

<p><b>Co-chomhairle - Geàrr-chunntas Plana Ro-innleachdail airson Pàirc Thaigh an Ròid</b></p> <p><b>Freagairt bho Bhòrd na Gàidhlig</b></p> <p><b>20 Samhain 2023</b></p>	<p><b>Consultation - Outline Strategic Plan for Holyrood Park</b></p> <p><b>Response by Bòrd na Gàidhlig</b></p> <p><b>20 November 2023</b></p>
<p><b>Ro-ràdh</b></p> <p>Tha Bòrd na Gàidhlig a’ cur fàilte air a’ chothrom freagairt a thoirt don cho-chomhairle seo. ’S e Bòrd na Gàidhlig a’ phrìomh bhuidheann phoblach ann an Alba le uallach airson leasachadh na Gàidhlig a chur air adhart, 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>’S e amas a’ Phlana Cànain Nàiseanta Ghàidhlig 2018-23 gun tèid “a’ Ghàidhlig a chleachdadh nas trice, le barrachd dhaoine agus ann an raon nas fharsaing de shuidheachaidhean”.<sup>1</sup> Bheirear seo gu buil le bhith a’ fòcasadh 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><b>Tha Gàidhlig na cànan nàiseanta a tha air a bruidhinn air feadh na h-Alba.</b> Tha mu 50% de luchd-labhairt na Gàidhlig a’ fuireach sa Ghàidhealtachd agus sna h-Eileanan, agus càch air feadh na h-Alba air fad. A rèir Cunntas-sluaigh 2011, bha sgilean Gàidhlig aig 87,100 duine (mu 1.7% den àireamh-shluaigh), agus bha 57,600 dhiubh a b’ urrainn Gàidhlig a bhruidhinn.</p>	<p><b>Introduction</b></p> <p>Bòrd na Gàidhlig welcomes the opportunity to respond to this consultation. It 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>The aim of the National Gaelic Language Plan 2018-23 is “that Gaelic is used more often, by more people and in a wider range of situations”<sup>5</sup>. 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><b>Gaelic is a national language which is spoken across Scotland.</b> About 50% of Gaelic speakers live in the Highlands and Islands with the remainder in the rest of Scotland. 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.</p>

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

<sup>5</sup> <https://www.gaidhlig.scot/wp-content/uploads/2018/03/BnG-NGLP-18-23.pdf>

<p><b>Tha fèill a’ fàs airson cànan is cultar na Gàidhlig</b> agus nam buannachdan foghlaim, eacanomaigeach is sòisealta a bhuineas dhaibh.</p> <p><b>Tha an t-iarrrtas airson Gàidhlig ionnsachadh</b> 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 cur air bhog SpeakGaelic san t-Sultain 2021 cuideachd air chur gu mòr ri goireasan do dh’inbich a tha ag iarraidh a dhol an sàs sa Ghàidhlig agus an cànan ionnsachadh. Tha timcheall air 400,000 neach-ionnsachaidh air a chleachdadh bho chaidh a chur air bhog.</p> <p>Fhuair Suirbhidh Beachdan Sòisealta na h-Alba 2021: Beachdan Poball na h-Alba air a’ Ghàidhlig”, gu bheil, an coimeas ri 2012,</p> <ul style="list-style-type: none"> <li>• Tha a’ cho-chuid a tha ag ràdh gun urrainn dhaibh co-dhiù corra fhacal Gàidhlig a bhruidhinn air dùblachadh bho 15% gu 30%.</li> <li>• A’ cho-chuid a tha ag ràdh gur urrainn dhaibh co-dhiù beagan Gàidhlig a thuigsinn air dhol an-àirde bho 25% gu 41%.</li> </ul> <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><b>Tha Bòrd na Gàidhlig a’ freagairt na co-chomhairle seo gus cuideam a chur air mar a bhios in-ghabhail na Gàidhlig am broinn a’ Phlana Ro-innleachdail a’ dèanamh cinnteach gum bi e a’ co-thaobhadh ris an dà chuid ro-innleachd HES fhèin agus am Plana Gàidhlig a th’ ann an-dràsta.</b></p> <p><b>Freagairt</b></p> <p>Chan eil iomradh sam bith air a’ Ghàidhlig san Dreachd Cunntas Plana Ro-innleachdail mar a tha e.</p> <p>Ach, tha iomradh air a’ Ghàidhlig ann an ro-innleachd HES <i>Ar n-Àm a dh’Fhalbh, Ar n-Àm ri Teachd</i><sup>2</sup>. Tha an Dreachd</p>	<p><b>There is a growing demand for Gaelic language and culture</b> with related educational, economic, and social benefits.</p> <p>The <b>demand for learning Gaelic</b> is evident in the huge uptake of the Duolingo language learning app. Some 1.5 million people have started learning Gaelic on the app since the course launched over three years ago. The launch of SpeakGaelic in September 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.</p> <p>The “Scottish Social Attitudes Survey 2021: Public Attitudes to Gaelic in Scotland” found that since 2012:</p> <ul style="list-style-type: none"> <li>• The proportion who say they can speak at least the odd word of Gaelic has doubled from 15% to 30%.</li> <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><b>Bòrd na Gàidhlig are responding to this consultation to highlight how the inclusion of Gaelic within the Outline Strategic Plan will ensure its alignment with both HES’s own strategy and its current Gaelic Language Plan.</b></p> <p><b>Response</b></p> <p>There are no references to Gaelic in the Draft Outline Strategic Plan as it stands.</p>
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<sup>2</sup> <https://www.historicenvironment.scot/archives-and-research/publications/publication/?publicationId=79204155-9eb2-4d29-ab14-aff200ec2801>



