

<p><b>Co-chomhairle: Ro-innleachd Tachartas Nàiseanta ath-sgrùdadh agus ùrachadh</b></p> <p><b>Freagairt bho Bhòrd na Gàidhlig</b></p> <p><b>26 an t-Ògmhios 2023</b></p>	<p><b>Consultation: National Event Strategy review and refresh</b></p> <p><b>Response by Bòrd na Gàidhlig</b></p> <p><b>26 June 2023</b></p>
<p><b><u>Ro-ràdh</u></b></p> <p>Stèidhichte fo Achd na Gàidhlig (Alba) 2005, tha Bòrd na Gàidhlig na bhuidheann phoblach neo-roinneil aig Riaghaltas na h-Alba. Is e a' phrìomh bhuidheann ann an Alba air a bheil dleastanas gus leasachadh Gàidhlig a chur air adhart agus comhairle a thoirt do Mhinistearan na h-Alba mu chùisean Gàidhlig.</p> <p>'S e amas a' Phlana Cànain Nàiseanta Ghàidhlig 2018-23<sup>1</sup> gun tèid "a' Ghàidhlig a chleachdadh nas trice, le barrachd dhaoine agus ann an raon nas fharsaing de shuidheachaidhean". Bheirear seo gu buil le bhith a' cuimseachadh air:</p> <ul style="list-style-type: none"><li>• Cur am meud cleachdadh na Gàidhlig.</li><li>• Cur am meud ionnsachadh na Gàidhlig.</li><li>• Cur air adhart deagh ìomhaigh den Ghàidhlig.</li></ul> <p>Bheirear an cleachdadh a bharrachd seo gu bith, gu ìre, le bhith a' toirt gu buil na buannachdan eaconamach a bhios a' Ghàidhlig a' toirt do dh'Alba. 'S e amas a' Bhùird 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 nàiseanta.</p> <p>Tha Gàidhlig ga bruidhinn air feadh na h-Alba. Tha mu 50% de luchd-labhairt na Gàidhlig a' fuireach air a'</p>	<p><b><u>Introduction</u></b></p> <p>Established under the Gaelic Language (Scotland) Act 2005, Bòrd na Gàidhlig is an executive non-departmental public body of the Scottish Government. It is the principal public body in Scotland responsible for promoting Gaelic development and providing advice to the Scottish Ministers on Gaelic issues.</p> <p>The aim of the National Gaelic Language Plan 2018-23<sup>9</sup> is "that Gaelic is used more often, by more people and in a wider range of situations". This will be achieved by focusing on:</p> <ul style="list-style-type: none"><li>• Increasing the use of Gaelic.</li><li>• Increasing the learning of Gaelic.</li><li>• Promoting a positive image of Gaelic.</li></ul> <p>This greater use of the language will, in part, be achieved through fully realising the social and economic benefits that Gaelic brings to Scotland. 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 asset.</p> <p>Gaelic is spoken across Scotland. Around 50% of Gaelic speakers live in the Highlands and Islands</p>

<sup>1</sup> <https://www.gaidhlig.scot/wp-content/uploads/2018/03/BnG-NGLP-18-23.pdf>

<sup>9</sup> <https://www.gaidhlig.scot/wp-content/uploads/2018/03/BnG-NGLP-18-23.pdf>

Ghàidhealtachd agus sna h-Eileanan, agus an càch air feadh na dùthcha. Aig Cunntas-sluaigh 2011, bha comas air choreigin sa Ghàidhlig aig 87,100 neach ann an Alba (mu 1.7% den t-sluaigh), agus bha 57,600 dhiubh sin nan luchd-labhairt na Gàidhlig. Tha iarrtas a’ fàs airson cànan is cultar na Gàidhlig, le buannachdan foghlaim, eaconamach is sòisealta co-cheangailte riutha.

Tha Foghlam tro Mheadhan na Gàidhlig ga leudachadh air feadh na dùthcha. Tha e a-nis ri fhaighinn ann an còrr is an dàrna leth de na 32 Ùghdarrasan Ionadail ann an Alba. Thòisich Foghlam tro Mheadhan na Gàidhlig ann an 1985 le 14 sgoilearan bun-sgoile. Tha a-nis còrr is 5,600 sgoilearan san roinn thar foghlam Tràth-bhliadhnaichean, Bun-sgoil agus Àrd-sgoil. Gus coinneachadh ri fàs leantainneach san iarrtas, bidh feum ann air tasgadh ann an sgoiltean agus tidsearan.

Tha an t-iarrtas airson Gàidhlig ionnsachadh follaiseach anns an àrdachadh anabarrach mòr a tha a’ gabhail ris an app/làrach-lìn ionnsachadh cànan Duolingo. Tha mu 1.5 millean neach air tòiseachadh ag ionnsachadh na Gàidhlig air an app bho thòisich an cùrsa o chionn trì bliadhna. Tha a’ mhòr-chuid (71%) bho thaobh a-muigh na RA, le 36% anns na Stàitean Aonaichte a-mhàin.

Tha cur air bhog SpeakGaelic san Dàmhair 2021 air chur gu mòr ri goireasan do dh’inbich a tha airson a dhol an sàs sa chànan agus a h-ionnsachadh. Tha timcheall air 400,000 neach-ionnsachaidh air a chleachdadh bho chaidh a chur air bhog.

Fhuair “Suirbhidh Beachdan Sòisealta na h-Alba 2021: Beachdan a’ Phobail a thaobh na Gàidhlig ann an Alba”<sup>2</sup> gu bheil, bho 2012:

- A’ cho-chuid a tha ag ràdh gur urrainn dhaibh co-dhiù corra fhacal Gàidhlig a bhruidhinn air dùblachadh bho 15% gu 30%.
- A’ cho-chuid a tha ag ràdh gur urrainn dhaibh co-dhiù beagan Gàidhlig a thuigsinn air dhol an-àirde bho 25% gu 41%.

with the remainder in the rest of the country. At the 2011 Census 87,100 people in Scotland had Gaelic skills (around 1.7% of the population), of which 57,600 were Gaelic speakers. There is a growing demand for Gaelic language and culture with related educational, economic and social benefits.

