

<p><b>Dreach Plana Pàirc Nàiseanta Loch Laomainn &amp; nan Tròisichean – Co-chomhairle</b></p> <p><b>Freagairt Bhòrd na Gàidhlig</b></p> <p><b>17 An t-luchar 2023</b></p>	<p><b>Loch Lomond &amp; The Trossachs National Park Draft Plan – Consultation</b></p> <p><b>Bòrd na Gàidhlig Response</b></p> <p><b>17 July 2023</b></p>
<p><b><u>Ro-ràdh</u></b></p> <p>Stèidhichte fo Achd na Gàidhlig (Alba) 2005, 's e buidheann poblach neo-roinneil de Riaghaltas na h-Alba a th' ann am Bòrd na Gàidhlig. Is e a' phrìomh bhuidheann ann an Alba air a bheil dleastanas gus leasachadh Gàidhlig a chur air adhart agus gus 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 fharsainge 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 den chànan gu bhith, gu ìre, le bhith a' toirt am buil nam buannachdan eacanomaigeach a bhios a' Ghàidhlig a' toirt do dh'Alba. Tachraidh sin tro bhith a' cleachdadh na Gàidhlig barrachd mar sho-mhaoin eaconamach. '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 nàiseanta.</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>4</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>

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

<sup>4</sup> <https://www.gaidhlig.scot/wp-content/uploads/2018/03/BnG-NGLP-18-23.pdf>

Thathar a’ bruidhinn Gàidhlig air feadh na h-Alba. Tha mu 50% de luchd-labhairt na Gàidhlig a’ fuireach sa Ghàidhealtachd agus sna h-Eileanan, agus càch air feadh na dùthcha. A rèir Cunntas-sluaigh 2011, bha sgilean Gàidhlig aig 87,100 daoine (mu 1.7% den àireamh-shluaigh), agus 57,600 dhiubh a b’ urrainn Gàidhlig a bhruidhinn. Tha iarrtas a’ sìor fhàs airson cànan is cultar na Gàidhlig le buannachdan foghlaim, eaconamach is sòisealta co-cheangailte riutha.

Tha Foghlam tro Mheadhan na Gàidhlig (FtMG) a’ leudachadh air feadh na h-Alba. Tha e a-nis ri fhaighinn ann an còrr is dàrna leth nan 32 ùghdarrasan ionadail ann an Alba. Thòisich Foghlam tro Mheadhan na Gàidhlig ann an 1985 le 14 sgoilearan sa bhun-sgoil. A-nis tha còrr is 5,600 sgoilear san roinn thar foghlaim Thràth-bhliadhnaichean, Bun-sgoile is Àrd-sgoile. Gus coinneachadh ri fàs leantainneach san iarrtas bidh feum air tasgadh ann an sgoiltean agus tidsearan.

Tha an t-iarrtas airson Gàidhlig ionnsachadh follaiseach san àrdachadh mhòr de dhaoine a tha a’ gabhail ris an app/làrach-lìn ionnsachadh cànan Duolingo. Tha mu 1.5 millean neach air tòiseachadh air Gàidhlig na h-Alba ionnsachadh 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 goireas craolaidh agus teagaisg air-loidhne SpeakGaelic san t-Sultain 2021 cuideachd air cur gu mòr ri goireasan do dh’inbheach a tha airson a dhol an sàs sa Ghàidhlig agus an cànan ionnsachadh.

Fhuair “Suirbhidh Beachdan Sòisealta na h-Alba 2021: Beachdan Poball na h-Alba air a’ Ghàidhlig”, gu bheil, an coimeas ri 2012:

- A’ cho-chuid a tha ag ràdh gun urrainn dhaibh co-dhiù corra fhacal Gàidhlig a bhruidhinn air dùblachadh bho 15% gu 30%.

Gaelic is spoken across Scotland. Around 50% of Gaelic speakers live in the Highlands and Islands 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>5</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%.

