

AR STÒRAS GÀIDHLIG

Sgrùdadh-cùise: Celtic Connections



Tha an rannsachadh o chionn ghoirid air luach na Gàidhlig mar so-mhaoin eaconamach is shòisealta, a' sealltainn dhuinn eisimpleirean air ciamar 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 ciamar a tha Celtic Connections, Glaschu a' cleachdadh Gaelic mar so-mhaoin.

Tha Glaschu a' cumail an fhèis Celtic Connections gach bliadhna, fèis a tha a' sior fhàs agus a tha a-nis cudromach gu nàiseanta. Mar fhèis bhliadhnail de cheòl dùthchais, tùsail is cruinneil, tha Celtic Connections a' comharrachadh ceòl Ceilteach agus a' cheangal ri cultaran air feadh an t-saoghail, a' gabhail a-steach còrr is 300 tachartas le iomadach gnè ciùil.

Ann an 2008, chaidh rannsachadh mionaideach a dhèanamh air buaidh na Gàidhlig air an fhèis. Airson fhèis na bliadhna sin, chaidh timcheall air 120,000 tiocaid a reic, a' toirt teachd-a-steach de £6millean dhan bhàile. Taobh a-staigh seo, bha ealain co-cheangailte ri Gàidhlig gu mòr am follais agus an lùib mòran de na bha a' dol air adhart, le buaidh ionmhasail sònraichte ga chlàradh. Le fiosrachadh bho rianachd Celtic Connections, rinnear a-mach gun robh 40 cuirmean/tachartasan ann a ghabhadh a sheòrsachadh mar 'Gaidhlig aithnichte' no far an ghabhadh tomhas de Ghàidhlig aithneachadh sa ghnothaich.

Às dèidh còmhraidhean le luchd-obrach Celtic Connections, bha e comasach a thairmse gun robh co-dhiù luach £120,000 anns na tiocaidan a chaidh a reic far am faodar a ràdh gun robh tomhas do Ghàidhlig follaiseach-buaidh nach gabh a leigeil seachad.

A thaobh na h-àireamhan a bha a' frithealadh chonsairtean/bhùidhean-obrach/tachartasan far an robh Gàidhlig follaiseach, nochd figearan a bha air leth misneachail – leis na h-àireamhan frithealaidh a' ruighinn 15,359, timcheall air 12.7% - no aon a-mach à ochdnar – de na fhritheal na cuirmean gu lèir aig Celtic Connections. Nan robh a' chuibhreann tuairmseach den teachd-a-steach dhan bhàile, às dèidh buaidhean iomadachaidh, co-ionnan dhan Ghàidhlig, dh'fhaodar beachdachadh gun do chuir a' Ghàidhlig timcheall air £750,000 ri eaconamaidh Ghlaschu ann an 2008.

Ged a chanar, 's dòcha, leis na teirmean seo gu bheil an tuairmse caran àrd, oir bhiodh earrann mhòr de luchd-amhairc na Gàidhlig mar thà a' còmhnaidh sa bhàile, tha ceistean feallsanach, nach eil cho mionaideach ach a tha deatamach, rim faighneachd a thaobh an gabhadh fhèis Celtic Connections a chumail às aonais an tomhais dheatamaich Gàidhlig a tha na lùib.

Nuair a bhathar a' sgrìobhadh na h-aithisg seo, cha robh na figearan ionmais airson feartan Gàidhlig le Celtic Connections 2014 air tighinn am follais ach, air a shon sin, bha an àireamh de chuirmean anns an robh Gàidhlig a' nochdadh fhathast gu math àrd aig còrr is 30, agus am-bliadhna bha dreuchd tòrr na b' fhollaisiche aig a' Ghàidhlig, le 'sruth' a ghabhadh aithneachadh anns an fhèis, agus àireamh na bu mhotha de thachartasan co-cheangailte ris an fhèis far an robh inbhe a' chànain air àrdachadh agus far an robhar a' teagasg òrain Ghàidhlig.

'S e comharra làidir a tha seo mun dreuchd a bh' aig a' Ghàidhlig mar so-mhaoin shòisealta is eaconamach ann am Baile far a bheil nas lugha na 2% den t-sluagh a' bruidhinn, a' leughadh is a' sgrìobhadh na Gàidhlig a rèir nam figearan a nochd anns a' Chunntas-sluaigh bho chionn ghoirid.

Air fhoillseachadh le Iomairt na Gàidhealtachd 's nan Eilean.

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

Airson tuilleadh fiosrachaidh air Celtic Connections, thigear gu www.celticconnections.com

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For that years' festival, approximately 120,000 tickets were sold bringing in an estimated income of £6million to the city. Within this there was a high visibility and involvement of Gaelic related artists, with a substantial financial impact recorded. Information from Celtic Connections 40 concerts/events which could be either categorised as 'Gaelic identified' or where a recognisable Gaelic input could be discerned. After discussions with Celtic Connections staff, it was possible to estimate that in total the minimal ticket sales which could be ascribed to a Gaelic input into Celtic Connections amounted to £120,000 – an appreciable impact.

In terms of attendances at concerts/workshops/events at which there was a Gaelic presence, some very encouraging figures emerged – with the attendance amounting to 15,359 which is approximately 12.7% - one eighth - of the attendances at all events in Celtic Connections. If the estimated share of the income to the city, after multiplier effects, was similar then Gaelic could be considered to have contributed approximately £750,000 to the Glasgow economy in 2008. While, in these terms, this may be considered an over-estimate as a high proportion of the Gaelic audience would have been ordinarily resident in the city, there are less well defined but crucial philosophical questions as to whether there could be a Celtic Connections festival without a critical Gaelic dimension.

At time of writing detailed financial figures have not yet been released of Gaelic aspects of 2014 Celtic Connections, however, the amount of discernible concerts featuring Gaelic has remained high at over 30, and this year Gaelic has played a more visible part, with an identified Gaelic 'stream' to the festival, and a larger number of allied events promoting language and Gaelic song learning. This is a very strong indication of the role that Gaelic was playing as a social and economic asset in a City where less than 2% of the population speaks, reads and writes Gaelic according to the most recent Census figures.

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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 Celtic Connections in Glasgow use Gaelic as an asset.

Glasgow hosts the annual Celtic Connections festival which continues to grow and is now of international importance. An annual folk, roots and world music festival, Celtic Connections celebrates Celtic music and its connections to cultures across the globe, featuring more than 300 events across multiple genres of music. In 2008, in-depth research was carried out of the impact of Gaelic on the festival.



Case study: Celtic Connections

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