Geàrr-chunntas Plana Ro-innleachdail a' toirt iomradh air seo mar phrìomh sgrìobhainn. Tha *Ar n-Àm a dh'Fhalbh, Ar n-Àm ri Teachd* ag ràdh gu bheil *"an ro-innleachd na suidhe ri taobh agus ag obrachadh le... Plana Nàiseanta na Gàidhlig"*. **Bu chòir gu bheil sin a' ciallachadh Dreachd Geàrr-chunntas Plana Ro-innleachdail a' co-thaobhadh ri ro-innleachd HES le bhith a' cur ri amas iomlan a' Phlana Nàiseanta Ghàidhlig "gun tèid a' Ghàidhlig a cleachdadh nas trice, le barrachd dhaoine agus ann an raon nas fharsainghe de shuidheachaidhean."**

Tha *Ar n-Àm a dh'Fhalbh, Ar n-Àm ri Teachd* cuideachd ag ràdh gu bheil *"Gàidhlig, Albais agus Cànan Soidhneachaidh Bhreatainn ... deatamach do ar dualchas cho-roinnte a thuigsinn agus a chur air adhart"*.

**Mar sin, bu chòir gu bheil soidhnichean, ainmean-àite is mìneachadh mar phàirt de na tha Dreachd Geàrr-chunntas Phlana Ro-innleachdail a' moladh, "lìonadh de fhrith-rathaidean is slighean a tha gu tur air ùrachadh is ath-bheothachadh...le taic bho stiùireadh is mìneachadh ùr" ann am Pàirc Thaigh an Ròid.**

Bidh in-ghabhail na Gàidhlig am broinn na Dreachd Geàrr-chunntas Plana Ro-innleachdail a' nochdadh a h-inbhe mar chànan nàiseanta ann an co-theacsa Pàirc Thaigh an Ròid mar **"àite de luach nàiseanta is eadar-nàiseanta"**.

Tha an Dreachd Geàrr-chunntas Plana Ro-innleachdail cuideachd ag ràdh gu bheil *"comas mòr aig Pàirc Thaigh an Ròid buannachdan fiù 's nas motha a thabhainn na tha e a' toirt seachad an-dràsta do dhaoine, nàdar is a' tuigsinn ar dualchas cultarail"*. **Bidh in-ghabhail na Gàidhlig taobh a-staigh Pàirc Thaigh an Ròid a' nochdadh àite a' chànan mar phrìomh phàirt shònraichte de dhualchas cultarail na h-Alba.**

Tha an Dreachd Geàrr-chunntas Plana Ro-innleachdail cuideachd ag ràdh gu bheil Pàirc Thaigh an Ròid *"a' tabhann chothroman gus beatha is sunnd dhaoine a thoirt am feabhas"*. Bidh cànan agus cultar a' cruthachadh fèin-mhiadh, a' brosnachadh fèin-mhisneachd, a' mìneachadh

However, there are references to Gaelic in HES' strategy *Our Past, Our Future*<sup>6</sup>. The Draft Outline Strategic Plan refers to this as a key document. *Our Past Our Future* states that *"The strategy sits alongside and will work with...the National Gaelic Language Plan"*. **That should mean the Draft Outline Strategic Plan aligning with HES's strategy by contributing to the National Gaelic Language Plan's overall aim "that Gaelic is used more often, by more people and in a wider range of situations"**.

*Our Past Our Future* also states that *"Gaelic, Scots, and British Sign Language ... are essential to understanding and passing on our shared heritage"*.