<sup>5</sup> <https://www.gaidhlig.scot/wp-content/uploads/2022/06/Dean-et-al-2022-Beachdan-a-Phobaill-PR20-07-Public-attitudes-to-Gaelic.pdf>



<ul style="list-style-type: none"> <li>• Gu bheil a’ cho-chuid a tha ag ràdh gun tuig iad co-dhiù beagan Gàidhlig air a dhol am meud bho 25% gu 41%.</li> </ul> <p>A bharrachd air sin, tha 79% de dhaoine a’ smaointinn gu bheil a’ Ghàidhlig an dàrna cuid cudromach no glè chudromach do dhualchas cultarach na h-Alba.</p> <p>Lorg suirbhidh de dhaoine òga (iadsan eadar 11 agus 26 bliadhna a dh’aois)<sup>2</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 a’</i> Gàidhlig 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><b><u>Freagairt</u></b></p> <p><b>Tha Bòrd na Gàidhlig a’ freagairt a’ cho-chomhairle seo oir bhitheamaid ag iarraidh gun toireadh am Plana aithne gu leòr do dhualchas cultarach – prìomh eileamaid dheth sin cànan is cultar na Gàidhlig.</b></p> <p>San fharsaingeachd tha sinn a’ toirt taic do chuspairean an Dreach Phlana mar a leanas:</p> <ul style="list-style-type: none"> <li>• Ag Ath-nuadhachadh Nàdar.</li> <li>• A’ cruthachadh Ceann-uidhe Seasmhach, Carbon-ìosal.</li> <li>• A’ comasachadh Eaconamaidh nas Uaine agus Beatha Seasmhach.</li> </ul> <p>Ach, tha ceist ann mun chothromachadh eadar na trì cuspairean agus an fheadhainn co-cheangailte ri dualchas cultarach.</p> <p>Ann a bhith a’ toirt cunntas air dleastanas reachdail a’ Phlana tha an sgrìobhainn a’ liostadh nan ceithir amasan aig Pàircean Nàiseanta:</p>	<ul style="list-style-type: none"> <li>• The proportion who say they can understand at least a little Gaelic has increased from 25% to 41%.</li> </ul> <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>6</sup> found that one third (33%) of respondents stated that they 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><b><u>Response</u></b></p> <p><b>Bòrd na Gàidhlig are responding to this consultation because we would want the Plan to give sufficient recognition to cultural heritage - a key element of which is Gaelic language and culture.</b></p> <p>We generally support the Draft Plan’s themes of:</p> <ul style="list-style-type: none"> <li>• Restoring Nature.</li> <li>• Creating A Sustainable, Low-Carbon Destination.</li> <li>• Enabling a Greener Economy and Sustainable Living.</li> </ul> <p>However, there is an issue of the balance between the three themes and those relating to cultural heritage.</p> <p>In describing the statutory role of the Draft Plan the document lists the four aims of National Parks:</p>
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<sup>2</sup> <https://youngscot.net/ysobservatory/a-bhith-an-sas-le-ghaidhlig-air-loidhne-engaging-with-gaelic-online>

<sup>6</sup> <https://youngscot.net/ysobservatory/a-bhith-an-sas-le-ghaidhlig-air-loidhne-engaging-with-gaelic-online>



- Gus dualchas nàdair is cultarail na sgìre a ghleidheadh agus a neartachadh.
- Gus cleachdadh seasmhach de stòrasan nàdarra na sgìre a bhrosnachadh.
- Gus tuigse agus tlachd (a' gabhail a-steach tlachd ann an cruth chur-seachadan) a bhrosnachadh don phoball mu fheartan sònraichte na sgìre.
- Gus leasachadh seasmhach eaconamach is sòisealta coimhearsnachdan na sgìre a bhrosnachadh.

Tha seo a' sealltainn gu bheil gleidheadh agus àrdachadh dualchas nàdarra agus cultarail a cheart cho cudromach.

Tha an Dreach Phlana cuideachd a' togail air earrann 9.6 de dh'Achd nam Pàircean Nàiseanta (Alba): gu bheil na ceithir amasan "gu bhith air an leantainn còmhla. Ach, ma tha còmhstri eadar a' chiad amas agus gin de na h-amasan eile, feumar barrachd cuideam a chuir air a' chiad amas". A-rithist, tha seo a' comharrachadh cho cudromach sa tha dualchas cultarach.

A dh'aindeoin seo chan eil ach glè bheag de dh'iomraidhean (tri) air dualchas cultarail san Dreach Phlana.

A bharrachd air an sin, chan eilear a' toirt iomradh air a' Ghàidhlig – a tha na prìomh eileamaid de dhualchas cultarach na Pàirce.

