



8TH SEPTEMBER 2003

NEWS RELEASE  
FOR IMMEDIATE USE

## BÒRD NA GÀIDHLIG LAUNCHES DEVELOPMENT STRATEGY

"A' cur Gàidhlig air bilean an t-sluaigh," (Maximising the use of Gaelic). That is the aim of the Gaelic development agency, Bòrd na Gàidhlig, as it launches its strategy document today. The Bòrd has outlined three strategic priorities to achieve its stated mission of ensuring a sustainable future for the Gaelic language and culture in Scotland.

The strategic priorities are: growing education and learning to build a new Gaelic speaking generation; developing culture and arts to enrich Gaelic life; and promoting economic and social development to maintain the Gaelic community.

In pursuing these priorities, the Bòrd will apply systematic and proven language development techniques in terms of planning, partnership and promotional activities for the language. Among the areas targeted for immediate action, national strategies are to be drawn up and implemented for Gaelic education and culture, with plans for the promotion of Gaelic in the private and public sectors also being supported and developed by the Bòrd.

The chairman of Bòrd na Gàidhlig, Duncan Ferguson, said:

"Bòrd members and staff strongly believe that by working in partnership with public bodies, the business sector, and the community, we shall create a vibrant future for Gaelic. The measure of our success will be a growing number of people of all ages using Gaelic and enjoying the rich cultural life that the language embodies. The Bòrd invites you to join with us in realising this ambitious aim."

One of the first tasks for the Bòrd will be to draw up and refine a National Plan for Gaelic. The plan will set short, medium and long-term targets and will be monitored and modified over time in the light of progress and experience.

The Bòrd also used the launch of its strategy document to invite Gaelic organisations and groups to make modest funding bids between now and the end of the year based on the new priorities. Chief Executive, Allan Campbell said:

"We have a modest budget which the Bòrd can allocate to projects, on a one-off basis, in the current financial year. We have already received a number of funding applications, but we are keen that as many organisations and groups as possible have an opportunity to bid for some funding support. Recognising that timing is critical for some applications that are pending, we intend to begin awarding grants later this month, but we are still able to accept further bids. We would wish to receive any further applications as quickly as possible."

The full text of the strategy document is available as an attachment to this release and further copies are available on request.

For any further information, please contact the Chief Executive of Bòrd na Gàidhlig, Allan Campbell: Tel: 01463 723 570

### Background information:

Bòrd na Gàidhlig (Alba) is a Non-Departmental Public Body (NDPB) and the Bòrd is appointed by, and accountable to, Scottish Ministers. The Bòrd aims to promote and celebrate Gaelic's contribution to Scottish cultural life; to assist and promote the creation of new opportunities to use Gaelic in Scotland; to encourage and support wider use of Gaelic in all aspects of life in Scotland; and strengthen Gaelic as a family and community language and so increase the numbers of speakers and users of Gaelic.

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Bòrd na Gàidhlig  
Ness Horizons  
Kintail House  
Beechwood Park  
Inverness IV2 3BW  
Tel: 01463 732570  
Fax: 01463 732582  
Email: [fios@bord-na-gaidhlig.org.uk](mailto:fios@bord-na-gaidhlig.org.uk)  
[www.bord-na-gaidhlig.org.uk](http://www.bord-na-gaidhlig.org.uk)

BÒRD NA GÀIDHLIG (ALBA)  
Company Limited by Guarantee  
Registered Office:  
28 Queensgate, Inverness IV1 1YN  
Registered in Scotland No. 245087

## BÒRD NA GàIDHLIG – STRATEGY FOR GAELIC DEVELOPMENT

### 1) OUR AIMS are to:

- Increase the numbers of speakers and users of Gaelic;
- Strengthen Gaelic as a family and community language;
- Facilitate access to Gaelic language and culture throughout Scotland;
- Promote and celebrate Gaelic's contribution to Scottish cultural life;
- Extend and enhance the use of Gaelic in all aspects of life in Scotland.

### 2) THE STRATEGIC PRIORITIES

The above aims will be achieved by pursuing three strategic priorities:

- Growing education and learning to build a new Gaelic speaking generation
- Developing culture and arts to enrich Gaelic life
- Promoting economic and social development to maintain the Gaelic community

In pursuing these priorities, we will apply systematic and proven language development techniques.

#### (a) Education and Learning

The development of Gaelic medium education (GME) since the mid 1980s has demonstrated that a new fluent, confident Gaelic speaking generation can be nurtured. This covers all stages from pre-school through primary and secondary to college and university. Many adult learners have also achieved fluency through new "immersion" methods.

