

# AR STÒRAS GÀIDHLIG

Sgrùdadh-cùise: Ionad Luchd-turais is Ealain Àrois



**Tha an rannsachadh o chionn ghoirid air luach na Gàidhlig mar so-mhaoin eaconamach is shòisealta, a' sealltainn dhuinn eisimpleirean air ciomar a bhios gnìomhachasan, iomairtean sòisealta, agus coimhearsnachdan a' cleachdadh Gàidhlig, agus de cho cudromach sa tha i ann an conaltradh, amasan sòisealta agus coimearsalta. Tha an sgrùdadh-cùise seo a' taisbeanadh ciomar a tha Ionad Luchd-turais is Ealain Àrois, An t-Eilean Sgitheanach a' cleachdadh Gaelic mar so-mhaoin.**

'S e ionad cultarail a th' ann an Àros, stèidhte ann am Port Rìgh. a tha a' sealltainn filmichean gach latha agus taisbeanaidhean no cuirmean fad na bliadhna. 'S e companaidh priobhaideach a th' ann, a' fastadh 31 luchd-obrach fad na bliadhna agus suas ri 6 luchd-obrach ràitheil as t-samhradh. Fhuair Àros maoinachadh pròiseict bho Alba Cruthachail ann an 2013-14, agus tha teachd-a-steach de £1.2m ga dhèanamh gach bliadhna. Tha a' mhargaidh aca air a dhèanamh suas de 40 sa cheud às an Eilean Sgitheanach is Loch Aillse, 40 sa cheud bho cheàrnaidhean eile san RA agus an uair sin 20 sa cheud bho thall-thairis.

Tha ochdnar a-mach as an 31 luchd-obrach làn-ùine nan fileataich dùthchasail sa Ghàidhlig, agus tha comas aig 14 eile còmhraidh a chumail, gu ìre, sa Ghàidhlig. Gus luchd-obrach a chuideachadh agus a' Ghàidhlig aca a thoirt air adhart, tha Àros air cùrsaichean a chur air bhonn san dà bhliadhna a chaidh seachd – tha dleastanas sònraichte air deichnear den luchd-obrach a bhith a' cleachdadh na Gàidhlig. Tha Àros a' brosnachadh cleachdadh na Gàidhlig, far a bheil sin comasach, airson conaltradh taobh a-staigh an togalaich, agus tha cuid de na coinneamhan aca air an cumail sa Ghàidhlig – tha coinneamhan eadar buill ionadail a' bhuird air an cumail ann an Gàidhlig. Mar an ceudna airson conaltradh le daoine taobh a-muigh na buidhne, far a bheil sin comasach – ann a bhith a' conaltradh le coimhearsnachd na h-Ealain agus coimhearsnachd na Gàidhlig, tha Gàidhlig air a' cleachdadh – ga fhaicinn mar dhòigh conaltraidh prionnsapalach agus cuideachd a thaobh margaidheachd is àrdachadh inbhe. Far a bheil e comasach, tha cleachdadh de stuthan dà-chànanach air a dhèanamh mar as trice. Am measg nan eisimpleirean, tha searbhadairean-shoithichean leis na 18 craobhan 'Gàidhlig' le litrichean an aibidil sa Ghàidhlig. Tha cuideachd ceum taobh a-muigh an ionaid agus na stuthan a tha a' dol na lùib. An-dràsta, tha Àros ag obair air an raon

seo a leudachadh - agus tha iad a-nis a' reic còmhraidh le Gàidhlig airson iPhone air mar aon eisimpleir ùr de stuthan dà-chànanach.

A thaobh teachd-a-steach, tha Àros a' creidsinn nach biodh iad ann mura b' e a' Ghàidhlig agus an cultar a tha na lùib, às dèidh an ionad a stèidheachadh leis an àmas sònraichte sgeulachd an Eilean Sgitheanaich a chur an cèill. Bha an taisbeanadh tùsail seo a' ruith airson 5 bliadhna, fhad 's a bha obair ga dhèanamh air an dàrna ìre – taigh-cluiche a chaidh a thogail a dh'aona ghnòthaich. A thaobh thaisbeanaidhean, tha a' Ghàidhlig fhathast na prìomh chuspair, le a h-eachdraidh is cultar mar phàirt den seo. Tha Àros a' creidsinn gu bheil 50 sa cheud den teachd-a-steach aca a' tighinn bho ghnìomhan a tha cultarail agus co-cheangailte ris a' Ghàidhlig.

Tha Àros a' creidsinn gu bheil toraidhean a' tighinn an lùib nan gnìomhan a tha iad a' dèanamh sa Ghàidhlig agus a' cuideachadh dhaoine eile a tha ag iarraidh a dhol an sàs ann an gnothachas, leithid dealbhadairean-grafaic gu h-ionadail. Tha e cuideachd a' ciallachadh gu bheil iarrtas ann nas fhaide air falbh le bhith ag òrdanachadh stuthan leithid siabann le ainm Gàidhlig a tha a' tighinn bho ghnòthachas ann an Inbhir Nis, mar sin a' leudachadh a' bhuaidh nàiseanta a th' aig na gnìomhan aca.