Tha sin eu-coltach ri Plana Com-pàirteachais na Pàirce Nàiseanta a th' ann an-dràsta. Tha iomradh ann air a' Ghàidhlig fo Fàs Margaidhean Turasachd. Tha sin ann an "A' brosnachadh ghnothachasan turasachd ùra agus stèidhichte gu bhith ùr-ghnàthach agus co-obrachadh le bhith a' gabhail brath air margaidhean a tha a' fàs co-cheangailte ri raon de chothroman" a' gabhail a-steach "Dualchas Cultarach a' gabhail a-steach cànan na Gàidhlig" le Bòrd na Gàidhlig air a ghabhail a-steach mar Chom-pàirtiche Libhrigeadh Taic.

Tha a' Ghàidhlig cuideachd air a ghabhail a-steach ann an Slàinte & Ionnsachadh leis an aithris gu bheil "Tha

- To conserve and enhance the natural and cultural heritage of the area.
- To promote sustainable use of the natural resources of the area.
- To promote understanding and enjoyment (including enjoyment in the form of recreation) of the special qualities of the area by the public.
- To promote sustainable economic and social development of the area's communities.

This indicates that conserving and enhancing the natural and the cultural heritage are of equal importance.

The Draft Plan also quotes from section 9.6 of the National Parks (Scotland) Act: that the four aims "are to be pursued collectively. However, if there is conflict between the first aim and any of the others, greater weight must be given to the first aim". Again, this points to the importance of cultural heritage.

Despite this there are very few (three) references to cultural heritage in the Draft Plan.

Further, Gaelic - which is a key element of the Park's cultural heritage - is not mentioned at all.

That is in contrast to the Park's current National Park Partnership Plan. This contains a reference to Gaelic under *Growing Tourism Markets*. That is in "Encouraging new and established tourism businesses to innovate and collaborate by capitalising on growing markets linked to a range of opportunities" which include "Cultural Heritage including Gaelic language" with Bòrd na Gàidhlig included as a Support Delivery Partner.

Gaelic is also included within *Health & Learning* with the statement that "The National Park's rich



dualchas cultarach beairteach na Pàirce Nàiseanta cuideachd a' toirt seachad goireas ionnsachaidh, a' gabhail a-steach brosnachadh na Gàidhlig". A-rithist, tha Bòrd na Gàidhlig air a ghabhail a-steach mar Chom-pàirtiche Lìbhrigeadh Taic.

Tha Plana Gàidhlig air a bhith aig a' Phàirc rè ùine Plana Com-pàirteachais na Pàirce Nàiseanta gnàthach. Tha e an-dràsta a' leasachadh Plana Gàidhlig a thig às a dhèidh agus a ruitheas airson còig bliadhna.

Tha coltas gu bheil dìth iomraidhean air Gàidhlig san Dreach Phlana a' dol an aghaidh na h-inbhe a tha Plana Gàidhlig na Pàirce a' toirt don chànan an-dràsta:

- “Tha Ùghdarras Pàirc Nàiseanta Loch Laomainn is nan Tròisichean ag aithneachadh gu bheil a' Ghàidhlig na pàirt riatanach de dhualchas, dearbh-aithne nàiseanta agus beatha chultarail na h-Alba”; agus
- “Tha àite na Gàidhlig ann an eachdraidh agus cultar na Pàirce Nàiseanta cudromach”.

Tha diofar ghealltanasan a thaobh a' chànan ann am Plana Gàidhlig gnàthach na Pàirce. Mar eisimpleir:

“Leanaidh sinn oirnn a' leasachadh susbaint cultar na Gàidhlig sa Phàirc air an làrach-lìn againn agus cleachdaidh sinn e gus na dòighean anns an urrainn do dhaoine a dhol an sàs sa Phàirc adhartachadh tro ghnìomhachdan Gàidhlig, leithid Duais Ghàidhlig Iain Muir air a lìbhrigeadh ann an com-pàirteachas le Urras Iain Muir agus Comunn na Gàidhlig”.

Ach, chan eil iomradh sam bith air gnìomhan mar seo no air Plana Gàidhlig na Pàirce san dreach Phlana mar a tha e an-dràsta.

Tha e cudromach gu bheil glè bheag de dh'iomraidhean air dualchas cultarail anns an dreach Phlana agus gu bheil a' Ghàidhlig air fàgail air falbh gu tur. Tha sin air sgàth, mar a tha an dreach Plana ag ràdh, gur e an dreach

cultural heritage also provides a learning resource, including the promotion of the Gaelic language”. Again, Bòrd na Gàidhlig is included as a Support Delivery Partner.

The Park has had a Gaelic Language Plan throughout the period of the current National Park Partnership Plan. It is currently developing a successor Gaelic Language Plan which will run for a five-year period.

