

AR STÒRAS GÀIDHLIG

Luach na Gàidhlig mar so-mhaoin eaconamach is shòisealata
- **Geàrr-chunntas fireannan chudromach**

Cèitean 2014



pirnelimited



COMHARLE NAN EILEAN SIAR



Highlands and Islands Enterprise
Iomairt na Gàidhealtachd 's nan Eilean



Fòram Gnìomh Gearrloch agus Loch Iùbh

GEÀRR-CHUNNTAS FÌREANNAN
CHUDROMACH

CÙL-EACHDRAIDH IS CO-THEACSA

Chuir Iomairt na Gàidhealtachd 's nan Eilean, ann an com-pàirteachas le Bòrd na Gàidhlig, Alba Cruithachail, Dualchas Nàdair na h-Alba, Comhairle na Gàidhealtachd, Comhairle Earra-Ghàidheal agus Bhòid, agus Comhairle nan Eilean Siar, air dòigh coimisean airson rannsachadh: Luach na Gàidhlig mar So-mhaoin Eaconamach is Shòisealta.

B' e prìomh amais an rannsachaidh beachdachadh, measadh agus dearbhachd làidir a dhèanamh air cleachdadh na Gàidhlig, gu làithreach agus gu comasach, mar so-mhaoin do dh'eaconamaidh agus chomann-shòisealta na Gàidhealtachd is nan Eilean agus na h-Alba gu lèir.

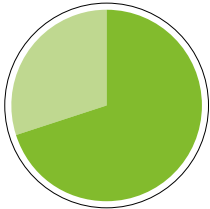
Chaidh fianais a chruinneachadh tro raon de dh'agallamhan, bhuidhnean fòcais agus shuirbhidhean le gnothachasan agus gnìomhachasan air feadh na h-Alba, cho math ri lèirmheas cunbhalach a dhèanamh air sgrùdaidhean a chaidh a dhèanamh roimhe agus anailis air stòrasan dàta oifigeil eadar-dhealaichte.

PRÌOMH THORAIIDHEAN



THUIRT CÒRR IS LETH

de na gnothachasan is gnìomhachasan san t-suirbhidh gun robh Gàidhlig air a cleachdadh, no a' nochdadh, mar phrìomh eileamaid de phrìomh ghnìomhan, stuthan no sheirbheisean na buidhne.

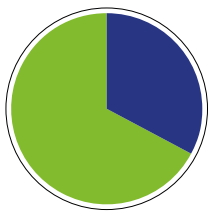


THUIRT FAISG AIR 70%

de na gnothachasan sa cho-chomhairleachaidh gu bheil a' Ghàidhlig an-dràsta na so-mhaoin dhan phrìomh ghnìomh gnothachais.

MHÌNICH FAISG AIR DÀ-THRIAN

ris an deach co-chomhairle a dhèanamh gun robh a' Ghàidhlig glè chudromach, fìor chudromach no riatanach a thaobh soirbheas an cuid gnothachas no gnìomhachas.



CHAI DH AIG TIMCHEALL AIR AON-TRIAN

de na gnothachasan a tha a' measadh Gàidhlig mar so-mhaoin air tomhas air choireigin a thoirt air luach na Gàidhlig dhan ghnòthachas agus, airson na 34 iomairtean sin, bha an teachd-a-steach a bha a' tighinn bho bhuidh na Gàidhlig faisg air **£4millean**.

Faodadh gu bheil an luach eaconamach comasach aig a' Ghàidhlig mar so-mhaoin do dh'eaconamaidh na h-Alba eadar