Tha Àros den bheachd gu bheil am modail gnothachais aca gu math coltach ri iomairt shòisealta, le Àros a-nis am measg nam buidhnean as motha a tha a' cur ri ealain air Ghàidhealtachd. Tha airgead sam bith a tha ga chosnadh ga chur air ais dhan choimhearsnachd ann an seadh sòisealta – mar eisimpleir, san dòigh sa bheil iad a' tabhann oideachadh ciùil is dannsa do sgoiltean. Tha Àros a' creidsinn gur e an adhbhar a tha iad a' faicinn uibhir de dhaoine a' tadhal orra gu bheil an luchd-cleachdaidh ag aithneachadh na tha a' tachairt aig Àros.

“Ged a tha e uabhasach duilich àireamhan mionaideach a thoirt seachad, às an 40 sa cheud den mhargaidh againn a tha nan daoine ionadail, bhiodh 20 sa cheud dhiubh ann air sgàth na tha sinn a' dèanamh às leth na Gàidhlig. Tha sin a' ciallachadh luach còrr is £500,000 thairis air bliadhna... tha buaidh fìor mhòr aig a' Ghàidhlig air a' choimhearsnachd as fharsainghe a thaobh mar a tha muinntir na sgìre gan aithneachadh fhèin sa ghnòthachas”.

#### Air fhoillseachadh le Iomairt na Gàidhealtachd 's nan Eilean.

Airson an aithisg uile agus foillseachaidhean eile, thigear gu [www.hie.co.uk/gaelic](http://www.hie.co.uk/gaelic)

Airson tuilleadh fiosrachaidh air Ionad Luchd-turais is Ealain Àros, thigear gu [www.aros.co.uk](http://www.aros.co.uk)

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Eight of the 31 full time staff are indigenous fluent Gaelic speakers, and another 14 are able to converse to some degree in Gaelic. To help staff understand and improve their Gaelic Aros has provided courses for the last two years - ten of the staff have a direct remit to engage with Gaelic directly. Aros encourages the use of Gaelic where possible for internal communications, and some of the internal meetings are held in Gaelic - internal meetings between local board members are in Gaelic. Likewise for external communications, where this is possible - in engaging with the Arts community and the Gaelic community Gaelic is used - seeing it as a principled form of engagement and also in terms of marketing and promotion. Where possible, use of bilingual material is maximised. Examples are tea-towels with the 18 'Gaelic' trees with the characters in Gaelic alphabet. There is also a Gaelic trail outside the centre plus products associated with that. At present Aros are expanding this area - and are now offering an iPhone cover with Gaelic on it as one new example of bilingual products.

In terms of turnover, Aros believe they would not exist without Gaelic and its associated culture, having been set up with the specific view of telling the story of Skye. This initial exhibition ran for 5 years thus allowing the development of its second phase - which was a purpose built theatre. In terms of exhibitions, Gaelic remains the driving theme with its history and culture part of it. Aros believes that fifty percent of its turnover comes from cultural and Gaelic associated activities.

Aros believes its activity in the Gaelic field also has knock-on effects and helps others wanting to set up a business such as local graphic designers. It also provides demand labelled soap from a business in Inverness thus widening the national impact of their activities.

Aros believe the model of its business is very close to a social enterprise with Aros now being amongst the biggest contributors to the arts in the highlands. Whatever is generated goes back to the community on the social side - for instance in its provision of music tuition and dance to schools. Aros believe that the reason it gets such a high proportion of people through the door is because customers identify with Aros.

“Although it’s really difficult to give exact numbers, of the 40 percent of our market that are local people, 20 percent would be engaged because of what we do for Gaelic. That’s worth over £50,000 over a year..Gaelic has a huge effect on the wider community in terms of locals identifying with this business”.

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To view the full report and other related published materials visit [www.hie.co.uk/gaelic](http://www.hie.co.uk/gaelic)

For more information on Aros Visitor Centre and Arts Centre visit [www.aros.co.uk](http://www.aros.co.uk)

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The recent research into the economic and social value of Gaelic as an asset, highlights some key examples of how businesses, social enterprises and communities are using Gaelic, and its significance in fulfilling their communication, commercial and social objectives. This case study demonstrates how Aros Visitor Centre and Arts Centre, Skye, use Gaelic as an asset.

Aros is a cultural centre in Portree, showing films daily and shows all year round. It is a private company employing 31 staff all year round and up to 6 seasonal staff in the summer. Aros received project funding from Creative Scotland in 2013-14, and has a turnover of £1.2m per annum with their market being perhaps 40 percent Skye and Lochalsh, and then 20 percent internationally.



Case study: Aros Visitor Centre and Arts Centre

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