

New Research on The Economic and Social Value of Gaelic as an Asset

Highlands and Islands Enterprise (HIE) led a partnership project with support from Highland Council to research ways in which Gaelic is being used to deliver economic and social benefits to businesses, social enterprises and communities, and how its impact can be maximised.

The report looks to take stock of these developments, and to examine how Gaelic can further contribute, both economically and socially, to the wellbeing of the country, as well as being seen as an asset that adds value to economic/social activity. Entitled *Ar Stòras Gàidhlig (Our Gaelic Resource)*, the report demonstrates how the language is currently being used to add value in a wide variety of circumstances and highlights its considerable potential to bring further benefits to businesses, communities and individuals.

As a result of the research the following key findings were identified:

- Gaelic is used by more than 60% of the businesses/social enterprises respondents (150), as a key element of their main activities, products or services;
- almost 2/3 of businesses consulted saw Gaelic as being an important element in the success of their business;
- Gaelic is particularly important to businesses operating in the Creative Industries;
- 70% of businesses recognised Gaelic as an asset to their business;
- almost 60% of businesses/social enterprises that already utilise Gaelic see additional opportunities to make more use of the language;
- 1/3 of businesses that saw the language as an asset, provided measurement of the value to their businesses. Of these 34 businesses, the turnover attributed to the impact of Gaelic was in the region of £4million; and
- 60% of businesses surveyed felt that their use of Gaelic enhanced the value

The report identified a number of sectors where Gaelic is more obviously an asset. These are the Creative Industries, Tourism, and Food and Drink. A number of key benefits to businesses and enterprises from using Gaelic are identified:

- the language enhances the distinctiveness and uniqueness of products and services;
- it adds an air of authenticity and provenance to products and services; and
- it increases the appeal of products and services to target markets of the language within the community.

The report reinforces the positive impact of the Council's support for Gaelic; and this strategic approach involves the development of a strategy for the Gaelic jobs market

that includes careers advice, skills acquisition, further and higher education, and work experience opportunities.

Ar Stòras Gàidhlig is available online at <http://www.hie.co.uk/community-support/support-for-gaelic-development/gaelic-research.html>

Tain 3-18 Campus

The Council has agreed to establish a new 3-18 community campus on the site of the existing Tain Royal Academy. This will comprise Early Years, Primary, Secondary, and Additional Support Needs (ASN) to replace all other local authority education provision within Tain, including the existing Tain Royal Academy building and Community Complex. In a first for Highland, this will also include all 3-18 Gaelic Medium provision and this will herald an important development in the Council's efforts to support and establish sustainable Gaelic education provision.

Royal National Mòd Economic Impact Report

A study has shown that the 2014 Am Mòd Nàiseanta Rìoghail (The Royal National Mòd) generated £3,547,661 to the business community in Inverness – over a £1million more than the event target.

The report, delivered by 'The Market Specialists' shows the 9 day festival, which took place from 10-18 October 2014 in Inverness, entertained over 9000 unique visitors, 78% of which came from outside the host city. 67% were in Inverness with the sole purpose of attending The Mòd, while 25% lived in the Highland Capital.

The 2014 festivities were a signature event of the Highland Homecoming celebrations and saw the return of Inverness as a host area after 17 years; and its impact was unprecedented. The city's hotels, restaurants and shops benefited with 60% of attendees staying in a hotel, guest house, rented accommodation or hostel with the average length of stay for overnight guests being 4.2 days. 62% of festival goers reported going shopping at least once (25% on "most days") while 59% visited pubs at least once (24% "most days") and 86% ate out at least once (55% on "most days").

200 competitions took place during The Mòd, whilst almost 100 Fringe events added to the non-competitive entertainment in Inverness. Workshops, book readings, come and try sessions, concerts and gigs took place morning, noon and night across the Highland Capital. Visitors came from across Scotland, the UK, Canada and the United Arab Emirates.