Gaelic Medium Education is expanding across Scotland. It is now available in over half of Scotland’s 32 local authorities. Gaelic Medium Education began in 1985 with 14 primary pupils. There are now more than 5,600 pupils in the sector across Early Years, Primary and Secondary education. Meeting continuing growth in demand will require investment in schools and teachers.

The demand for learning Gaelic is evident in the huge uptake of the Duolingo language learning app/website. Some 1.5 million people have started learning Gaelic on the app since the course launched over three years ago. The majority (71%) are from outside the UK, with 36% in the United States alone.

The launch of SpeakGaelic in October 2021 has also greatly contributed to resources for adults who want to engage with and learn the language. It has seen around 400,000 learners since its launch.

The “Scottish Social Attitudes Survey 2021: Public Attitudes to Gaelic in Scotland”<sup>10</sup> found that since 2012:

- The proportion who say they can speak at least the odd word of Gaelic has doubled from 15% to 30%.
- The proportion who say they can understand at least a little Gaelic has increased from 25% to 41%.

<sup>2</sup> <https://www.gaidhlig.scot/wp-content/uploads/2022/06/03.SSA-2021-Public-attitudes-to-Gaelic-in-Scotland-Main-report.pdf>

<sup>10</sup> <https://www.gaidhlig.scot/wp-content/uploads/2022/06/03.SSA-2021-Public-attitudes-to-Gaelic-in-Scotland-Main-report.pdf>



<p>A bharrachd air sin, tha 79% de dhaoine den bheachd gu bheil a' Ghàidhlig glè chudromach no meadhanach cudromach do dhualchas cultarail na h-Alba.</p> <p>Lorg suirbhidh de dhaoine òga (iadsan eadar 11 agus 26 bliadhna a dh'aois)<sup>3</sup> gun robh trian (33%) den luchd-fhreagairt ag ràdh gu robh iad ag ionnsachadh Gàidhlig ann an dòigh air choreigin. Thuir tuilleadh air leth (59%) den luchd-fhreagairt aig <i>nach robh</i> a' Ghàidhlig gun robh ùidh aca ann a bhith ag ionnsachadh a' chàinain. Cuideachd, 72% den luchd-fhreagairt gu lèir a' meas cultar is dualchas na Gàidhlig mar rud luachmhor no fìor-luachmhor.</p> <p>A rèir UNESCO<sup>4</sup> “Tha dualchas cultarach... a’ toirt a-steach traidiseanan no seallaidhean beò leithid beul-aithris, ealain cleasachd, cleachdaidhean sòisealta, deas-ghnàthan, tachartasan fèille”.</p> <p>’S e so-maoin chultarail gun samhail a th’ anns a’ Ghàidhlig. Tha e na phàirt mhòr de dhearbhaithne chultarail na h-Alba agus na phrìomh phàirt den stòras chultarail làidir a tha a’ nochdadh ann an tachartasan ann an Alba. Tha iomadh cruth dualchasach agus ùr-nòsach de dh’ealainean na h-Alba a’ tarraing air cultar na Gàidhlig: ged nach bi iad uile air an toirt seachad sa chànan. Mar eisimpleir, bidh iomadh còmhlan-pioba is còmhlan folk, buidhnean dannsa Gàidhealach, geamaichean Gàidhealach agus cèilidhean a’ tarraing air cultar is dualchas na Gàidhlig.</p> <p>Tha ealainean is cultar na Gàidhlig rim faotainn air feadh Alba. Chan ann a-mhàin ann an coimhearsnachdan dùthchail traidiseanta air a’ Ghàidhealtachd is na h-Eileanan a tha seo; tha làthaireachd làidir ann cuideachd ann an coimhearsnachdan ann am bailtean-mòra na h-Alba.</p>	<p>Further, 79% of people think Gaelic is either very or fairly important to Scotland’s cultural heritage.</p> <p>A survey of young people (those aged between 11 and 26 years)<sup>11</sup> found that one third (33%) of respondents stated that were learning Gaelic in some form. More than half (59%) of the respondents who could <i>not</i> speak Gaelic stated that they were interested in learning the language. Also, 72% of all respondents rated Gaelic culture and heritage as quite or very valuable.</p> <p>According to UNESCO<sup>12</sup> “Cultural heritage...includes traditions or living expressions such as oral traditions, performing arts, social practices, rituals, festive events”.</p> <p>Gaelic is a unique cultural asset. It is a major part of Scottish cultural identity and a key part of the strong cultural assets that feature in events in Scotland. Many traditional and new forms of Scottish arts draw upon Gaelic culture: although not all will be expressed in the Gaelic language. For example, many pipe bands, folk bands, Highland dancing groups, Highland Games and cèilidhs will draw upon Gaelic culture and heritage.</p> <p>Gaelic arts and culture can be found across Scotland. This is not only in traditional rural communities in the Highlands and Islands; there is also a strong presence in communities in Scotland’s cities.</p>
--	---

<sup>3</sup> <https://youngscot.net/ysobservatory/a-bhith-an-sas-le-ghaidhlig-air-loidhne-engaging-with-gaelic-online>

<sup>4</sup> <https://ich.unesco.org/en/what-is-intangible-heritage-00003>

<sup>11</sup> <https://youngscot.net/ysobservatory/a-bhith-an-sas-le-ghaidhlig-air-loidhne-engaging-with-gaelic-online>

<sup>12</sup> <https://ich.unesco.org/en/what-is-intangible-heritage-00003>



Tha Prìomh Chom-pàirtichean Lìbhrigidh Bhòrd na Gàidhlig a' faighinn còrr is £1.6 millean sa bhliadhna ann am maoinachadh. Bidh iad a' cur seo an sàs gus cleachdadh, ionnsachadh agus inbhe na Gàidhlig adhartachadh agus mar sin cuideachadh le libhrigeadh ar Plana Corporra.

