

# AR STÒRAS GÀIDHLIG

Sgrùdadh-cùise: Stòras Uibhist



**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 Stòras Uibhist, Uibhist a Deas a' cleachdadh Gaelic mar so-mhaoin.**

'S e Stòras Uibhist an luchd-seilbh coimhearsnachd as motha ann an Alba, le sealbh air Uibhist a Deas, Èirisgeidh agus a' mhòr-chuid de Bheinn na Faoghla – 93,000 acair-fearainn le àireamh-sluaigh timcheall air 3,000 neach. 'S e an t-amas a th' aca ath-nuadhachadh sòisealta is eaconamach a bhrosnachadh, a' cleachdadh so-mhaoin na h-oighreachd, anns a bheil iomairt gu math farsaing a thaobh sealg is iasgach. Tha Stòras air a bhith a' riaghladh an loidse, 1,000 croit agus iomadach stòras coimeirsealta, bho 2006.



Gu h-eachdraidheil, chaidh an oighreachd a' ruith mar oighreachd sealg airson cur-seachad a thoirt dhan fhear leis an robh e, agus e air a chleachdadh airson làithean-saora mar bu trice. Tha dà phròiseact leasachaidh mòr a' dol air adhart an-dràsta, le còig pròiseactan san amhairc thairis air còig bliadhna bho chaidh a cheannach, leis an amais gun tigeadh an oighreachd a-mach à fiachan sa chòigeamh bliadhna. Chaidh raon-goilf air ùrachadh fhosgladh as t-samhradh 2008, agus chaidh pròiseact tuathanais gaoithe a chur gu dol sa Mhàrt 2013. Bidh an tuathanas gaoithe na shruth teachd-a-steach airson 25 bliadhna, le dùil ri £20millean de theachd-a-steach lom thairis air ùine nan muilnean gaoithe. Chaidh tòiseachadh air obair air pròiseact ath-nuadhachadh Loch Baghasdail ann an 2013, le mariona a ghabhas 51 bàta cho math ri cidhe iasgaich gu bhith deiseil ro Earrach 2015, agus fearann a bharrachd gu bhith air a chur ma seach airson leasachadh taigheadais is coimeirsealta. Tha Stòras cuideachd an dòchas pròiseact mòr drèanaidh a dhèanamh, gus càradh is ùrachadh a dhèanamh air an siostam mòr drèanaidh talmhainn.

Taobh a-staigh ghnìomhan Stòras Uibhist, tha iad a' cleachdadh Loidse Ghròigearraidh, togalach fa leth a chaidh a thogail anns na 1800an le Gòrdan à Cluainidh, mar stèidh airson cùrsa bogaidh Gàidhlig fad-seachdain as t-Earrach. Tha seo air a phàirt-maoineachadh le Bòrd na Gàidhlig agus Comunn na Gàidhlig, ach le luchd-obrach ionadail a tha fileanta sa Ghàidhlig.

Rè a chòir den bhliadhna, thathar a' cleachdadh an togalaich airson measgachadh de ghnìomhan – cothroman saoirse bho ghnòthachas, aoigheachd corporra, coinneamhan, co-labhairtean beaga, agus cuideachd do bhuidhnean an sàs ann an sealg, golf is turasachd fiadh-bheatha. Tha e cuideachd fosgailte do dhaoine san sgìre airson tachartasan leithid bainnsean, msaa.

Ged a tha a' mhòr-chuid a bhios a' tighinn a chleachdadh an loidse à Sasainn, bidh tric feadhainn againn a bhuineas dhan Fhraing no dhan Eadailt cuideachd, agus tha iad a' cur meas air an iomadachd is cinnteachd cultarail a th' air a thabhann leis a' Ghàidhlig.

“Tha e a' còrdadh ri daoine gur e a' Ghàidhlig cànan obrach na loidse – bidh iad ag ràdh sin rinn. Tha e mar phàirt den eòlas cultarail a tha iad a' faighinn.”

