

AR STÒRAS GÀIDHLIG

Sgrùdadh-cùise: Praban na Linne



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 Praban na Linne, An t-Eilean Sgitheanach a' cleachdadh Gaelic mar so-mhaoin.

'S e reiceadair uisge-bheatha a th' ann am Praban na Linne ann an Eilean Iarmain san Eilean Sgitheanach. Chaidh a stèidheachadh ann an 1976 le Sir Iain Noble agus tha e air a bhith na phrìomh eileamaid ann an leasachaidhean a th' air leantainn timcheall air Eilean Iarmain bhon uair sin. Tha aon bhùth aig Praban na Linne air an àrainn, ged a tha a' mhòr-chuid de na stuthan aca air a reic thall-thairis.

Tha Praban na Linne a' fastadh 3 luchd-obrach cho math ris an stiùiriche agus tha aon neach a' tighinn a-staigh air stèidh pàirt-ùine gu ràitheil. Tha a' mhargaidh air a' dèanamh suas mar a leanas: 10% gu h-ionadail (air a reic sa bhùth), 10% bho sgìrean eile air Ghàidhealtach is anns na h-Eileanan, 10% bhon chòrr de dh'Alba agus 70% gu h-eadar-nàiseanta. A thaobh nam margaidhean eadar-nàiseanta, tha iad a' reic 20% ri Canada, agus an uair sin ann an òrdugh lùghdachaidh dhan Fhraing, dhan Òlaind, dhan Ghearmailt, gu ruige Taiwan agus dhan na Stàitean Aonaichte.

Tha a' Ghàidhlig air a cleachdadh mar ainm air na làibealan agus thathar ga bruidhinn san oifis. Bha buaidh mhòr aig a' Ghàidhlig air cruthachadh a' chompanaidh. A thaobh conaltradh ri daoine taobh a-muigh na h-oifis, le companaidhean is buidhnean, tha luchd-obrach cuideachd a' feuchainn ris a' Ghàidhlig a chleachdadh, ga faicinn mar bhunait dhan ghnòthachas aca san sgìre.

Tha Praban na Linne a' cleachdadh na Gàidhlig ann a bhith a' cur air adhart a' ghnòthachais – air bileagan, “fiù 's ged nach tuigeadh a h-uile duine i” oir tha a' chompanaidh a' creidsinn gur dòcha gu bheil e a' cuideachadh gus margaidh àraid a chruthachadh agus “a' toirt blas” den t-seòrsa ghnòthachas a th' ann am Praban na Linne. Tha Gàidhlig air an làrach-lìn, tha an ceann-litreach a' cleachdadh 'Praban na Linne', agus tha a' Ghàidhlig air a' cleachdadh aig deireadh gach post-d.

Tha Praban na Linne a' creidsinn gu bheil ainmean Gàidhlig agus an cleachdadh samhlachail den chànan a' cur nas motha ris a' mhargaidh eadar-nàiseanta – tha seo gan dèanamh eadar-dhealaichte agus “gan sgaradh bho chàich”. Tha cleachdadh na Gàidhlig, mar sin, ag àrdachadh tùsachd is cinnteachd gu h-eadar-nàiseanta. Tha Praban na Linne cuideachd a' creidsinn gu bheil an cleachdadh fhèin de Ghàidhlig air aithne dhan Ghàidhlig a neartachadh sa choimhearsnachd ionadail, agus, gu dearbh, tha companaidhean eile a' feuchainn ris an aon rud a dhèanamh.

Airson Praban na Linne, tha iad a' sealltainn an dealas dhan Ghàidhlig le bhith air am bogadh sa chànan. Tha seo cuideachd, tha iad dhen bheachd, a' neartachadh cleachdadh a' chànan gu h-ionadail – tha Praban na Linne a' creidsinn gu bheil a' Ghàidhlig air a' cleachdadh san sgìre seo den Eilean Sgitheanach gu ìre nas motha na ann an àite sam bith eile, le ath-nuadhachadh taobh a-staigh theaghlaichean sa choimhearsnachd ionadail agus clann dhan cur a dh'ionnsaigh Foghlam Meadhan Gàidhlig. “Tha fiù 's pàrantan nach robh tric a' cleachdadh na Gàidhlig roimhe, a-nis a' faireachdainn 'gum bu chòir' dhaibh ma tha a' chlann ann am FMG”.

A thaobh cudromachd na Gàidhlig do shoirbheachas gnàthach a' ghnòthachais, tha Praban na Linne a' meas seo gu fìor àrd. Tha iad a' creidsinn gu bheil a' Ghàidhlig air a bhith cunntasach airson 's dòcha aon-còigeamh den teachd-a-steach aig a' ghnòthachas.



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 Praban na Linne, thigear gu www.gaelicwhisky.com

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Prabhan na Linn uses Gaelic in promoting the business – on leaflets, “even if everyone doesn’t understand” as the company believe it possibly helps create a niche market, and “gives a flavour” of the type of business Prabhan na Linn is. Gaelic is used on the website, the letterhead uses Prabhan na Linn, and Gaelic greetings are used on the end of e-mails.

Prabhan na Linn believes that the Gaelic labelling and symbolic use of Gaelic contributes most to its international market – it makes them seem different and “sets them apart”. Using Gaelic therefore enhances provenance and authenticity internationally. Prabhan na Linn also believes that its own use of Gaelic has enhanced the recognition of Gaelic within the local community, and in fact has made other companies want to emulate it.

For Prabhan na Linn, being immersed in Gaelic creates a commitment to it. This also, it believes, helps deepen the language’s use locally - Prabhan na Linn believes Gaelic is now used in this area of Skye to a far greater extent than it is elsewhere including a resurgence within families in the community locally with children being sent to Gaelic Medium Education. “Even parents who previously didn’t use their Gaelic too often, now feel they ‘should’ if their child is in Gaelic Medium”.

In terms of the importance of Gaelic to the current success of the business, Prabhan na Linn would rank/rate this very highly. It believes that Gaelic has been responsible for perhaps around one-fifth of the turnover of the business.



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For more information on Prabhan na Linn visit www.gaelicwhisky.com

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AR STÒRAS GÀIDHLIG

Case study: Praban na Linne

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 Praban na Linne on the Isle of Skye use Gaelic as an asset.



Praban na Linne is a whisky retailer on Eilean Iarmain, on the Isle of Skye. Established in 1976 by Sir Iain Noble it has been a key element of the continuing developments around Eilean Iarmain since this period. Praban na Linne has one shop on the premises, although the bulk of its product is exported.

Praban na Linne employs 3 staff plus the director and has 1 part-timer on a seasonal basis. Its markets are 10% local (retail from the shop) 10% elsewhere in the Highlands and Islands, 10% elsewhere in Scotland and 70% internationally. In terms of international markets, it sells 20% to Canada, then in diminishing order to France, Holland, Germany, Taiwan and the US.

Gaelic is used on labelling and is spoken in the office (Praban na Linne might be translated as 'the shebeen/drinking den of the firth/straits'). Gaelic was a huge influence in the creation of the company. In terms of external communications, with local companies or organisations, staff also try to use it, seeing it as the core of their business in the area.