Tha tachartasan nam pàirt chudromach de seo. Mar eisimpleir:

**Ceòlas:** Tha a' bhuidheann ag amas air ceòl, cànan, cultar agus dualchas traidiseanta a chomharrachadh, adhartachadh agus àrach. Bidh e ag adhartachadh eòlasan bogaidh Gàidhlig ann an Uibhist a Deas a' gabhail a-steach prògram ealain de thachartasan bliadhna agus clasaichean Gàidhlig cunbhalach – cuid dhiubh le luchd-tadhail/com-pàirtichean eadar-nàiseanta.

**Bidh an Comunn Gàidhealach** a' ruith a' Mhòid Nàiseanta Rìoghail bliadhna agus a' toirt taic do 18 Mhòdan ionadail air feadh na h-Alba. Tha seo a' cur nan amasan aige air adhart a thaobh a bhith a' cumail taic ri agus a' leasachadh gach taobh de chànan, cultar, eachdraidh agus dualchas na Gàidhlig.

Tha **Fèisean nan Gàidheal** a' cumail taic ri còrr is 45 Fèis ionadail air feadh na h-Alba a tha a' toirt a-steach ceòl Gàidhlig agus teagasg ealain. Bidh e cuideachd a' ruith na fèis ceòl traidiseanta bhliadhna Blas air feadh na Gàidhealtachd a bhios a' gabhail a-steach luchd-ciùil eadar-nàiseanta.

Ann an 2023 thachair an dàrna **Seachdain na Gàidhlig** bhliadhna - *A' comharrachadh na Gàidhlig air feadh an t-saoghail*. Ghabh seo a-steach tachartasan an dà chuid ann an Alba agus gu h-eadar-nàiseanta le sgeama maoinachaidh ri fhaighinn gus a' Ghàidhlig adhartachadh ann an Alba agus air feadh an t-saoghail.

Tha Bòrd na Gàidhlig cuideachd a' ruith sgeama **Thabhartasan Coimhearsnachd - Taic Freumhan Coimhearsnachd**. Bidh seo a' toirt taic do bhuidhnean airson pròiseactan a libhrigeadh gus cleachdadh agus ionnsachadh na Gàidhlig a bhrosnachadh agus a chur am meud aig ìre coimhearsnachd. Faodaidh seo a bhith a'

Bòrd na Gàidhlig's Key Delivery Partners receive over £1.6 million per annum in funding. They use this to help promote Gaelic usage, learning and status and thus help deliver our Corporate Plan.

Events are an important part of this. For example:

**Ceòlas:** The organisation seeks to celebrate, promote, and nurture traditional music, language, culture and heritage. It promotes Gaelic immersion experiences in South Uist including an artistic programme of annual events and regular Gaelic classes - some of which have international visitors/participants.

**An Comunn Gàidhealach** run the annual Royal National Mòd and support 18 local Mòds across Scotland. This furthers its aims of supporting and developing all aspects of the Gaelic language, culture, history, and heritage.

**Fèisean nan Gàidheal** supports the running of over 45 local Fèisean across Scotland which incorporate Gaelic music and arts tuition. It also runs the annual Blas traditional music festival across the Highlands which includes international performers.

2023 has seen the second annual **Seachdain na Gàidhlig (World Gaelic Week)** - *Celebrating Scottish Gaelic across the globe*. This included events both within Scotland and internationally with a funding scheme available to promote Gaelic in Scotland and across the world.

Bòrd na Gàidhlig also operate a **Community Grants scheme - Taic Freumhan Coimhearsnachd**. This supports organisations to deliver projects to promote and increase the usage and learning of Gaelic at community level. That can include promoting Gaelic as part of international events and celebrations.



<p>gabhaill a-steach adhartachadh na Gàidhlig mar phàirt de thachartasan is cuirmean eadar-nàiseanta.</p> <p>Bidh tachartasan cultarach Gàidhlig ann an coimhearsnachdan ionadail cuideachd nam pàirt de thachartasan is fèilltean nàiseanta - m.e. mar phàirt de Bhliadhna Sgeulachdan na h-Alba ann an 2022. Tha riochdachadh aig Bòrd na Gàidhlig air a' bhuidheann-stiùiridh agus am buidheann-obrach airson nam Bliadhnaichean Cuspair.</p> <p>Tha deagh riochdachadh air a bhith aig a' Ghàidhlig anns na diofar bhliadhnaichean cuspaireil. Tha sin a' gabhaill a-steach Bliadhna Uisgeachan a' Chladaich a chomharraich cho cudromach sa tha cultar na Gàidhlig ann an eileanan ceann a tuath agus taobh an iar na h-Alba.</p> <p>Tha Bliadhnaichean Nàiseanta a' gabhaill a-steach an dà chuid tachartasan nàiseanta is eadar-nàiseanta. Tha ar Plana Corporra<sup>5</sup> ag ràdh "Bidh prìomh àite againn ann a bhith... a' toirt buaidh air tachartasan agus subhachasan nàiseanta is eadar-nàiseanta, leithid Bliadhna... gus dèanamh cinnteach gum bi a' Ghàidhlig air a nochdadh gu follaiseach".</p> <p>'S e sgeama a th' ann am <b>Maoin nan Ealan Gàidhlig</b> a tha air a mhaoineachadh le Alba Chruthachail agus Bòrd na Gàidhlig agus air a rianachd às an leth le Fèisean nan Gàidheal. Faodar a mhaoineachadh a chleachdadh gus taic a chumail ri tachartasan le cothroman a thoirt do luchd-ealain fa-leth, buidhnean de luchd-ealain, no buidhnean ealain gus obair a chruthachadh agus/no a thaisbeanadh.</p> <p>Bidh a' Ghàidhlig a' cur ri turasachd ann an Alba le bhith a' toirt seachad eòlas fìor, gun samhail. Thathar ag aithneachadh comas mòr turasachd na Gàidhlig ann an Ro-innleachd Turasachd na Gàidhlig do dh'Alba 2018-23<sup>6</sup>.</p>	<p>Gaelic cultural events in local communities also form part of national events and festivals - e.g. as part of <i>Scotland's Year of Stories</i> in 2022. Bòrd na Gàidhlig are represented on the steering group and working group for the Themed Years.</p> <p>Gaelic has been well represented in the various themed years. That includes the Year of Coastal Waters which highlighted the importance of Gaelic culture in islands in the north and west of Scotland.</p> <p>National Years include both national and international events. Our Corporate Plan<sup>13</sup> states that "We will play a leading role in...influencing national and international events and celebrations, such as The Year of ... to ensure Gaelic is featured prominently".</p> <p><b>Maoin nan Ealan Gàidhlig</b> is a scheme funded by Creative Scotland and Bòrd na Gàidhlig and administered on their behalf by Fèisean nan Gàidheal. Its funding can be used to support events by enabling individual artists, groups of artists, or arts organisations to create and/or present work.</p> <p>Gaelic contributes to tourism in Scotland by providing an authentic, unique experience. The significant potential of Gaelic tourism is recognised in the Gaelic Tourism Strategy for Scotland 2018-23<sup>14</sup>.</p>
---	---

