

AR STÒRAS GÀIDHLIG

Sgrùdadh-cùise: Fèis HebCelt



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 Fèis HebCelt, Steòrnabhagh a' cleachdadh Gaelic mar so-mhaoin.

'S e tachartas bliadhnaile ciùil a th' ann am Fèis HebCelt, air a chumail san luchar ann an Steòrnabhagh, le tachartasan co-cheangailte cuideachd air an cur air bhonn taobh a-muigh a' bhaile. Tha iad an-dràsta a' fastadh aon neach làn-ùine, le mòran a bharrachd luchd-obrach air stèidh ràitheil – gu h-àraid nuair a tha an fhèis an impis tachairt agus an teis-meadhain na fèis nuair a tha timcheall air 12 luchd-obrach gam fastadh airson cola-deug. 'S iad Alba Cruthachail, còmhla ris an ùghdarras ionadail agus Iomairt na Gàidhealtachd 's nan Eilean na prìomh bhuidhnean maoineachaidh aig an fhèis.

A rèir an neach-stiùiridh, chaidh an fhèis a stèidheachadh airson còmhlain ciùil ainmeil a thoirt a Steòrnabhagh an làimh ri tàlant às an sgìre cothrom fhaighinn nochdadh air àrd-ùrlar air beulaibh sluagh na bu mhotha. Chaidh a stèidheachadh mar fhòcas dhan choimhearsnachd an àite mar inneal airson turasachd a bhrosnachadh ach tha e, ge-tà, air fàs nas motha am measg luchd-turais. Aig an ìre seo, tha a' mhòr-chuid den fheadhainn a tha a' frithealadh na fèis a' buntainn ann an dòigh air choireigin ris an sgìre, agus tha iad gu math tric a' fuireach còmhla ri càirdean no caraidean.

Ann am beachd an luchd-stiùiridh, tha e air buaidh mhath a thoirt air an raon is farsaingeachd de chosnaidhean a tha a-nis ri fhaighinn anns an sgìre. Tha iad a' toirt iomradh air stiùdio ciùil ionadail a tha trang air feadh na bliadhna. Cuideachd, a rèir mòran de na daoine cumhachdach a tha an sàs ann an ceòl Gàidhlig - Julie Fowlis, Alasdair Mac Ille

Bhàin bhon chòmhlan Battlefield Band, Norrie Maciomhar ann an Manran – bha an fhèis air leth buadhail a thaobh an cùrsa-beatha às dèidh làimh.

Bho thùs, bha a' Ghàidhlig air a faicinn mar phàirt bhunaiteach dhen tachartas, air sgàth a shuidheachadh. “Tha e cho math gu bheil a' Ghàidhlig san àbhaist an seo – agus tha e air fòcas a thoirt do chòmhlain Gàidhlig às an sgìre leis na còmhlain nas motha. Bha seo nar beachd nuair a chuir sinn an fhèis air bhonn.” Tha a' mhargaidh faisg air 50% às an sgìre, timcheall air 10% à ceàrnaidhean eile den Ghàidhealtachd agus nan Eilean, agus faisg air 25% bhon chòrr de dh'Alba.

Tha an luchd-obrach mar as trice a' cleachdadh na Gàidhlig airson conaltradh le chèile agus, far a bheil e comasach is iomchaidh, tha iad mar as trice a' cleachdadh na Gàidhlig nuair a tha iad a' conaltradh le ceannaichean.

“Tha sinn a' dèanamh seo gus am bi fios aig daoine gu bheil i ann. Tha a' chànan mar phàirt dhen àite seo”.

Thairis air an tràth mu dheireadh, tha a' Ghàidhlig air a bhith ga cleachdadh nas motha a thaobh sanasachd, le Gàidhlig air an làrach-lìn agus anns na meadhana sòisealta, ann an leabhraan a' phrògram agus air na tiotalan air postairean. Air an làrach-lìn, tha earrann Gàidhlig mun chànan agus mìneachadh air na h-abairtean cumanta sa Ghàidhlig.

Tha a' Ghàidhlig air a' faicinn mar aon de na puingeagan reic sònraichte (unique selling point, USP) den fhèis gu h-ionadail. Tha HebCelt a' creidsinn gu bheil cànan is cultar nam pàirt den fhèis àraid a tha iad a' cur air bhonn. Tha HebCelt a' creidsinn gur dòcha gu bheil a' Ghàidhlig a' cuideachadh le cinnteachd – ged nach eil i a' sònrachadh na fèis oir 's i an aon tè a th' anns an sgìre.

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 Fèis HebCelt, thigear gu www.hebceltfest.com

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According to the organiser, the festival was established to promote major music acts in Stormway alongside local talent giving them a major platform. It was set up as a focus for the community rather than with a direct tourism remit, however it has become increasingly popular with tourists. At present the majority of attendees are in the main individuals with some previous link to the area, who often stay with family and friends.

From the beginning Gaelic was always seen as an integral part of the event, given its location. "It's great to have Gaelic in the mainstream – and it has given local Gaelic bands a focus with the bigger bands. This was a big consideration when we set it up". The market is almost 50% local, approximately 10% the rest of the Highlands and Islands, and almost 25% the rest of Scotland.

The staff tend to use Gaelic for internal communication and where possible and appropriate they tend to use it in communication with their clients. "We do this to keep people aware of its existence. The language is part of the place".

In the view of the organisers it has positively impacted on the range and breadth of employment now available in the area. They cite a local music studio that continues to be busy through the year. In addition, according to many of the influential figures in the Gaelic music scene - Julie Fowles, Alasdair White of the Battlefield Band, Norrie MacIver in Manran - the festival was very influential for their future careers.

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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 the Hebridean Festival, Stormoway, use Gaelic as an asset.

The Hebridean festival is an annual music event held in July and which is based in Stormoway with associated events also held outwith the town. It currently employs one person full time, with many more staff on a seasonal basis – particularly as the festival approaches and takes place resulting in the equivalent of approximately a dozen full time staff for a fortnight.

The festival's main funders are Creative Scotland, together with the local authority and Highlands and Islands Enterprise.



Case study: The Hebridean Festival

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