However, recent census returns indicate that we need to substantially increase the numbers of young people and adults achieving, enjoying and maintaining fluency. Bòrd na Gàidhlig will work with the Executive, education authorities, teacher education institutes and parents to bring about the required step change in the delivery of Gaelic education and learning.

The Bord has identified the following areas for immediate action:

- The development and implementation of a national strategy for Gaelic education across all sectors
- Promoting the growth of Gaelic Medium Education
- Support for the production of a range of educational and learning resources
- Facilitation of the development and implementation of a strategy for teacher recruitment & training
- Support for the development of out of School Activities
- Support and development of adult language learning opportunities



## (b) Arts, Culture and heritage

Much that is thought of as traditionally Scottish has its roots in Gaelic culture. The richness of traditional Gaelic culture and heritage is internationally recognised. The creation of new Gaelic arts through music, drama, dance, visual arts, film, literature and other art forms, and the melding of the new with the traditional, has been inspiring. Broadcasting has played a vital role in bringing the whole range of Gaelic culture to a wider audience.

Gaelic arts and heritage provide a gateway through which non-Gaelic speakers can gain access and insights into the language and culture.

Bòrd na Gàidhlig will work with Scottish Arts Council (SAC) and other bodies to promote Gaelic arts, culture and heritage. We will develop new partnerships with education, creative industries, tourism and the community at large. As part of this process we will celebrate the contribution of Gaelic to cultural life in Scotland and beyond.

The Bord has identified the following areas for immediate action:

- The development and implementation of a national Gaelic cultural strategy
- Strengthening and support of an infrastructure for the delivery of arts, culture & heritage initiatives
- Support for career pathways and professional development within the arts, culture and heritage
- Enhancing the role of the arts and culture in education, community and economic development
- Support of initiatives which promote culture, arts and heritage locally, nationally and internationally

## (c) Economic and Social Development

Recent research demonstrates that a new Gaelic economy now exists. This economy has the potential to grow further through cultural tourism, the creative industries and a range of modern services, which enable Gaelic speakers to sustain themselves socially and economically.

The family remains the key vehicle for inter generational transmission of Gaelic. As rural communities change, Gaelic speakers are creating new social structures to facilitate contact and interaction through the language. Many of these new approaches reflect special interest groups and communication is increasingly on-line. Gaelic is more visible on signage and in the public profile of official bodies and of businesses.

Bòrd na Gàidhlig will identify new ways of encouraging the wider use of Gaelic while working to strengthen Gaelic as a family and community language.

The Bord has identified the following areas for immediate action:

- Supporting and developing the implementation of public and private sector Gaelic plans
- Facilitation of the development and implementation of Gaelic Community Plans
- Establishing a campaign for the promotion and marketing of Gaelic
- Establishing partnerships to develop Gaelic economic opportunities
- Supporting career pathways and professional development within all sectors



### 3) DELIVERING OUR STRATEGY

In delivering these strategic priorities, we will apply systematic and proven language development techniques.

#### (a) Planning

We will develop plans, in consultation with the Gaelic community and other stakeholders, setting out actions required, with targets for achieving progress. We will regularly research, review and evaluate progress and adjust plans in the light of experience to improve performance

#### (b) Partnership

We will provide leadership to enable partnerships with Gaelic organisations, national agencies, local authorities, enterprise bodies, businesses and community groups to deliver quality services, products, training, events and activities.

#### (c) Promotion

We will encourage maximum commitment and actively encourage participation and celebrate success.

One of our first tasks is to draw up and refine a National Plan for Gaelic and this will guide our focus. The plan will set short, medium and long-term targets. It will be flexible and it will be monitored and modified over time in the light of progress and experience.

We will contract bodies or individuals to undertake specific tasks to help achieve our strategic priorities. In other instances, we will fund initiatives in partnership with other bodies. Often our role will be to support others to provide services for or through Gaelic as part of their normal responsibilities. In all cases we will set transparent time bound targets as part of our contractual requirements.

To achieve our ambitious aim Bòrd na Gàidhlig we will have to mobilise the commitment and effort of people working in public bodies, businesses, voluntary organisations and the community.

### 4) CRITERIA FOR FUNDING

Much of BnaG's mission will be achieved through funding or commissioning others to deliver its aims and priorities. It was agreed that a systematic set of transparent guiding criteria was required to enable all to understand why funding may or may not be made available. The following criteria was agreed..

Does the case for funding:

- Increase the number of Gaelic speakers?
- Increase the quality and /or range of usage?
- Aid a priority target group? (e.g. youth)
- Increase the profile of Gaelic?
- Lever in partner funds or other support?
- Provide value for money?
- Demonstrate ability to deliver?