<sup>5</sup> <https://www.gaidhlig.scot/wp-content/uploads/2018/09/BnG-Corporate-Plan-2018-23-E.pdf>

<sup>6</sup> <https://www.visitscotland.org/about-us/what-we-do/working-in-partnership/gaelic-tourism-strategy>

<sup>13</sup> <https://www.gaidhlig.scot/wp-content/uploads/2018/09/BnG-Corporate-Plan-2018-23-E.pdf>

<sup>14</sup> <https://www.visitscotland.org/about-us/what-we-do/working-in-partnership/gaelic-tourism-strategy>



Tha iarrtas a tha a' sìor fhàs follaiseach. Tha rannsachadh VisitScotland a' sealltainn gun robh, bho 2018 gu 2021, àrdachadh de 72% anns an àireimh de luchd-cleachdaidh VisitScotland.com a thadhail air susbaint co-cheangailte ris a' Ghàidhlig.

Tha Bòrd na Gàidhlig a' freagairt a' cho-chomhairle seo gus cuideam a chur air cho cudromach sa tha cànan is cultar na Gàidhlig taobh a-staigh thachartasan uile na h-Alba, agus mar as urrainn dhi cumail a' cur ri raon de bhuilean adhartach do dhaoine fa-leth, do choimhearsnachdan, agus do dh'Alba gu h-iomlan.

**Ceist 1:** Dè an ìre gu bheil sibh a' toirt taic no a' cur an aghaidh a' Mhiann-adhartais a thathar a' moladh?

**A' toirt taic làidir.** Tha seo a' gabhail ris gu bheil "pasgan iomchaidh, eadar-mheasgte agus in-ghabhalach de thachartasan aig ìre cruinne" a' toirt a-steach riochdachadh gu leòr de thachartasan anns a bheil cànan is cultar na Gàidhlig.

**Ceist 2:** Nur beachd-sa, dè cho cudromach sa tha gach aon de na prìomhachasan ro-innleachdail seo airson tachartasan thar nan deich bliadhna a tha romhainn? Thoiribh sgòr de aon gu còig airson gach fear, far nach eil "aon" cudromach idir agus "còig" gu math cudromach, no "chan eil fios agam":

• **A' brosnachadh an eaconamaidh 5.**

Faodaidh tachartasan Gàidhlig buaidh mhòr a thoirt air an eaconamaidh ann an coimhearsnachdan dùthchail agus iomallach - gu h-àraid ma tha iad a' gabhail àite taobh a-muigh prìomh sheusan na turasachd. Bidh iad a' cuideachadh gus comas na Ghàidhlig a thoirt gu buil mar sho-mhaoin eaconamach tro bhith a' toirt cosnadh agus teachd a-steach do dhaoine fa leth a tha ag obair tro mheadhan na Gàidhlig agus/no ann an cultar na Gàidhlig.

• **Ag àrdachadh sunnd agus conaltradh coimhearsnachd 5.**

Bidh tachartasan Gàidhlig a' cuideachadh gus coimhearsnachdan ionadail a dhèanamh tarraingeach airson fuirich. Mar sin, bidh iad a' cur ri tarraing agus

Growing demand is evident. VisitScotland research shows that, from 2018 to 2021, there was a 72% increase in the number of VisitScotland.com users visiting Gaelic-related content.

Bòrd na Gàidhlig are responding to this consultation to highlight the importance of Gaelic language and culture within the totality of events in Scotland, and the contribution it can continue to make to a range of positive outcomes for individuals, communities, and Scotland as a whole.

**Question 1:** To what extent do you support, or oppose the proposed Ambition?

**Strongly support.** This assumes that "a relevant, diverse and inclusive portfolio of world-class event experiences" includes sufficient representation of events which include Gaelic language and culture.

**Question 2:** How important do you think each of these strategic priorities are for events over the next ten years? Give a score of one to five for each, where one is not important at all and five is very important, or "don't know":

• **Boosting the economy 5.**

Gaelic events can generate significant economic impacts in rural and remote communities - particularly if they take place outside the main tourism season. They help to realise the potential of Gaelic as an economic asset through providing employment and income for individuals working in Gaelic medium and/or Gaelic culture.