The lack of references to Gaelic in the Draft Plan appears to conflict with the status that Park's current Gaelic Language Plan affords to the language:

- “Loch Lomond & The Trossachs National Park Authority recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life”; and
- “The role of Gaelic in the history and culture of the National Park is significant”.

The Park's current Gaelic Language Plan contains various commitments regarding the language. For example:

“We will continue to develop the Gaelic culture in the Park content on our website and will use it to promote the ways that people can engage with the Park through Gaelic related activities, such as the Gaelic John Muir Award delivered in partnership with the John Muir Trust and Comunn na Gàidhlig”.

However, there is no reference to such actions or the Park's Gaelic Language Plan in the draft Plan as it presently stands.

It matters that the draft Plan contains very few references to cultural heritage and completely omits Gaelic. That is because, as the draft Plan states, the final version “will be *the* National Park



<p>mu dheireadh “Plana Pàirc Nàiseanta Loch Laomainn &amp; Pàirc Nàiseanta nan Tròisichean” (cuideam air a chur ris).</p> <p>Faodar dèiligeadh ris na cùisean a tha air am mìneachadh gu h-àrd mar a leanas.</p> <p>A’ gabhail a-steach earrann sa Phlana a tha a’ còmhach dualchas cultarach. Bhiodh sin a’ gabhail a-steach mìneachadh air far a bheil e a’ freagairt a thaobh nan cuspairean agus gnìomhan a chithear san dreachd Phlana làithreach.</p> <p>A’ gabhail a-steach gnìomhan a thaobh dualchas cultarach – a rèir a’ Phlana làithreach – gus dèanamh cinnteach gu bheil e cothromach a thaobh a bhith a’ glèidheadh agus ag àrdachadh an dà chuid dualchas nàdair agus dualchas cultarach. Bu chòir cànan is cultar na Gàidhlig a bhith anns an fhear mu dheireadh.</p> <p>A’ mìneachadh an àite ann an dualchas cultarach a thathar an dùil airson Com-pàirtichean Libhrigeadh Taic leithid Bòrd na Gàidhlig, agus co-thaobhadh a’ Phlana ri Plana Gàidhlig ùr na Pàirce a tha ri thighinn. A bharrachd air a bhith a’ tabhann comhairle faodaidh Bòrd na Gàidhlig a’ Phàirc a chur gu na com-pàirtichean libhrigidh againn fhèin as urrainn comhairle agus taic a thoirt seachad air eileamaidean sònraichte de chànan is cultar na Gàidhlig.</p> <p>Tha cothrom ann iomraidhean air cànan is cultar na Gàidhlig a thoirt a-steach aig diofar amannan ann an teacsa a’ Phlana. Mar eisimpleir:</p> <p><i>Tha sinn airson a h-uile duine a tha a’ fuireach agus ag obair sa Phàirc Nàiseanta no a’ tadhal oirre a thoirt leinn – mar phàirt de ghluasad dìreach gu àm ri teachd nas cothromaiche, nas uaine.</i> Bu chòir gun gabh seo a-steach luchd-labhairt agus luchd-ionnsachaidh na Gàidhlig.</p> <p><i>Le bhith a’ toirt tuigse làidir do luchd-tadhail agus coimhearsnachdan air nàdar, dh’fhaodadh iad a bhith a’ faireachdainn barrachd com-pàirt agus cumhachd gus cur ri oidhirpean gus a dhìon.</i> Tha dualchas cultarail a’ gabhail a-steach ainmean-àite Gàidhlig agus feartan cruinne-eòlasach a tha nam pàirt chudromach de thuigse nan ceanglaichean eadar nàdar agus cànan. Mar a tha Plana Gàidhlig gnàthach na Pàirce ag ràdh “Tha a’ mhòr-chuid</p>	<p>Plan for Loch Lomond &amp; The Trossachs National Park” (emphasis added).</p> <p>The issues described above could be addressed as follows.</p> <p>Including a section in the Plan that covers cultural heritage. That would include an explanation of where it fits vis a vis the themes and activities shown in the current draft Plan.</p> <p>Inclusion of actions regarding cultural heritage - as per the current Plan - to ensure that it is balanced in terms of conserving and enhancing both natural heritage <i>and</i> cultural heritage. The latter should include Gaelic language and culture.</p> <p>Setting out the role in cultural heritage envisaged for Support Delivery Partners such as Bòrd na Gàidhlig, and the Plan’s alignment with the Park’s forthcoming new Gaelic Language Plan. As well as offering advice Bòrd na Gàidhlig can signpost the Park to our own delivery partners who can provide advice and support on specific elements of Gaelic language and culture.</p> <p>There is scope to include references to Gaelic language and culture at various points in the Plan’s text. For example:</p> <p><i>We want to bring everyone who lives and works in the National Park or visits it with us – as part of a just transition towards a fairer, greener future.</i> That should include Gaelic speakers and learners.</p> <p><i>By giving visitors and communities a strong understanding of nature, they could feel more engaged and empowered to contribute to efforts to protect it.</i> Cultural heritage includes the Gaelic names of places and geographical features which are an important part of understanding the links between nature and language. As the Park’s current Gaelic Language Plan states “Most place</p>
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de dh'ainmean-àite sa phàirc sa Ghàidhlig, a' dèanamh a' chàinain aig cridhe tuigse agus eadar-mhìneachadh a' chrutha-tìre prìseil againn".

