

AR STÒRAS GÀIDHLIG

Luach na Gàidhlig mar so-mhaoin eaconamach is shòisealata
- **Notaichean do ghnìomhachasan is iomairtean**

Cèitean 2014



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COMHARLE NAN EILEAN SIAR



Highlands and Islands Enterprise
Iomairt na Gàidhealtachd 's nan Eilean



Fòram Gnìomh Gearrloch agus Loch Iùbh

NOTAICHEAN DO GHNÌOMHACHASAN
IS IOMAIRTEAN

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 agus chaidh dearbhadh a lorg de ghnòthachasan agus gnìomhachasan a bha a' cleachdadh Gàidhlig mar so-mhaoin.

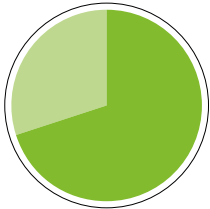
Tha am fiosrachadh seo a' cur an cèill cuid de na toraidhean is builean bhon sgrùdadh a dh'fhaodadh a bhith feumail dhaibhsan a tha a' beachdachadh air dreuchd na Gàidhlig nan gnothachas no gnìomhachas fhèin.

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 gnìomhan, stuthan no sheirbheisean na buidhne.

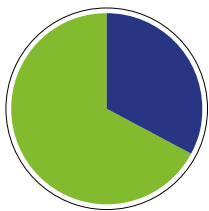


THUIRT FAISG AIR 70%

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



CHAIIDH 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



Làrach Inbhir Nis

Thuir 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 gnìomhan, 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 gnìomhachasan cruthachail agus cuideachd an fheadhainn a th' anns na raointean dualchais is ionnsachaidh.

Thuir faisg air 70% de na gnothachasan sa cho-chomhairleachaidh gu bheil a' Ghàidhlig an-dràsta na so-mhaoin dhan phrìomh gnìomh 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 gnothachasan 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, foghlaim/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 gnothachas agus, airson na 34 iomairtean sin, bha an teachd-a-steach a bha a' tighinn bho bhuidh 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 bhùilean an t-suirbhidh faicinn 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.



Abhainn Inbhir Èireann

NOTAICHEAN DO GHNÌOMHACHASAN IS IOMAIRTEAN

PRÌOMH BHUANNACHDAN DO GHNOTHACHASAN IS GHNÌOMHACHASAN BHO BHITH A' CLEACHDADH NA GÀIDHLIG

Mhìnich còrr is leth de na gnothachasan san t-suirbhidh trì prìomh bhuanachdan bho bhith a' cleachdadh Gàidhlig mar so-mhain: a' cur ri cho sònraichte/àraid 's a tha stuthan is seirbheisean; a' cur ri aithneanas luchd-ceannach a thaobh cinnteachd is tùs nan stuthan is seirbheisean; agus a' meudachadh agartais a thaobh stuthan is seirbheisean do mhargaidhean air targaid.

B' iad na seachd feartan a chleachd còrr is 70% de gnothachasan a thug freagairt san t-suirbhidh airson mineachadh a thoirt air na prìomh bhuanachdan is buannachdan meadhanach de bhith a' cleachdadh na Gàidhlig:

- 1 A' CUR RI AITHNEANAS LUCHD-CEANNACH A THAOBH CINNTEACHD IS TÙS.
- 2 A' CUR RI CHO SÒNRAICHTE/ÀRAID 'S A THA STUTHAN/SEIRBHEISEAN.
- 3 A' MEUDACHADH AGARTAIS A THAOBH STUTHAN IS SEIRBHEISEAN DO MHARGAIDHEAN AIR TARGAID.
- 4 A' CUR RI ÌOMHAIGH SAN FHARSAINGEACHD AGUS RI CÀILEACHD SGÌRE.
- 5 AG ÀRDACHADH MOTHACHADH A THAOBH STUTHAN/SEIRBHEISEAN ANN AN SGÌREAN SÒNRAICHTE.
- 6 A' TOIRT AN COMAS SGARADH A DHÈANAMH EADAR STUTHAN/SEIRBHEISEAN BHO FHEADHAINN EILE (NEO-GHÀIDHLIG).
- 7 A' CUIDHEACHADH LE BHITH A' TÀLADH LUCHD-CEANNACH ÙR BHO MHARGAIDHEAN A THA MAR-THÀ STÈIDHTE.