The economic and social value of Gaelic as a unique asset for Scotland is the focus of a pioneering study which was published in November 2014.

Sabhal Mòr Ostaig (SMO)

The first building in the new Sabhal Mòr Ostaig, Kilbeg Development is to be named in memory of the late Sir Iain Noble, who was instrumental in the establishment and early development of the College. The new centre will be called “Ionad Iain Nobail”, the Iain Noble Centre, which will house staff from the College and provide teaching and research facilities and business premises.

The new building will be officially opened later this year, and funding assistance towards the £6.2m cost of Phase 1 at Kilbeg has been provided by the Scottish Funding Council, the Scottish Government, the European Regional Development Fund (Convergence) of the European Union, Highlands and Islands Enterprise, The Highland Council and the Sabhal Mòr Ostaig Development Trust which incorporates the former Highland Fund and Urras na h-Aiseirigh.

MG Alba Scots Traditional Music Awards 2014 (Na Trads)

On December 13th, Na Trads were opened by Inverness Provost, Councillor Alex Graham and took place in Inverness before a live audience of over 1400, whilst also being broadcast live on BBC ALBA. Na Trads are organised by Hands Up for Trad's and this was the biggest and most ambitious Na Trads event to date and generated substantial coverage across Scotland's Print and Broadcast media.

Councillor Hamish Fraser Chairperson Gaelic Implementation Group presented the first award for the Best Venue which was awarded to the Cèilidh Place in Ullapool.

Na Trads took place before a live audience of 1440, they confirmed that 632 were new audience members from the Highland area.

Hands Up for Trad also carried out its own bespoke marketing using its social media networks, providing targeted information leading up to the Trad Awards themselves throughout the public nomination and voting processes. In 2014, The Trad Awards generated the most ever public votes (well in excess of 100,000). This was helped in part by The Sunday Herald distributing a MG ALBA Scots Trad Music Awards complimentary CD in November 2014, which highlighted just some of the musicians who were featured as part of the live event in December.

Celtic Media Festival (CMF) Inverness between 22nd and 24th April inclusive.

The CMF aims to promote the languages and cultures of the Celtic countries on screen and in broadcasting. Producers, Directors and decision makers in the world of Television and Radio broadcasting come together to discuss ideas and reflect on what was an amazing year for broadcasting in the Celtic Nations and Regions. Indigenous languages are an important part of Celtic Media Festival, Gaelic, Irish, Welsh, Cornish, Breton, and Galician will be used during the festival.

The Celtic Media Festival is supported by broadcast, film, cultural and economic development organisations throughout the Celtic countries and regions. The Festival is an annual three-day celebration of broadcasting, film talent and excellence from Scotland, Isle of Man, Ireland, Cornwall, Wales and Brittany.

Celtic Media Festival also hosts the Torc Awards for Excellence, awards in Television, Radio and Interactive Media that are judged on an International Stage. As well as industry panel discussions, and the Torc Awards for Excellence, there will be a programme of screenings that will be free of charge to the public. Details of these will be on the Celtic Media Festival website in the coming weeks.

Horoscope for Year of Homecoming Gaelic Creative Writing Competition

A Gaelic Creative Writing Competition was organised, for pupils in both the primary and secondary sectors. Posters were designed in house by the Graphic Design team, application forms and guidance notes were issued to the schools and press releases were issued. A total of 112 entries were submitted.

The winners will be announced in a press release, all the Head Teachers of pupils in schools who won and received commendations have been informed.

Seachdain na Deugairean (Gaelic Youth Week)

This is a week-long residential course split between Gaelic Fluent speakers and Gaelic Learners which offers both Gaelic learners and fluent speakers the opportunity to enhance their Gaelic language skills. During the event students will take part in various activities and workshops through the medium of Gaelic e.g. Outdoor education, broadcast media, drama and sporting activities. It is a partnership project between Highland Council, SMO and Bòrd na Gàidhlig.