£82M - £149M



Abhainn Inbhir Èireann

- Thuirte còrr is leth de na gnothachasan is gnìomhachasan san t-suirbhidh gun robh Gàidhlig air a cleachdadh, no a' nochdadh, mar phrìomh eileamaid de phrìomh ghnìomhan, stuthan no sheirbheisean na buidhne.
- Mhìnich faisg air dà-thrian ris an deach co-chomhairle a dhèanamh gun robh a' Ghàidhlig glè chudromach, fìor chudromach no riatanach a thaobh soirbheas an cuid gnothachas no gnìomhachas.
- Tha na gnothachasan a chomharraich a' Ghàidhlig mar riatanach sa chumantas anns na raointean de ghnìomhachasan cruthachail (m.e. ealain, dealbhadh, didseatach/ICT, na meadhanan, luchd-cluiche, foillseachadh is taighean-cluiche) agus cuideachd an fheadhainn a th' anns na raointean dualchais is ionnsachaidh.
- Thuirte faisg air 70% de na gnothachasan sa cho-chomhairleachaidh gu bheil a' Ghàidhlig an-dràsta na so-mhaoin dhan phrìomh ghnìomh gnothachais/ iomairt aca, leis an riochdachadh a b' àirde dhiubh seo anns na raointean gnìomhachais cruthachail, foghlaim/ ionnsachaidh agus coimhearsnachd.
- Tha rannsachadh a chaidh a dhèanamh roimhe a' sealltainn gur dòcha gu bheil iarrtas ann airson stuthan is seirbheisean Gàidhlig san fharsaingeachd air nach deach buileachadh. Cha bu chòir a bhith a' coimhead air margaidhean air targaid air an cuingealachadh do dhaoine a tha gam meas fhèin mar luchd-labhairt na Gàidhlig.
- Tha faisg air 60% de ghnòthachasan is gnìomhachasan a tha mar-thà a' cleachdadh na Gàidhlig mar so-mhaoin a' faicinn chothroman a bharrachd gus tuilleadh feum a dhèanamh den Ghàidhlig airson an gnothachas adhartachadh – gu h-àraid an fheadhainn a th' ann an gnìomhachasan cruthachail, foghlam/ ionnsachadh/ is dualchas/turasachd.
- Chaidh aig timcheall air aon-trìan de na gnothachasan a tha a' measadh Gàidhlig mar so-mhaoin air tomhas air choireigin a thoirt air luach na Gàidhlig dhan ghnòthachas agus, airson na 34 iomairtean sin, bha an teachd-a-steach a bha a' tighinn bho bhuaidh na Gàidhlig faisg air £4millean.
- Stèidhte air grunn phrìomh bharailean, chaidh measadh a dhèanamh air an luach eaconamach comasach dhan eaconamaidh nas fharsainge, a' toirt tuairmse air luach na Gàidhlig nan deidheadh mac-samhail de bhuilean an t-suirbhidh fhaicinn thairis air na prìomh raointean far a bheil a' Ghàidhlig air a faicinn mar so-mhaoin.
- Le bhith a' cleachdadh an dòigh-obrach seo anns na trì prìomh raointean (gnìomhachasan cruthachail; turasachd (a' gabhail a-steach dualchas); biadh is deoch) tha na toraidhean a' sealltainn gum faodadh gu bheil an luach eaconamach comasach aig a' Ghàidhlig mar so-mhaoin do dh'eaconamaidh na h-Alba eadar £82millean agus £149millean.
- Thuirte còrr is 60% de na gnothachasan san t-suirbhidh gun robh cleachdadh na Gàidhlig sa ghnòthachas, cho math ri ceangal ris a' Ghàidhlig, a' cur ri luach na Gàidhlig sa choimhearsnachd.
- Thathar a' faicinn an eadar-dhaimh eadar cleachdadh na Gàidhlig le gnothachasan agus leasachadh na Gàidhlig leis a' mhòr-chuid de na thug freagairt san t-suirbhidh ag ràdh gu bheil cleachdadh na Gàidhlig ag àrdachadh ìomhaigh, mothachadh, is luach sòisealta a' chànain cho math ri bhith ag àrdachadh a' phròis anns na coimhearsnachdan.
- Sheall an suirbhidh fianais air cuid de phrìomh fheartan a thaobh luach sòisealta na Gàidhlig – leithid fèin-mhisneachd (dhaoine fa leth agus aig ìre coimhearsnachd); pròis ann an coimhearsnachdan; ceangal nan daoine rin cuid coimhearsnachdan; agus meudachadh ann an cothroman cosnaidh co-cheangailte ris a' Ghàidhlig.
- Cuideachd, bha còrr is leth de na gnothachasan a fhreagair an t-suirbhidh gnothachais a' creidsinn gun robh mar a bha iad a' cleachdadh na Gàidhlig a' cuideachadh ann a bhith a' meudachadh luach sòisealta a' chànain.
- Thog an sgrùdadh aire gu cudromachd an eadar-dhaimh eadar Gàidhlig agus leasachadh eaconamach is sòisealta – an dà chuid an dreuchd aig Gàidhlig ann a bhith a' cur taic ri leasachadh eaconamach is sòisealta agus, an taobh eile, an dreuchd aig leasachadh eaconamach is sòisealta ann a bhith a' cur taic ris a' Ghàidhlig.

Air fhoillseachadh le Iomairt na Gàidhealtachd 's nan Eilean.