BEACHDAN BHO GHNÌOMHACHASAN

**Am measg nam beachdan aig
gnothachasan is gnìomhachasan
a tha gu soilleir a' nochdadh
nam buannachdan sin, tha:**

“Tha cleachdadh na Gàidhlig
a' cur cinnteachd a tha
riatanach ri gnìomhan an
Urrais againn.”

RAON DUALCHAIS

“...ag aithneachadh gum
faodadh gu bheil a bhith a'
cur beagan Gàidhlig dhan
na stuthan sanacsachd agam
a' meudachadh cinnteachd
mo chuid obrach.”

GNOTHACHAS CIÙIRD

“Tha e mar phàirt
sònraichte de ar
dearbh-aithne, a tha
gar dèanamh eadar-
dhealaichte bhon
fheadhainn a tha a'
farpais rinn agus
bho gnothachasan
eile san raon againn.”

IONAD EALAIN

“Chan eil an còrr eile [den seòrsa
gnothachais a th' againne] aig
a bheil feadhainn le Gàidhlig
[luchd-obrach proifeiseanta] as
urrainn seirbheis a thabhann tro
mheadhan na Gàidhlig; mar sin tha
'niche' againn sa mhargaidh.”

GNOTHACHAS SAN RAON CRUTHACHAIL

“Chan eil a' Ghàidhlig na pàirt no na h-iarrtas riatanach sa gnothachas
againn ach tha i na so-mhaoin ann a bhith a' reic ar suidheachadh/
saor-làithean ann an sgìre sònraichte, eadar-dhealaichte den t-saoghal.”

GNOTHACHAS ÀITE-FUIRICH

“Tha sinne a’ meas Gàidhlig mar phàirt sònraichte den bhaile agus mar dhòigh air a bhith ag aithneachadh ar n-eachdraidh cho math ri bhith a’ tàladh luchd-tadhail.”

IOMAIRT SÒISEALTA

“Tha muinntir an àite, gu h-àraid na seann daoine, airson an cànan màthaireil a chleachdadh. Tha luchd-tadhail a’ sealltainn ùidh ann a bhith a’ cluinntinn na Gàidhlig ga cleachdadh.”

GNOTHACHAS BÙTHA

“Airson adhbharan margaidheachd, m.e. tha cuid de dh’aoighean airson Gàidhlig a chluinntinn air a bruidhinn.”

TAIGH-ÒSTA IS TAIGH-BÌDH

“Chan eil Gàidhlig aig an fheadhainn a bhios a’ fuireach againn ach tha aig cuid den luchd-obrach, agus gu math tric tha ùidh aig ar n-aoighean ann a bhith a’ cluinntinn na Gàidhlig air a bruidhinn.”

GNOTHACHAS TAIGH-ÒSTA IS TAIGH-BÌDH

“Tha e a’ daingneachadh an creideas a thaobh a bhith a’ buntainn ri eilean an àite ri tìr-mòr agus a’ daingneachadh dualchas cultarail is eachdraidh.”

GNOTHACHAS CIÙIRD

“Tha daoine ag iarraidh fhaicinn gu bheil an t-ainm [den stuth a tha sinn a’ cruthachadh] ann an Gàidhlig, ged is dòcha nach eil iad a’ tuigsinn a’ chànain.”

NEACH-SAOTHRACHAIDH

“Tha dreuchd aig a’ Ghàidhlig a thaobh na tha daoine an dùil fhiosrachadh ann a sheo, cho math ri co-cheangailte ri coiseachd is fiadh-bheatha.”