Gaelic Primary and Secondary Teachers in Service February 18th

A Gaelic Primary and Secondary Teachers in Service Day is scheduled for February 18th, at Inverness Caley Stadium, speakers include Claire Harvey, Education Scotland. The Day includes workshops on Education Scotland reports, and sessions aimed at Primary Teachers, Quality Assurance and Moderation – Professional judgements on standards and progression, also sessions on considering the main messages from Secondary Schools with Gaelic (Learners) and Gàidhlig in Education Scotland Reports in the last 5 years.

Gaelic Tutor Training Residential Event – March 13th -15th

The Gaelic Team are organising a 3 day Gaelic Tutor Training event aimed at Gaelic Tutors across Highland.

Adult Literacy Provision for Fluent Gaelic Speakers

An Adult Literacy course for fluent speakers is being developed in partnership with Sabhal Mòr Ostaig to deliver an initial pilot course to take place in the Inverness area commencing in March, and the second phase of the pilot will take place in the Skye area in September.

'Sequamur' New Gaelic Play WW1

A new Gaelic play Sequamur – Latin for “Let us Follow”, by D S Murray which reflects on the life of educationalist William J. Gibson Head Teacher of the Nicolson Institute in Stornoway between 1894 and 1925. He believed that service in WW1 would bring a new enlightened age to Britain, his encouragement and inspiration encouraged many young men from the Nicolson Institute in Stornoway to go to war. The play follows the movement of this, and sees how unprepared the novice British army recruits were for the horrors of industrialised warfare. Gibson's pupils write back to tell him about the reality of what they experienced so that he would understand. This play follows the internal turmoil of Gibson as the extent of the losses are revealed, – 148 of Nicolson pupils die in the conflict.

The play has been adapted to take account of the young men that went to war in the communities where the play is touring. The production will be touring and two performances will be in **Fort George Chapel on March 13 (a matinee for Senior High School Pupils** and an evening performance). **On March 14th** there will be one evening performance. **On March 17th two performances in Aros Centre Portree, Skye,** and **March 18th a performance at Sabhal Mòr Ostaig in Sleat Skye.** Performances will also take place in Cottiers Theatre Glasgow, Summerhall, Edinburgh, Corran Halls, Oban, and Aberdeen.

The work will directly connect with each of the 6 areas where the production is taking place by linking in advance of the performance with historians in each of the areas. The historians are being asked to find records of the school leavers who died in WW1 in that area. A localised commemorative roll of honour drawing on this factual material will be incorporated in to the Multimedia commission during each of the performances. This will be unique to each place the play is presented.

Other community engagement activities will include workshops in advance of the play in each community. Workshops in Gaelic or English will focus on new writing and performance for communities or senior secondary schools. In addition some evening performances will be followed by after show discussions where audience members can meet the cast and writers and consider aspects and issues presented in the show.

Film G

FilmG, MG ALBA's Gaelic Short Film Competition, has announced the shortlists for this year's competition with budding filmmakers, community groups and school groups from the Highland region making the final cut.

This year's FilmG theme, 'Gealladh' (Promise/Vow) inspired an array of new ideas and stories from filmmakers making it an exciting yet difficult job for the jury to pick out the best from this year's entries.

In the Youth category schools in the Highlands are particularly well represented with **Portree, Plockton, Mallaig, Milburn, Lochaber and Ardnamurchan** all being Shortlisted..

The Open category, which is for aspiring filmmakers over the age of seventeen and community groups, also included some great entries. The shortlist for the Best Community Film, which is sponsored by the Council, was dominated by films from the Highlands with three out of the four shortlisted being from the area. They were 'Siuthad a' Sheònaid' by DEAS (Skye Highland Dance Group), 'Féill na Nollaig' (Christmas Fair) by the Broadford Youth Group and 'Gealladh Dualchais' (A Promise to our Heritage) by Gairloch Heritage Museum.

The winners will be announced on March 27th.