• **Enhancing well-being and community engagement 5.**

Gaelic events help to make local communities attractive places to live. As such, they contribute to population attraction and retention. Language





gleidheadh sluaigh. Bidh cànan agus cultar a' cruthachadh fèin-mhiadh, a' brosnachadh fèin-mhisneachd, a' mìneachadh fèin-aithne agus a' leasachadh maitheas na beatha. Bidh tachartasan a bhios gabhail a-steach cànan agus cultar na Gàidhlig a' meudachadh sunnd luchd-cleachdaidh, luchd-ionnsachaidh agus luchd-taice na Gàidhlig – aig a bheil moit mhòr às a' Ghàidhlig agus a cultar. Bidh a' Ghàidhlig a' cur ri, ann an dòigh dheimhinneach, na bhios na daoine seo a' smaointinn agus a' faireachdainn mu dheidhinn am beatha.

• **A' taisbeanadh agus a' brosnachadh so-mhaoin na h-Alba 5.**

Tha cànan agus cultar na Gàidhlig nam pàirt riatanach de sho-mhaoin chultarail na h-Alba. Bidh iad a' toirt seachad tachartasan sònraichte agus de chàileachd àrd.

**Ceist 3:** Dè na prìomhachasan ro-innleachdail eile, (ma tha gin ann), a tha thu a' smaoinneachadh a bu chòir a bhith air an gabhail a-steach ann an ro-innleachd ùraichte?

**Ceist 4:** Bidh daoine a' frithealadh thachartasan airson diofar adhbharan. An aithnich sibh na tha cudromach dhuibh ann a bhith a' cruthachadh sàr eòlas tachartais?

**Ceist 5:** Dè an ìre gu bheil sibh ag aontachadh, no ag eas-aontachadh gu bheil tachartasan ann an Alba:

• **In-ghabhalach. Ag aontachadh.** Tha cumail thachartasan a' cleachdadh cànan is cultar na Gàidhlig na chomharradh do luchd-cleachdaidh agus luchd-ionnsachaidh na Gàidhlig gu bheil a' cur luach air a' chànan aca.

**Ceist 6:** Tha ùidh againn cuideachd fios a bhith againn carson nach biodh e comasach dha daoine a bhith an làthair aig tachartasan. An aithnich sibh adhbhar sam bith airson gun a bhith an làthair aig na tachartasan a bu toil leibh?

**Ceist 7:** Dè an ìre gu bheil sibh ag aontachadh, no nach eil, gum bi luchd-eagrachaidh thachartasan a' toirt a-steach coimhearsnachdan ann a bhith a' dealbhadh nan tachartasan a bhios iad a' cumail?

• gu làidir an aghaidh

and culture create self-esteem, nurture self-confidence, define identity and improve quality of life. Events which include Gaelic language and culture increase wellbeing for Gaelic users, learners, and supporters - who have great pride in the Gaelic language and culture. Gaelic contributes positively to what these people think and feel about their lives.

• **Showcasing and promoting Scotland's assets 5.**

Gaelic language and culture are an integral part of Scotland's cultural assets. They provide high quality and distinctive events.

**Question 3:** What other strategic priorities, (if any), do you think should be included in a refreshed strategy?

**Question 4:** People attend events for a range of different reasons. Can you identify what is important for you in creating an excellent event experience?

**Question 5:** To what extent do you agree, or disagree that events in Scotland are:

• **Inclusive. Agree.** The staging of events using Gaelic language and culture is a signal to Gaelic users and learners that their language is valued.

**Question 6:** We are also interested in knowing about why people might not be able to attend events. Can you identify any reasons for not attending the events you would like to?

**Question 7:** To what extent do you agree, or not, that event organisers involve communities in planning the events they hold?

• strongly oppose



- an aghaidh
- neo-phàirteil
- taic
- gu làidir airson
- chan eil fhios agam

**Ceist 8:** Dè an ìre gu bheil sibh ag aontachadh, no nach eil, gum bi luchd-eagrachaidh thachartasan a’ conaltradh mu mar a bheir na tachartasan buaidh air muinntir an àite?

- gu làidir an aghaidh
- an aghaidh
- neo-phàirteil
- taic
- gu làidir airson
- chan eil fhios agam

**Ceist 9:** Ciamar a dh’fhaodadh buannachdan thachartasan àrdachadh do choimhearsnachdan ionadail?

**Ceist 10:** Dè cho cudromach sa tha iomadachd thachartasan ann an Alba a thaobh gach aon de na leanas? Thoiribh sgòr de aon gu còig airson gach fear, far nach eil “aon” cudromach idir agus “còig” gu math cudromach, no “chan eil fios agam”:

• **Raon meud.** 5. Faodaidh tachartasan nas lugha a bhith de luach cultarail agus eaconamach cudromach do choimhearsnachdan ionadail. Bidh iad a’ cur cothromachadh ris a’ phasgan iomlan de thachartasan ann an Alba.

• **Sgaoileadh àite.** 5. Tha e deatamach gum bi am pasgan thachartasan a’ nochdadh Alba air fad, a’ gabhail a-steach coimhearsnachdan far a bheil cleachdadh na Gàidhlig fhathast làidir. Tha seo a’ cuideachadh le bhith a’ sgaoileadh buannachdan sòisealta is eaconamach air feadh na dùthcha. Tha feum air barrachd co-chomhairleachaidh le buidhnean ionadail gus sealladh a thoirt seachad air tachartasan ùra a tha ann agus a dh’fhaodadh a bhith ann sna coimhearsnachdan aca.

• **Caochladh seòrsa.** 5. Tha a’ Ghàidhlig na pàirt riatanach de chultar na h-Alba, agus tha a h-aon-sgeulachd a’ toirt eòlasan fìor dha luchd-frithealaidh – gach cuid luchd-còmhnaidh agus luchd-tadhail. Tha na tachartasan seo cuideachd a’ cur ri mothachadh air moit is misneachd am

- oppose
- neutral
- support
- strongly support
- don’t know

**Question 8:** To what extent do you agree, or not, that event organisers communicate about how the events taking place will affect local people?