GNOTHACHAS SOLAIR ÀITE-FUIRICH

CLEACHDAIDH NA GÀIDHLIG

Tha na dòighean sa bheil a' Ghàidhlig air a cleachdadh le gnothachasan is gnìomhachasan gu math eadar-dhealaichte, eadar a bhith mar fhòcas sa ghniomhachas gu bhith a' tabhann beagan a bharrachd do fheartan àraid den ghniomhachas.

Dòighean sa bheil a' Ghàidhlig air a cleachdadh le gnothachasan is gnìomhachasan:

A' Ghàidhlig gu follaiseach aig cridhe/bun a' ghnòthachais - far a bheil a' Ghàidhlig (mar chànan, cho math ri ceòl Gàidhlig, dualchas Gàidhlig, tachartasan Gàidhlig, m.s.a.a.) bunaiteach dhan ghniomhachas.

A' Ghàidhlig mar fheart dualach/fillte den ghnòthachas - far an robh buaidh is misneachadh aig a' Ghàidhlig (cànan, cultar is dualchas) a thaobh a' ghniomhachais no neach-seilbh a' ghnòthachais.

A' Ghàidhlig air a cleachdadh airson cur ri fèin-fhiosrachadh a thaobh seirbheis no stuthan - airson luchd-tadhail (m.e. gu taighean-tasgaidh agus làraich dualchais), luchd-ceannach, m.s.a.a.

A' Ghàidhlig air a cleachdadh ann an soidhnichean airson a' ghnòthachais - leatha fhèin no ann an soidhe dà-chànanach.

Cleachdadh na Gàidhlig ann an sanasachd, adhartachadh agus margaidheachd - leatha fhèin no gu dà-chànanach.

A' Ghàidhlig mar chànan an aite-obrach - far a bheil a' Ghàidhlig na cànan conaltraidh eadar luchd-obrach taobh a-staigh a' ghnòthachais.

A' Ghàidhlig air a cleachdadh airson tachartasan, cuirmean, m.s.a.a. a dhèanamh dà-chànanach - m.e. a' Ghàidhlig mar phrìomh chànan de thachartasan, chuirmean, fhèisean, m.s.a.a.

A' Ghàidhlig air a cleachdadh taobh a-staigh a' ghnòthachais no air ainmean stuthan - a' gabhail a-steach ainmean gnothachais, ainmean stuthan no seirbheisean, branndadh, suaidheachantasan companaidh, m.s.a.a.

A' Ghàidhlig mar chànan airson chonaltradh ris an taobh a-muigh - far a bheil a' Ghàidhlig air a cleachdadh ann an conaltradh eadar luchd-obrach is luchd-ceannach, luchd-obrach is luchd-solair, m.s.a.a.

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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Ways in which Gaelic is used by businesses and enterprises are varied, from being the focus of the enterprise to offering an add-on or enhancement to specific aspects of the enterprise.

Common ways in which Gaelic is used include:

As the explicit heart/core of the business – where Gaelic (as a language, as well as Gaelic music, Gaelic heritage, Gaelic events, etc.) is fundamental to the enterprise.

As an inherent/implicit element of the business – where Gaelic (language, culture and heritage) has influenced and inspired the enterprise or business owner.

Being used within the business or product names – including for business names, product or service names, branding, company logos, etc.

Being used to make events, performances, etc. bilingual – i.e. Gaelic language being a key part of events, performances, festivals, etc.

Being used to enhance the experience of the service or product – for visitors (e.g. to museums and heritage sites), customers, etc.

As the language of external communication – where Gaelic is used in communication between staff and customers, staff and suppliers, etc.

Being used in signage for the business – either on its own, or in bilingual signage.

Used in advertising, promotion and marketing – either on its own or bilingually.

As the language of the workplace – where Gaelic is the language of communication between staff within the business.

