

<p>Co-chomhairle air Dreachd Phlana Ro-innleachdail Comhairle Siorrachd Dhùn Breatainn an Iar 2022-27</p> <p>Freagairt Bhòrd na Gàidhlig</p> <p>26 Sultain 2022</p>	<p>West Dumbarntonshire Council Draft Strategic Plan 2022-27 Consultation</p> <p>Response by Bòrd na Gàidhlig</p> <p>26 September 2022</p>
<p>Ceist: “Uile gu lèir, a bheil dad ann a tha sibh a’ smaoinichadh a dh’fhàg sinn a-mach às na prìomhachasan ro-innleachdail?”</p> <p>Tha Bòrd na Gàidhlig a’ cur fàilte air a’ chothrom freagairt a thoirt don cho-chomhairle air Dreachd Phlana Ro-innleachdail Comhairle Siorrachd Dhùn Breatainn an Iar 2022-2027. Is e 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, agus gun tèid aithneachadh gu farsaing gu bheil i aig cridhe beatha na h-Alba agus na stòras cultarach is eaconamach.</p> <p>Chan eil iomradh sam bith air cànan is cultar na Gàidhlig san Dreachd Phlana Ro-innleachdail no anns a’ Mheasadh Fheumalachdan Ro-innleachdail na chois. (Chì sinn cuideachd nach eil iomradh sam bith air a’ Ghàidhlig san dreachd Ro-innleachd Leasachadh Eaconamach aig Siorrachd Dhùn Breatainn an Iar 2022 - 2027). Tha seo a dh’aindeoin gu bheil Plana Gàidhlig aig a’ Chomhairle anns a bheil diofar ghealltanasan.</p> <p>Feumar dèiligeadh ri seo anns an dreachd mu dheireadh den Dreachd Phlana Ro-innleachdail.</p> <p>Bu chòir iomraidhean air Gàidhlig a chur ri briathrachas dà amas ro-innleachdail, mar a leanas:</p> <p>An toiseach, tha seirbheisean na Comhairle ruigsinneach agus in-ghabhalach do na h-uile - a’ gabhail a-steach a bhith rim faighinn sa Ghàidhlig.</p> <p>Nochdaidh sin diofar gheallaidhean Comhairle Siorrachd Dhùn Breatainn an Iar sa Phlana Gàidhlig aca. Nam measg tha gum bi “seirbheisean eadar-mhìneachaidh agus eadar-theangachaidh Gàidhlig rim faighinn” agus “Bidh Siorrachd</p>	<p>Q: “Overall, is there anything you think we've missed from the strategic priorities?”</p> <p>Bòrd na Gàidhlig welcomes the opportunity to respond to West Dumbarntonshire Council’s draft Strategic Plan 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>There are no references to Gaelic language and culture in the Draft Strategic Plan nor in the accompanying Strategic Needs Assessment. (We also note that there are no references to Gaelic in the draft West Dunbartonshire’s Economic Development Strategy 2022 - 2027). This is despite the Council having a Gaelic Language Plan containing various commitments.</p> <p>This needs to be addressed in the final version of the Draft Strategic Plan.</p> <p>References to Gaelic should be added to the wording of two strategic objectives, as follows:</p> <p>First, Council services are accessible and inclusive for all - including their being made available in the Gaelic language.</p> <p>That will reflect West Dumbarntonshire Council’s various commitments in its Gaelic Language Plan. These include “Gaelic interpretation and translation services will be available” and “West Dunbartonshire</p>

<p>Dhùn Breatainn an Iar a' lìbhrigeadh seirbheisean luchd-cleachdaidh de dh'àrd-chàileachd agus tha iad dealasach a thaobh a' Ghàidhlig a leasachadh mar phàirt de seo".</p> <p>San dàrna àite, thathas a' mealtainn dualchas cultarail is eachdraidheil – a' gabhail a-steach an fheadhainn co-cheangailte ris a' Ghàidhlig – agus gan tasgadh.</p> <p>Bidh seo a' nochdadh gealltanasan Plana Gàidhlig na Comhairle, a' gabhail a-steach:</p> <ul style="list-style-type: none"> • a bhith "a' dèanamh ceangal agus a' tabhann solar na Gàidhlig taobh a-staigh nan ealain is cultar"; agus • gun tèid "tachartasan cànan is cultarach na Gàidhlig a shanasachadh". <p>A bharrachd air sin, bhiodh sinn an dùil iomradh fhaicinn air turasachd – turasachd Ghàidhlig na mheasg – anns nam prìomhachasan ro-innleachdail. Bhiodh sin a' nochdadh cho cudromach 's a tha an roinn anns a' Mheasadh Fheumalachdan Ro-innleachdail, agus comas mòr na Gàidhlig mar mhaoin turasachd. Dh'fhoillsich VisitScotland ro-innleachd nàiseanta air turasachd na Gàidhlig ann an 2018 a tha ga h-ùrachadh an-dràsta. Bidh fiosrachadh feumail an seo agus gnìomhan a dh'fhaodar a thoirt a-steach don dreachd ro-innleachd seo. Bhiodh e cuideachd a' nochdadh dealas na Comhairle sa Phlana Ghàidhlig aca a bhith "ag obair le com-pàirtichean ionadail agus nàiseanta gus cleachdadh na Gàidhlig a rannsachadh airson turasachd agus leasachadh cultarail a bhrosnachadh, a rèir Ro-innleachd Turasachd Ghàidhlig na h-Alba".</p> <p>Tha an Dreachd Phlana Ro-innleachdail a' toirt iomradh air "cleachdadh ar comasan, innleachdan agus sgilean ionadail" a nì "cinnteach gun tog sinn eaconamaidh tharbhach, inghabhalach agus seasmhach". Ach, chan eil innleachd air a mhìneachadh san Dreachd Phlana Ro-innleachdail no anns a' Mheasadh Fheumalachdan Ro-innleachdail.</p> <p>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 e a' gabhail a-steach barrachd cleachdadh na Gàidhlig ann an obair ghnìomhachasan. 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.</p>	<p>delivers high quality customer services and is committed to developing Gaelic as part of this".</p> <p>Second, cultural and historical heritage - including those relating to Gaelic - are enjoyed and conserved.</p> <p>This will reflect the Council's Gaelic Language Plan commitments, including:</p> <ul style="list-style-type: none"> • to "liaise and offer provision of Gaelic within arts & culture"; and • that "Gaelic language and cultural events will be publicised". <p>In addition, we would expect to see a reference to tourism - to include Gaelic tourism - within the strategic priorities. That would reflect the prominence given to the sector in the Strategic Needs Assessment, and Gaelic's great potential as a tourism asset. VisitScotland published a national Gaelic tourism strategy in 2018 which is currently being refreshed. This would provide useful information and actions which could be incorporated into this draft strategy. It would also reflect the Council's commitment in its Gaelic Language Plan that it "will work with local and national partners to investigate the use of Gaelic to promote tourism and cultural development, in line with the Gaelic Tourism Strategy for Scotland".</p> <p>The Draft Strategic Plan refers to "using our local capabilities, innovations, and skills" which will "ensure that...we build a productive, inclusive and sustainable economy". However, innovation is not defined in the Draft Strategic Plan nor in the Strategic Needs Assessment.</p> <p>There is a need to define "innovations" to provide greater clarity and also to reflect that innovation is much broader than simply the introduction of new/better technology. It 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.</p>
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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.

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



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