- strongly oppose
- oppose
- neutral
- support
- strongly support
- don’t know

**Question 9:** How could the benefits of events be increased for local communities?

**Question 10:** How important is the diversity of events in Scotland in terms of each of the following? Give a score of one to five for each, where one is not important at all and five is very important, or “don’t know”:

• **Range of size.** 5. Smaller events can be of significant cultural and economic value to local communities. They add balance to the overall package of events in Scotland.

• **Spread of location.** 5. It is essential that the portfolio of events reflects all of Scotland, including communities where the use of Gaelic remains strong. This helps to spread the social and economic benefits across the country. There is a need for more consultation with local groups to provide an insight on existing and potential new events in their communities.

• **Variety of type.** 5. Gaelic is an integral part of Scottish culture, and its uniqueness provides attendees - both residents and visitors - with authentic experiences. These events also contribute to a sense of pride and confidence





measg luchd-cleachdaidh na Gàidhlig, le cànan is cultar nam pàirt chudromach de bhith a' taisbeanadh na dùthcha. Tha iad a' cur gu mòr ris a' phasgan thachartasan ann an Alba.

**Ceist 11:** Dè na cnapan-starra, ma tha gin idir ann, a thaobh iomadach tachartas a chumail ann an Alba?

**Ceist 12:** A bheil sibh den beachd gu bheil roinn nan tachartasan na àite tarraingeach airson obair?

- Tha
- Chan eil
- Chan eil fhios agam

**Ceist 13:** Feuchaibh an innis sibh dhuinn carson a thagh sibh tha, chan eil no chan eil fhios agam an seo.

**Ceist 14:** Ma tha sibh ag obair ann an roinn an tachartais, dè an eòlas a th' agaibh air cleachdaidhean Obair Chothromach san roinn?

**Ceist 15:** Ma tha sibh ag obair ann an roinn an tachartais, a bheil dad sam bith anns am bu mhath leibh atharrachadh fhaicinn a thaobh cleachdaidhean Obair Chothromach?

**Ceist 16:** A bheil sibh a' smaoinichadh gu bheil cothroman gu leòr ann airson gach aon de na leanas a dhèanamh? Thoir freagairt tha, chan eil, no chan eil fhios agam airson gach fear:

- ionnsaich cò ris a tha e coltach a bhith ag obair san roinn
- faigh na sgilean agus na h-eòlasan a dh'fheumas sibh airson a bhith ag obair san roinn
- dreuchd a thoirt air adhart san roinn
- ionnsaich bho leasain agus deagh chleachdadh dhaoine eile san roinn

**Ceist 17:** Saoilibh ciamar a ghabhadh inntrigeadh air na cothroman sin a leasachadh?

**Ceist 18:** Dè nur beach-sa a bheireadh cothrom do thachartasan a bhith nas seasmhaiche don àrainneachd?

among Gaelic users, with language and culture an important part of showcasing the country. They significantly enhance the portfolio of events in Scotland.

**Question 11:** What barriers, if any, are there to holding a diversity of events in Scotland?

**Question 12:** Do you think the event sector is an attractive place to work?

- Yes
- No
- Don't know

**Question 13:** Please tell us why you selected yes, no or don't know here.

**Question 14:** If you work in the event sector, what are your experiences of Fair Work practices in the sector?

**Question 15:** If you work in the event sector, is there anything you would like to see change in relation to Fair Work practices?

**Question 16:** Do you think there are sufficient opportunities to do each of the following? Give an answer of yes, no, or don't know for each:

- learn about what it is like to work in the sector
- gain the skills and experiences you need to work in the sector
- further a career in the sector
- learn from the lessons and good practice of others in the sector

**Question 17:** How do you think access to these opportunities could be improved?

**Question 18:** What do you think would enable events to become more environmentally sustainable?



**Ceist 19:** Dè na stòran teachd-a-steach a tha sibh a' smaoinichadh a bu chòir do thachartasan a bhith a' leasachadh airson a bhith seasmhach a thaobh ionmhais?

**Ceist 20:** Dè a bheireadh taic don roinn thachartasan gus cudromachd thachartasan a thomhas?

**Ceist 21:** Chuireamaid fàilte air fianais air a' bhuidhean a ghabhas tomhas de thachartasan, gu sònraichte an fheadhainn a chaidh a chumail ann an Alba. Tha ana-caitheamh a' gabhail a-steach (ach chan eil a-mhàin) buaidhean air:

- Gnìomhachas ionadail
- Cothroman obrach
- Cothroman airson chom-pàirtichean gus sgilean a leasachadh
- An Àrainneachd
- Slàinte is sunnd dhaoine fa-leth no buidhnean
- Ceanglaichean agus co-thàthadh na coimhearsnachd
- Ag adhartachadh iomadachd
- Pròifil agus adhartachadh na sgìre agaibh

**Ceist 22:** Saoilibh, dè an dòigh anns an urrainn do thachartasan Alba a bhrosnachadh gu h-eadar-nàiseanta?

Faodaidh iad a' Ghàidhlig adhartachadh mar phàirt air leth chudromach de dhualchas, cultar agus dòigh-beatha na h-Alba agus làthaireachd eadar-nàiseanta na Gàidhlig a chur am meud.

Tha tachartasan anns a bheil cànan is cultar na Gàidhlig a' nochdadh iomadachd na h-Alba. Bidh iad a' toirt seachad eòlasan dearbhte / gun samhail nach eil rim faighinn ann an dùthchannan eile. Bidh iad cuideachd a' gabhail ris an ùidh/iarrtas a tha a' sìor fhàs airson Gàidhlig ionnsachadh agus na h-ealain agus cultar a tha na lùib. Tha miann soilleir ann a bhith an sàs ann an tachartasan cultarach Gàidhlig a bhios a' leigeil le luchd-bruidhinn is luchd-ionnsachaidh pàirt a ghabhail ann a bhith a' bruidhinn a' chànain agus a' faighinn cothrom air tachartasan Gàidhlig.

