

AR STÒRAS GÀIDHLIG

Sgrùdadh-cùise: Taigh Chearsabhagh



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 Taigh Chearsabhagh, Uibhist a Tuath a' cleachdadh Gaelic mar so-mhaoin.

'S e ionad ealain a th' ann an Taigh Chearsabhagh stèidhte an teis-meadhain Loch nam Madadh, a th' air cliù a chosnadh mar phrìomh ionaid ealain is choimhearsnachd anns na h-Eileanan. Tha Taigh Chearsabhagh air fhaicinn aig cridhe coimhearsnachd na Gàidhlig ann an Uibhist a Tuath, ged nach eil na seirbheisean a tha iad a' tabhann co-cheangailte ris a' Ghàidhlig – tha oifis a' phuist san togalach, cho math ri cafaidh trang is bùth.

Tha taigh-tasgaidh ann agus dà ghailearaidh, cho math ri àite stiùdio, bùth-obrach priont agus goireasan rùm-dorcha. Tha Uist Film a' cur air dòigh trèanadh film cho math ri riochdachadh. Tha Colaiste Chaisteil Leòdhais, aig a bheil àite stiùdio air màl, a' tabhann solar foghlaim tro na cùrsaichean ealain aca. Tha Taigh Chearsabhaigh a' faighinn maoineachadh bunait bho Alba Cruthachail.

Thairis air na 20 bliadhna a chaidh seachad, tha Taigh Chearsabhaigh air a bhith na mhòr-ionad gu cunbhalach a thaobh gnìomhan Gàidhlig, ealain is dualchais. Tha iad an-dràsta a' ruith Taigh Ciùil, iomairt a tha a' tàladh 40 gu 50 neach tron doras air an oidhche a tha e a' tachairt. Tha an fheadhainn a tha ga chur air dòigh a' cumail a-mach gu bheil timcheall air

50% dhiubh le Gàidhlig, agus tha e ag amas gu h-àraid air daoine às an sgìre, ga fhaicinn mar 'a' cur earbsa' ann an luchd-ciùil ionadail, ged a tha luchd-turais cuideachd a' faighinn toileachas às. Ann an sealladh Urrasairean Thaigh Chearsabhaigh, tha a' Ghàidhlig air obraichean a thoirt do mu thimcheall 10 neach thairis air na deich bliadhna mu dheireadh – buaidh mhòr sa choimhearsnachd dhùthchail ionadail. Tha Taigh Chearsabhaigh a' creidsinn gum faicear a' chànan is a' chultar mar bhuannachd fad-ùine dhan choimhearsnachd a thaobh obraichean is leantailachd, agus nam biodh bun-structair na b' fheàrr ann a chruthaicheadh obraichean a bharrachd, dh'fhaodadh e cuideachadh gus daoine a thàladh air ais dhan sgìre.

Tha an ionad air tòiseachadh air branndadh dà-chànanach a chleachdadh air mìosachain, cupannan is lèintean-T, a th' air an sanasachd air an duilleag Facebook (gach dàrna seachdain, faodaidh an duilleag Facebook fhèin a bhith dà-chànanach cuideachd). Tha Taigh Chearsabhaigh a' creidsinn gu bheil a' chànan a' toirt dhaibh an comas an stuthan a dhèanamh eadar-dhealaichte bho stuthan aig seirbheisean aig nach eil Gàidhlig, agus tro na gnìomhan air-loidhne aca, tha seo air gnìomhan ùra Albannach is eadar-nàiseanta fhuasgladh dhaibh.

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 Taigh Chearsabhaigh, thigear gu www.taigh-chearsabhaigh.org

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There is a Museum and two galleries as well as studio space print workshop and darkroom facilities. Uist Film provides film training as well as productions. Lewis Castle College who rent studio space provide educational provision through their arts courses. Taigh Chearsabhagh receives foundation funding from Creative Scotland.

Gaelic, and it is aimed primarily at local people, and is seen as 'putting faith' in local musicians, although tourists also find it attractive. In the view of the Trustees of Taigh Chearsabhagh, Gaelic has provided jobs for perhaps ten people in the locality in the last ten years – a major impact in the local rural community. Taigh Chearsabhagh believes that the language and culture can be seen to be a continuing benefit to the community in terms of jobs and cohesiveness and with the provision of better infrastructure which could help create more jobs, could contribute to drawing people back to the area.

The centre has started using bilingual branding on calendars, cups and T-shirts which are advertised on its Facebook page (every couple of weeks the Facebook page itself might be bilingual). Taigh Chearsabhagh believe that the language gives it the ability to differentiate its products from other non-Gaelic services, and through its on-line activity this has helped open up new Scottish and international activity.

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

For more information on Taigh Chearsabhagh visit www.taigh-chearsabhagh.org

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AR STÒRAS GÀIDHLIG

Case study: Taigh Chearsabhagh



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 Taigh Chearsabhagh in North Uist use Gaelic as an asset.

Taigh Chearsabhagh is an arts centre based in the heart of Lochmaddy, which has gained growing accolades as a major artistic and community hub in the Islands. Taigh Chearsabhagh is perceived to be the heart of the Gaelic community in North Uist, although the services it provides to the community are not solely Gaelic – it hosts the local post office, a popular café and shop.