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To view the full report and other related published materials visit www.hie.co.uk/gaelic

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“People like to see that the name of [the type of product we produce] is in Gaelic, they don't necessarily understand the language.”
MANUFACTURER

“It plays a part in the overall experience that people expect to find here, along with walking and wildlife.”
ACCOMMODATION PROVIDER BUSINESS

“It establishes credibility of belonging to island rather than mainland and reinforces cultural heritage and history.”
CRAFTS BUSINESS

“Our guests are not Gaelic speakers, but some of our staff are, and the guests are often interested in hearing Gaelic spoken.”
HOTEL AND RESTAURANT BUSINESS

“For marketing purposes, e.g. some guests like to hear Gaelic spoken.”
HOTEL AND RESTAURANT

“Locals, especially the older ones, like to use their native language. Visitors find it interesting to hear the language being used.”
RETAIL BUSINESS

“We see Gaelic as a distinctive part of the village and a way of recognising our history as well as a way of attracting visitors.”
SOCIAL ENTERPRISE

BUSINESS VIEW

The views of businesses and enterprises who clearly identify these benefits included:

HERITAGE SECTOR
"The use of Gaelic adds our trusts authenticity to our trusts activities."

CRAFTS BUSINESS
"...Recognise that the inclusion of some Gaelic in my promotional material could enhance the authenticity of my work."

ARTS CENTRE
"It is a distinctive part of our identity that differentiates us from the competition and other businesses in our field."

CREATIVE INDUSTRY BUSINESS
"There are no other [of our type of business] staffed by Gaelic speaking [professional staff] who can offer a service through the medium of Gaelic, so this is our niche in the market."

ACCOMMODATION BUSINESS
"Gaelic is not an essential part or requirement of our business however it is an asset in selling our location/a holiday in a uniquely different part of the world."

KEY BENEFITS TO BUSINESSES AND ENTERPRISES OF USING GAELIC

NOTES FOR BUSINESSES AND ENTERPRISES

Over half of businesses surveyed described three major benefits from using Gaelic as an asset: enhances distinctiveness/uniqueness of products and services; enhances customer perceptions of authenticity and provenance of products and services; and increases appeal of products and services to target markets.

The seven aspects that more than 70% of business survey respondents describe as major or moderate benefits of using Gaelic are that it:

1 ENHANCES CUSTOMER PERCEPTIONS OF AUTHENTICITY AND PROVENANCE.

2 ENHANCES THE DISTINCTIVENESS/UNIQUENESS OF PRODUCTS/SERVICES.

3 INCREASES APPEAL OF PRODUCTS/SERVICES TO TARGET MARKETS.

4 ENHANCES OVERALL IMAGE AND ATTRACTIVENESS OF AREA.

5 INCREASES PROFILE OF PRODUCTS/SERVICES IN SPECIFIC AREAS.

6 GIVES THE ABILITY TO DIFFERENTIATE PRODUCTS/SERVICES FROM THAT OF OTHERS (NON-GAELIC).

7 HELPS TO ATTRACT NEW CUSTOMERS IN EXISTING MARKETS.



Killearn Fiddlers, Eden Court Theatre, Inverness

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 described 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 and also 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.

Previous research suggests there is untapped demand for Gaelic goods and 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. 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.



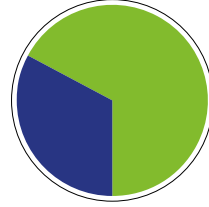
Celtic and Scots languages song contest, Eden Court Theatre, Inverness

£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

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 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.

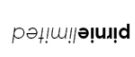
The study collected evidence through a range of interviews, focus groups and surveys with businesses and enterprises across Scotland and found evidence of businesses and enterprises using Gaelic as an asset analysing various official data sources.

The Islay Columba Centre, Bowmore, Islay



AR STORAS GAIDHLIG

The economic and social value of Gaelic as an asset
– Notes for businesses and enterprises
May 2014



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