*Nearthaich agus doimhneachadh na ceanglaichean eadar daoine agus na h-àiteachan sa bheil iad a' fuireach – le nàdar, cultar agus dualchas ionadail a bheireadh a' Ghàidhlig a-steach.*

*Eaconamaidh nas eadar-mheasgte le gnìomhachasan a' soirbheachadh air feadh na Pàirce Nàiseanta an dà chuid ann an tuathanachas agus turasachd seasmhach, stèidhichte air nàdar, glèidhteachas nàdair, spòrs agus coilltearachd. Bhiodh sin a' gabhail a-steach ceumannan agus taic a thoirt do ghnìomhachasan a' Ghàidhlig a chleachdadh mar so-mhaoin eaconamach nan gnìomhan m.e. margaidheachd, branndadh. Mar a tha an dreachd Phlana ag ràdh "Is e seallaidhean-tìre, àrainneachd nàdarra agus **dualchas cultarail** na Pàirce Nàiseanta an dearbh adhbhar gu bheil eaconamaidh turasachd ann". (cuideam air a chur ris).*

*Sunnd.* Bidh cànan agus cultar a' cruthachadh fèin-mhiadh, a' brosnachadh fèin-mhisneachd, a' mìneachadh fèin-aithne agus a' leasachadh maitheas na beatha. Lorg rannsachadh a chaidh a dhèanamh ann an Glaschu<sup>3</sup> gun robh 77% den luchd-fhreagairt ag ràdh gu robh buaidh dheimhinneach "cudromach" no "meadhanach" aig a' Ghàidhlig air an cuid sunnd agus sunnd an teaghlach. Chaidh a shealltainn cuideachd gun do chuir e gu mòr ri:

- Meudachadh fèin-spèis / fèin-mhisneachd / fèin-luach.
- Barrachd mothachaidh air fèin-aithne.
- Barrachd pròis anns a' choimhearsnachd ionadail aca.

Bidh tachartasan, eadar-mhìneachadh luchd-tadhail, msaa., a bhios gabhail a-steach cànan 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.

names in the park are in Gaelic, making the language integral to understanding and interpreting our precious landscape".

*Strengthen and deepen the connections between people and the places where they live – with nature, culture and local heritage which would include the Gaelic language.*

*A more diverse economy with businesses prospering across the National Park both in farming and sustainable, nature-based tourism, nature conservation, sporting and forestry. That would include measures to support businesses to use Gaelic as an economic asset in their activities e.g. marketing, branding. As the draft Plan states "The National Park's landscapes, natural environment and **cultural heritage** are the very reason there is a tourism economy". (emphasis added).*

*Wellbeing.* Language and culture create self-esteem, nurture self-confidence, define identity and improve quality of life. Research undertaken in Glasgow<sup>7</sup> found that 77% of respondents reported Gaelic having either a "significant" or "moderate" positive impact on their and their family's wellbeing. It was also shown to contribute strongly to:

- Increased self-esteem/self-confidence/self-worth.
- Greater sense of own identity.
- Greater pride in their local community.

Events, visitor interpretation, etc., which include the Gaelic language will increase wellbeing for Gaelic users, learners, and supporters - who have great pride in the Gaelic language and culture.

<sup>3</sup> <https://www.glasgow.gov.uk/CHttpHandler.ashx?id=57783&p=0>

<sup>7</sup> <https://www.glasgow.gov.uk/CHttpHandler.ashx?id=57783&p=0>



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.

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



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