Nuair a tha na seachdainean bogaidh Gàidhlig a' tachairt, tha an fheadhainn a tha a' gabhail comp-pàirt air an tarraing a-steach le sreath de ghnìomhan a tha a' fighe traidiseanan ionadail leis a' chànan fhèin. Dh'fhaodadh seo a bhith a' gabhail a-steach gearradh na mònachd – tha manaidshear iasgaich aig a bheil Gàidhlig a' faighinn cothrom air poll mònachd bho chroit ionadail agus tha na daoine a' cur seachad beagan uairean a thide de dh'obair chruaidh aig a' mhòine. Dh'fhaodadh e cuideachd a bhith a' gabhail a-steach turas eathair gu Miùghalaigh le sgiobair aig a bheil Gàidhlig. Tha eisimpleirean eile ann de dh'iasgach, 'saoghal bheanntan', làraich arc-eòlach agus cèilidhean sa Ghàidhlig. A thaobh a bhith a' cur air dòigh thachartasan den leithid “Tha e ag àbhaisteachadh a' chànan mar phàirt den eaconamaidh ionadail.”

Tha gach neach air bòrd-stiùiridh Stòras Uibhist fileanta sa Ghàidhlig. Tha am bòrd a' cleachdadh na Gàidhlig gu tric am measg a chèile anns a' choimhearsnachd ionadail. Tha i air a cleachdadh gu tric air stèidh neo-fhoirmeil a' ghnòthachais ged a tha sgrìobhainn air fad sa Bheurla seach nach eil Gàidhlig aig an luchd-obrach gu lèir. Tha am bòrd a' cleachdadh na Gàidhlig am measg a chèile nuair a tha iad a' cur puist-dealain agus tha làrach-lìn Stòras Uibhist dà-chànanach.

### 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 Stòras Uibhist, thigear gu [www.storasuibhist.com](http://www.storasuibhist.com)

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The estate was historically run as a sporting estate for its landowner's pleasure, primarily having been used as a holiday home. Stòras Uibhist have large scale development projects on-going, with five projects planned over a period of five years from the buyout, and the aim was that the estate would break even by year five. A restored golf course was opened by summer 2008, plus a wind farm project that went live in March of 2013. The wind farm will be the revenue stream for 25 years with a projected £20million net revenue over the lifetime of the turbines. The Lochboisdale regeneration project also started its construction phase in 2013 with a 51 berth marina and fishery pier to be completed by Spring 2015, with further land available for housing and commercial development. Stòras are also planning a large scale drainage project to repair and upgrade the extensive land drainage system.

Within the Stòras Uibhist activities they use Grogarry Lodge - a separate building built in the 1800s by Gordon of Cluny as the base for a week long Gaelic immersion course in Spring. This is part-funded by Bòrd na Gàidhlig and Comunn na Gàidhlig, but staffed by local people who are native speakers of Gaelic. During the rest of the year the lodge is used for a mixture of activities – business getaways, corporate hospitality, meetings, small conferences, and also for groups enjoying traditional sporting, golf and wildlife tourism. It is also open to local residents for events such as wedding receptions etc.

All of the Stòras Uibhist board speak Gaelic. The board uses Gaelic a lot amongst themselves and within the local community. It has a quite high use in the informal side of the business although documentation is in English as default since not all staff speak Gaelic. However, the board use Gaelic amongst themselves when they are emailing and the Stòras Uibhist website is bilingual.

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Whist the majority of people coming to use the lodge are from England there are often French or Italian visitors as well, who appreciate the cultural diversity and authenticity offered by the Gaelic language. "People like the fact that Gaelic is the working language of the lodge - they say that to you. It's part of the cultural experience."

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Published by  
Highlands and Islands Enterprise.

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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 Stòras Uibhist in South Uist use Gaelic as an asset.

Stòras Uibhist are the largest community land owner in Scotland, owning South Uist, Eriskey and the majority of Benbecula – 93,000 acres with a population of approximately 3,000 people. Their remit is to drive social and economic regeneration using the estate assets which include an extensive sporting enterprise – for shooting and fishing. Stòras have operated the sporting lodge, 1000 crofts and extensive commercial property, since 2006.



Case study: Stòras Uibhist

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