Therefore, Gaelic language signage, place names and interpretation should form part of the Draft Outline Strategic Plan's proposed **"completely refreshed and rejuvenated network of paths and active trails...supported by new orientation and interpretation" in Holyrood Park.**

Inclusion of Gaelic within the Draft Outline Strategic Plan will reflect its status as a national language in the context of Holyrood Park as **"a place of national and international value"**.

The Draft Outline Strategic Plan also states that Holyrood Park *"has vast potential to offer even greater benefits than it currently does for people, nature and understanding our cultural heritage"*. **The inclusion of Gaelic within Holyrood Park will reflect the language's place as a key and unique part of Scotland's cultural heritage.**

The Draft Outline Strategic Plan also states that Holyrood Park *"offers opportunities to measurably improve peoples' lives and wellbeing"*. Language and culture create self-esteem, nurture self-confidence, define identity

<sup>6</sup> <https://www.historicenvironment.scot/archives-and-research/publications/publication/?publicationId=79204155-9eb2-4d29-ab14-aff200ec2801>



fèin-aithne agus a' leasachadh maitheas na beatha. Bhiodh barrachd cleachdadh is faicsinneachd na Gàidhlig taobh a-staigh Pàirc Thaigh an Ròid **a' cur am meud sunnd luchd-cleachdaidh, luchd-ionnsachaidh agus luchd-taice na Gàidhlig** – aig a bheil moit mhòr às a' Ghàidhlig agus a' cultar. Tha a' Ghàidhlig a' cur ri, ann an dòigh dheimhinneach, na bhios na daoine seo a' smaointinn agus a' faireachdainn mu dheidhinn am beatha.

Gus “Amas 4: Cruthaich Pàirc a tha fìor in-ghabhalach” a choileanadh gu h-iomlan, bu chòir iomradh sònraichte a thoirt san sgrìobhainn do luchd-labhairt is luchd-ionnsachaidh na Gàidhlig, cho math ri buidhnean dhaoine le Feartan Dionta.

Bhiodh in-ghabhail na Gàidhlig taobh a-staigh Pàirc Thaigh an Ròid cuideachd a' co-thaobhadh le **Plana Gàidhlig làithreach HES 2018-2023**<sup>3</sup>.

Tha e a' toirt fa-near “do dh'aithneachadh (na Gàidhlig mar) chànan a tha air cuideachadh eachdraidh ar dùthcha a mhìneachadh 's a chumadh, a' gabhail a-steach mòran de na coimhearsnachdan, làraichean eachdraidheil, cruthan-tìre, ealain, sgeulachdan is dòighean-beatha”. Tha e cuideachd ag ràdh gun “neartaich sinn ar seirbheisean do luchd-tadhail agus sinn a' cur cànan is cultar na Gàidhlig air adhart tro mhìneachadh, goireasan cultarail, ionnsachadh is sgiobaidhean-reic”. **Tha seo a' sealltainn nan iomadh dòigh sam faodar a' Ghàidhlig a filleadh a-staigh am broinn Pàirc Thaigh an Ròid.**

Tha sia Prìomhachasan airson na Gàidhlig sa Phlana Gàidhlig. Tha iad seo a' gabhail a-steach *A' cur na Gàidhlig air adhart mar phàirt den àrainneachd eachdraidheil* agus HES “an geall air leantainn orra a bhrosnachadh tuigse nas motha de dh'àite na Gàidhlig taobh a-staigh ar n-àrainneachd eachdraidheil”. A bharrachd air seo, tha *A' cumail taic ri Plana Nàiseanta na Gàidhlig 2018-2023* a' gabhail a-steach “deagh ìomhaigh den Ghàidhlig a chur air adhart” agus “cleachdadh na Gàidhlig a chur am meud”.

and improve quality of life. The increased use and visibility of Gaelic within Holyrood Park would **increase wellbeing for Gaelic users, learners, and supporters** - who have great pride in the language and culture. Gaelic contributes positively to what these people think and feel about their lives.

To fully achieve “Objective 4: Create a truly inclusive Park” Gaelic speakers and learners should be specifically referred to in the document, in addition to the groups of people with Protected Characteristics.

The inclusion of Gaelic within Holyrood Park would also align with **HES's current Gaelic Language Plan 2018-2023**<sup>7</sup>.

It notes the “recognition of (Gaelic as) a language that has helped to define and shape our nation's history, including many of its communities, historic sites, landscapes arts, stories and ways of life”. It also states that “we will seek to enrich our visitor experiences with the promotion of Gaelic language and culture through our interpretation, cultural resources, learning and retail teams”. **This shows the various ways in which the Gaelic language can be incorporated within Holyrood Park.**

The Gaelic Language Plan contains six Priorities for Gaelic. These include *Promoting Gaelic as part of the historic environment* with HES “committed to continuing to encourage a greater understanding of the role of Gaelic within our historic environment”. In addition, *Supporting the National Gaelic Language Plan 2018-2023* includes “promoting a positive image of Gaelic” and “increasing the use of Gaelic”.

