” a mhìneachadh gus barrachd soilleireachd a thoirt seachad agus cuideachd gus nochdadh gu bheil e tòrr nas fharsainge na dìreach toirt a-steach teicneòlas ùr/nas fheàrr. Tha innleachd a’ gabhail a-steach barrachd cleachdadh na Gàidhlig ann an obair gnìomhachasan. Faodaidh seo deagh buadhan gnìomhachais a thoirt gu buil tro bhathar is sheirbheisean a tha sònraichte/gun samhail agus cur ri deagh bheachdan mu fhìreantachd is tùs.

Mu dheireadh, tha sinn an dòchas gum bi ar freagairt cuideachail agus taiceil. Feuch an cuir sibh fios thugainn ma tha ceist sam bith agaibh no ma tha sibh a’ sireadh soilleireachadh.

The final versions of the Economic Strategy and the updated Tourism Strategy should contain specific references to Gaelic arts, culture, and tourism, thus reflecting the Council’s Gaelic Language Plan commitments.

Similarly, there should be a reference relating to the use of Gaelic as part of “Establish a web based/social media presence”- e.g., bilingual graphics, specific pages on Gaelic language and culture. This will ensure that the Council meets its Gaelic Language Plan commitment to “promote the visibility and audibility of Gaelic as a unique part of Scotland’s heritage”.

Business

The Draft Economic Strategy states that the Council will “Work with businesses and social enterprises - to improve productivity and innovation”. However, innovation is not defined.

There is a need to define “innovation” to provide greater clarity and also to reflect that it is much broader than simply the introduction of new/better technology. Innovation includes greater use of Gaelic in the activities of businesses. That can produce positive business impacts through distinctiveness/uniqueness of products and services and enhancing perceptions of authenticity and provenance.

Finally, we hope that our response is helpful and constructive. Please get in touch if you have any questions or seek clarification.

