

## Gaelic as an Economic Asset: Case Study

Whilst the social, cultural and wellbeing benefits associated with Gaelic and its heritage are widely accepted, there is generally much less appreciation of the potential economic benefits of developing the Gaelic USP of the Western Isles.

Individuals and groups across the Western Isles who have little active interest in Gaelic or its culture and heritage may also be unaware of the indirect ways in which they are currently benefiting from the fact that Gaelic attracts a significant amount of funding to the local economy, year-on-year.

Revenue and capital funding comes through Scottish Government Gaelic Specific Grants, Bòrd na Gàidhlig Grants, Gaelic tourism, heritage, media and public service salaries with a significant percentage of these spent within local communities.

If you are of the opinion that Gaelic is of no economic benefit to you, think about this example of how Gaelic funding percolates through a community.

### Source

Scottish Government: award of **£165,000** Gaelic Specific Grant

### Recipient

**Comunn Eachdraidh Uibhist a Tuath (CEUT)**

**Refurbishment of Sgoil Chairinis**

Possibility of bidding for further funding next financial year dependant on evidence of impact re increased use and learning of Gaelic through CEUT initiatives.

### Direct beneficiaries

Local architects -fees	Local tradesmen -salaries	Local builders' merchants – materials	Comann Eachdraidh staff & volunteers – improved working environment	Off-island suppliers – materials which can't be sourced locally	Local school, community and visitors using facilities
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## Indirect beneficiaries

<b>Service providers</b>					
Salaries being spent in local community					
shops	restaurants	garages	pubs	fuel stations	small businesses
Local Authority services: Education, Museums, Archaeology and Gaelic development					

North Uist has a population of **1271**.

The Scottish Government Grant to CEUT therefore represents an investment of **£129.82 per person** for the development of the Gaelic language.

As other organisations and events such as: Sgoil Uibhist a Tuath, Taigh Chearsabhaigh, Fèis Tìr a' Mhurain also benefit from funding, the per capita Gaelic investment in North Uist is much greater than the sum above.

Each pound spent has a **x 4 multiplier effect** as it circulates in the local economy. Therefore, the total impact of a sum such as the **£165,000** awarded to CEUT is much greater than the initial sum would indicate.

- **Had you thought about Gaelic in this way before?**
- **Is Gaelic an economic asset to Uibhist a Tuath?**
- **Do you benefit from it directly or indirectly?**