**Ceist 23:** Dè na h-amasan sònraichte air a bheireadh sibh prìomhachas airson tachartasan glè mhòr?

A' gabhail a-steach cànan is cultar na Gàidhlig taobh a-staigh nan tachartasan sin. Dh'fhaodadh sin a bhith a' toirt

**Question 19:** What sources of income do you think events should be developing to be financially sustainable?

**Question 20:** What would support the event sector to measure the importance of events?

**Question 21:** We would welcome evidence on the measurable impacts of events, particularly those held in Scotland. This could include, but is not limited to impacts on:

- Local business
- Job opportunities
- Opportunities for participants to develop skills
- Environment
- Health and wellbeing of individuals or groups
- Community connections and cohesion
- Promoting diversity
- Profile and promotion of your area

**Question 22:** In what way do you think events can promote Scotland internationally?

They can promote Gaelic as a unique and significant part of Scotland's heritage, culture and way of life and increase an international presence for the language.

Events that include Gaelic language and culture demonstrate the diversity of Scotland. They provide authentic/unique experiences not available in other countries. They also tap into the increasing interest/demand for learning Gaelic and its associated arts and culture. There is a clear desire to engage with Gaelic cultural events which allows speakers and learners to partake in speaking the language and accessing Gaelic events.

**Question 23:** What specific aims would you prioritise for mega events?

Including Gaelic language and culture within such events. That could include, for example, Gaelic



a-steach, mar eisimpleir, soidhnichean Gàidhlig a bharrachd air soidhnichean Beurla; agus a' toirt àite do choimhearsnachdan Gàidhlig agus an cultar taobh a-staigh an tachartais iomlan. Dh'fhaodadh plana Gàidhlig a bhith air a chur an gnìomh airson an tachartais no airson a' bhuidhinn/ nam buidhnean a bhios a' cumail an tachartais.

**Ceist 24:** Dè an ìre gu bheil sibh ag aontachadh no ag eas-aontachadh gu bheil luchd-eagrachaidh thachartasan a' dèanamh cheanglaichean eadar tachartasan agus an comas builean adhartach nas fharsainghe a libhrigeadh airson a' chomann-shòisealta?

- ag aontachadh gu làidir
- ag aontachadh
- chan eilear ag aontachadh no ag eas-aontachadh
- ag eas-aontachadh
- ag eas-aontachadh gu làidir
- Chan eil fhios agam

**Ceist 25:** Chuireamaid fàilte air fianais air mar a tha luchd-eagrachaidh thachartasan ag obair còmhla ri buidhnean ionadail agus/no nàiseanta gus builean a libhrigeadh. Dh'fhaodadh seo a ghabhail a-steach, ach chan eil a-mhàin:

- Tachartasan a libhrigeadh aig a bheil deagh bhuidhnean air sunnd
- Coinneachadh ri feumalachdan muinntir an àite
- A bhith nas seasmhaiche don àrainneachd
- Taic a thoirt do gnìomhachas ionadail
- Daoine a tharraing gu obair ann an tachartasan
- A' leasachadh luchd-obrach nan tachartasan

**Ceist 26:** Ma tha dad sam bith eile a tha sibh a' smaoinichadh a bu chòir beachdachadh oirnn mar phàirt de mheasaidhean buaidh, thoir seachad mion-fhiosrachadh an seo.

Far a bheil Bòrd na Gàidhlig a' maoinichadh tachartas, tha sinn a' cumail a-mach gun cruinnich an luchd-eagrachaidh fiosrachadh bhon luchd-frithealaidh gus dearbhadh dè an ìre gu bheil:

- “Tha an tachartas seo air mo bhrosnachadh gu bhith a' cleachdadh na Gàidhlig nas trice”

language signage as well as English language signage; and giving Gaelic communities and their culture a role within the overall event. A Gaelic language plan could be implemented for the event or else for the organisation(s) hosting the event.

**Question 24:** To what extent do you agree or disagree that event organisers make connections between events and their ability to deliver broader positive impacts for society?

- strongly agree
- agree
- neither agree nor disagree
- disagree
- strongly disagree
- don't know

**Question 25:** We would welcome evidence on how event organisers are working together with local and/or national bodies to deliver outcomes. This could include, but is not limited to:

- Delivering events that have a positive impact on wellbeing
- Meeting the needs of local people
- Being more environmentally sustainable
- Supporting local business
- Attracting people to work in events
- Developing the event workforce

**Question 26:** If there is anything else that you think we should be considering as part of impact assessments, please give details here.

Where Bòrd na Gàidhlig are funding an event, we stipulate that the organisers collect information from attendees to confirm the extent to which:

- “This event has encouraged me to use Gaelic more often”



- “Tha an tachartas seo air mo sgilean Gàidhlig a leasachadh”
- “Chuidich an tachartas seo ann an toirt orm creidsinn nas làidire gu bheil Gàidhlig cudromach do dh’Alba”

Far a bheil cultar is cànan na Gàidhlig mar phàirt de thachartas *nach eil* air a mhaoinneachadh le Bòrd na Gàidhlig bu chòir na ceistean suirbhìdh seo a chur mar phàirt den mheasadh buaidh. Dh’fhaodadh ceistean suirbhìdh feumail eile a’ toirt a-steach:

- Cho cudromach sa tha a’ Ghàidhlig anns a’ chodhùnadh a bhith an làthair aig an tachartas.
- Atharrachaidhean ann am mothachadh agus sealladh air cànan is cultar na Gàidhlig bho bhith an làthair aig an tachartas.