<sup>3</sup> <https://www.historicenvironment.scot/archives-and-research/publications/publication/?publicationId=6100001d-485b-4d0e-90ea-a94900a2db24>

<sup>7</sup> <https://www.historicenvironment.scot/archives-and-research/publications/publication/?publicationId=6100001d-485b-4d0e-90ea-a94900a2db24>



'S e fear de na prìomh dhleastanasan sa Phlana Ghàidhlig: *A' cumail taic, a' brosnachadh agus a' co-obrachadh le càch gus an t-àm ri teachd as soilleire a thoirt dhan Ghàidhlig.* Ann am pàirt, thathar gus sin a choileanadh le bhith "A' cumail taic ri VisitScotland ann a bhith ag obair le com-pàirtichean na roinn is buidhnean Gàidhlig air leasachadh is toirt gu buil ro-innleachd nàiseanta Gàidhlig air turasachd"<sup>4</sup>. Tha an ro-innleachd seo a' toirt cunntas air a' Ghàidhlig mar "chothrom èiginneach do ghnìomhachas turasachd na h-Alba...(agus)... mar bhuannachd air leth agus mar phàirt fhìor den eòlas a bhith a' tadhail air Alba".

Sheall rannsachadh VisitScotland gun robh, bho 2018 gu 2021, àrdachadh de 72% anns an àireimh de luchd-cleachdaidh VisitScotland.com a thadhail air susbaint a bha co-cheangailte ris a' Ghàidhlig. Dh'àrdaich àireamh a leithid de luchd-cleachdaidh le còrr is 150 sa cheud eadar 2021 is 2022. A bharrachd air sin, bha còrr is 660,000 seallaidhean air a' bhidio aig VisitScotland *Scottish Gaelic Explained* air YouTube.

**Mar sin, bhiodh fàs ann an àireamhan luchd-ionnsachaidh na Gàidhlig is turasachd a tha a' buntainn ris a' Ghàidhlig - co-cheangailte ri cleachdadh na Gàidhlig ann an soidhnichean, mìneachadh, agus taobhan eile den phàirc - a' toirt comas do Phàirc Thaigh an Ròid barrachd a chur ri eaconamaidh an luchd-turais.**

A thaobh nan **dòigh sònraichte sam bu chòir a' Ghàidhlig a ghabhail a-steach san dreachd deireannach den gheàrr-chunntas Phlana Ro-innleachdail agus a thoirt gu buil às a dhèidh**, dh'fhaodadh HES cuideachd beachdan a shireadh bho raon de bhuidhnean Gàidhlig ionadail is nàiseanta, gu sònraichte:

- Bòrd na Gàidhlig
- Oifigear Leasachadh na Gàidhlig Comhairle Baile Dhùn Èideann
- Capital Gaelic
- Ionad Dhùn Èideann
- Ainmean-àite Alba

One of the Gaelic Language Plan's core commitments is: *Supporting, empowering and collaborating with others to secure the brightest future for Gaelic.* In part, that is to be achieved by "Supporting VisitScotland by collaborating with sector partners and Gaelic organisations on the development and implementation of a national Gaelic tourism strategy"<sup>8</sup>. This strategy describes Gaelic as a "compelling opportunity for the Scottish tourism industry...(and)...Unique Selling Point differentiator and authentic part of the experience of visiting Scotland".

VisitScotland research showed that, from 2018 to 2021, there was a 72% increase in the number of VisitScotland.com users visiting Gaelic-related content. The number of such users then rose by over 150 per cent between 2021 and 2022. In addition, there were over 660,000 views of VisitScotland's *Scottish Gaelic Explained* YouTube video.

**Thus, the growth in Gaelic learner numbers and in Gaelic-related tourism - allied to the use of Gaelic language in signage, interpretation, and other aspects of the park - would enable Holyrood Park to contribute further to the visitor economy.**

In terms of the **specific ways in which Gaelic should be included in the final version of the outline Strategic Plan and implemented thereafter** HES could also usefully seek inputs from a range of local and national Gaelic organisations, notably:

- Bòrd na Gàidhlig
- City of Edinburgh Council's Gaelic Development Officer
- Capital Gaelic
- Ionad Dhùn Èideann
- Ainmean Àite Alba

<sup>4</sup> <https://www.visitscotland.org/about-us/what-we-do/working-in-partnership/gaelic-tourism-strategy>

<sup>8</sup> <https://www.visitscotland.org/about-us/what-we-do/working-in-partnership/gaelic-tourism-strategy>