Airson an aithisg uile agus foillseachaidhean eile, thigear gu www.hie.co.uk/gaelic

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Isle of Skye Ferry

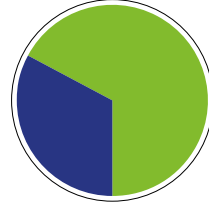
- More than half the businesses and enterprises surveyed stated that Gaelic is used, or features, as a key element of their main activities, products or services.
 - Almost two-thirds of businesses consulted describe Gaelic as moderately, very, or critically important to the success of their business or enterprise.
 - Businesses identifying Gaelic as being critically important are most commonly in the creative industries (e.g. art, design, digital/ICT, media, music, performance, publishing, theatre) and also includes those in the heritage and learning sectors.
 - Almost 70% of businesses consulted said that Gaelic is currently an asset to their main business/enterprise activity, with high representation of these in creative industries, heritage, education/learning and community sectors.
 - Based on a number of key assumptions an assessment of the potential economic value to the wider economy was carried out, estimating the value of Gaelic if the survey results were replicated across key sectors where Gaelic is recognised as an asset.
 - Applying this approach to three key sectors (creative industries; tourism - including heritage; food and drink) found the potential economic value of Gaelic as an asset to the Scottish economy could be in the region of between £82million and £149million.
 - More than 60% of businesses surveyed stated that business use of, and association with, Gaelic enhances the value of Gaelic in the community.
- Previous research suggests there is untapped demand for Gaelic goods and services in general. Target markets should not be seen as restricted to those who consider themselves as Gaelic speakers.
 - Almost 60% of businesses and enterprises already using Gaelic as an asset see additional opportunities to make more use of Gaelic to enhance their business – especially those in creative industries, education/learning, heritage and tourism.
 - Around one-third of businesses and enterprises that regard Gaelic as an asset provided measurement of the value to their business, and for these 34 enterprises, the turnover attributed to the impact of Gaelic is almost £4million.
 - Based on a number of key assumptions an assessment of the potential economic value to the wider economy was carried out, estimating the value of Gaelic if the survey results were replicated across key sectors where Gaelic is recognised as an asset.
 - The study found evidence on some key social value aspects of Gaelic – and at community level); pride in the communities; attachment of people to their communities; and increases in Gaelic-related job opportunities.
 - Additionally, more than half of businesses that replied to the business survey believe that their use of Gaelic helps increase the social value of the language.
 - The study highlighted the importance of the inter-relationship between Gaelic and economic and social development: both the role of Gaelic in supporting economic and social development and the reciprocal role of economic and social development in supporting Gaelic.
 - The inter-relationship between Gaelic use by businesses and the development of Gaelic is evidenced with the majority of survey respondents stating that business use of Gaelic increases the profile, awareness, and social value of the language as well as increasing the pride in the communities.
 - The study found evidence on some key social value aspects of Gaelic – and at community level); pride in the communities; attachment of people to their communities; and increases in Gaelic-related job opportunities.
- Published by Highlands and Islands Enterprise.**
- To view the full report and other related published materials visit www.hie.co.uk/gaelic
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£82M AND £149M

Potential economic value of Gaelic as an asset to the Scottish economy could be in the region of between

of businesses and enterprises that regard Gaelic as an asset provided measurement of the value to their business, and for these 34 enterprises, the turnover attributed to the impact of Gaelic is almost **£4million.**

AROUND ONE-THIRD

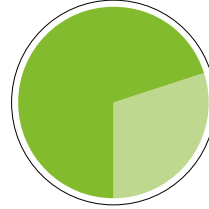


of businesses consulted describe Gaelic as moderately, very, or critically important to the success of their business.

ALMOST TWO THIRDS

of businesses consulted said that Gaelic is currently an asset to their business.

ALMOST 70%



the businesses and enterprises surveyed stated that Gaelic is used, or features, as a key element of their main activities, products or services.

MORE THAN HALF



KEY FINDINGS

BACKGROUND AND CONTEXT

KEY FACTS SUMMARY

Highlands and Islands Enterprise in partnership with Bòrd na Gàidhlig, Creative Scotland, Scottish Natural Heritage, The Highland Council, Argyll and Bute Council, and Comhairle nan Eilean Siar commissioned a study: Economic and Social Value of Gaelic as an Asset.

The study collected evidence through a range of interviews, focus groups and surveys with businesses and enterprises across Scotland as well as carrying out an in-depth review of previous research and analysing various official data sources.

The overarching aim of the study was to consider, evaluate and robustly evidence the current and potential use of Gaelic as an asset to the economy and society of the Highlands and Islands and Scotland as a whole.



AR STORAS GAIDHLIG

The economic and social value of Gaelic as an asset
– Key facts summary
May 2014



Highlands and Islands Enterprise
Iomairt na Gàidhealtachd 's nan Eilean