**Ceist 27:** Ma tha atharrachadh sam bith eile air an Roinnleachd Tachartasan Nàiseanta a tha sibh airson fhaicinn an-dràsta, thoir seachad mion-fhiosrachadh an seo.

Bhiodh sinn an dùil ri barrachd iomradh fhaicinn air àite agus tabhartas na Gàidhlig agus a cultar mar sho-mhaoin shònraichte ann an tabhartas cultarail eadar-nàiseanta na h-Alba. Chan eil ach aon iomradh air a’ Ghàidhlig anns an ro-innleachd làithreach. Tha sin eu-coltach ris an àireamh mòran nas motha de dh’iomraidhean air a’ Ghàidhlig ann an *Ri faicinn Sinn Fhèin: Maoin Cultarail agus Buadhan na h-Alba*<sup>7</sup> agus *Mar a Chì Daoine Eile Sinn: Dè a tha a’ dèanamh Roinn Cultarail na h-Alba Sònraichte*<sup>8</sup> air an deach iomradh a thoirt ann an co-chomhairleachadh Roinnleachd Cultar Eadar-nàiseanta Riaghaltas na h-Alba.

Chuireadh Bòrd na Gàidhlig fàilte air a’ chothrom beachdan a thoirt don taobh seo mar phàirt de leasachadh an Roinnleachd Tachartasan Nàiseanta ùr, còmhla ri cuid de na Com-pàirtichean Libhrigidh againn.

- “This event has enhanced my Gaelic skills”.
- “This event has made me believe more strongly that Gaelic is important to Scotland”.

Where Gaelic culture and language are part of an event which is *not* funded by Bòrd na Gàidhlig then these survey questions should be asked as part of the impact assessment. Further survey questions could usefully include:

- The importance of Gaelic in the decision to attend the event.
- Changes in awareness of, and attitude towards, Gaelic language and culture from having attended the event.

**Question 27:** If there are any other changes to the current National Events Strategy you wish to see, please give details here.

We would expect to see more references to the role and contribution of Gaelic language and culture as a distinctive asset. There is only a single reference to Gaelic in the current strategy. That is in contrast to the much greater number of references to Gaelic in *To See Ourselves: Cultural Assets and Attributes of Scotland*<sup>15</sup> and *As Others See Us What Makes Scotland’s Cultural Sector Distinctive*<sup>16</sup> that are referenced in Scottish Government’s International Culture Strategy consultation.

Bòrd na Gàidhlig would welcome the opportunity to input to this aspect as part of the development of the new National Events Strategy, along with some of our Delivery Partners. The latter can

<sup>7</sup> [https://scotland.britishcouncil.org/sites/default/files/to\\_see\\_ourselves.pdf](https://scotland.britishcouncil.org/sites/default/files/to_see_ourselves.pdf)

<sup>8</sup> [https://scotland.britishcouncil.org/sites/default/files/as\\_others\\_see\\_us.pdf](https://scotland.britishcouncil.org/sites/default/files/as_others_see_us.pdf)

<sup>15</sup> [https://scotland.britishcouncil.org/sites/default/files/to\\_see\\_ourselves.pdf](https://scotland.britishcouncil.org/sites/default/files/to_see_ourselves.pdf)

<sup>16</sup> [https://scotland.britishcouncil.org/sites/default/files/as\\_others\\_see\\_us.pdf](https://scotland.britishcouncil.org/sites/default/files/as_others_see_us.pdf)



Faodaidh an fheadhainn mu dheireadh comhairle a thoirt seachad air cùisean leithid ruigsinneachd thachartasan do choimhearsnachd na Gàidhlig agus dèanamh cinnteach gu bheil cultar is cànan na Gàidhlig air an riochdachadh gu ceart ann an tachartasan Glè Mhòr, Eadar-nàiseanta agus mòra eile.

A bharrachd air seo:

- Bu chòir gum biodh an sgrìobhainn Ro-innleachd ùr ri fhaighinn sa Ghàidhlig agus sa Bheurla - mar a bu chòir co-chomhairlean co-cheangailte sam bith, mar sin a' cuideachadh le bhith àbhaisteachadh cleachdadh na Gàidhlig.
- Bu chòir beachdachadh air Bòrd na Gàidhlig a bhith na bhall de Bhuidheann Comhairleachaidh Gnìomhachas an Tachartais agus buidhnean iomchaidh eile.
- Bu chòir don Ro-innleachd ùr aire a thoirt do phlanaichean agus ro-innleachdan a tha ann mar-thà. Gu sònraichte, am Plana Cànan Nàiseanta Gàidhlig, an Ro-innleachd Cultair Nàiseanta, an Ro-innleachd Turasachd Nàiseanta, an Ro-innleachd Turasachd Gàidhlig, agus an Ro-innleachd Cultar Eadar-nàiseanta a tha ri thighinn.

Tha sinn an dòchas gu bheil an fhreagairt againn cuideachail agus taiceil. Feuch gun cuir sibh fios thugainn ma tha ceist sam bith agaibh no ma tha sibh a' sireadh soilleireachadh.

advise on issues such as the accessibility of events for the Gaelic community and ensuring that Gaelic culture and language are properly represented in Mega, International, and other large-scale events.

In addition:

- The new Strategy document should be available in Gaelic as well as English - as should any related consultations, thus helping to normalise the use of Gaelic.
- Consideration should be given to Bòrd na Gàidhlig being a member of the Event Industry Advisory Group and other relevant groups.
- The new Strategy should take cognisance of existing plans and strategies. In particular, the National Gaelic Language Plan, National Culture Strategy, National Tourism Strategy, Gaelic Tourism Strategy, and the forthcoming International Culture Strategy.

We hope that our response is helpful and constructive. Please get in touch if you have any questions or wish to seek clarification.

