

Ceòlas: Gaelic and Tourism

John Joe MacNeil

Ceannard

November 2023



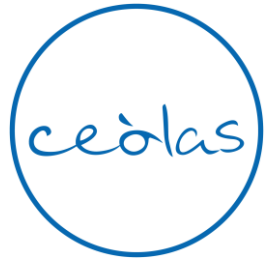
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A' tasgadh ann an Àm ri teachd Gleusta, Seasmhach is In-ghabhail



COMHARLE NAN EILEAN SIAR



Cnoc Soilleir



UHI | NORTH, WEST AND HEBRIDES
A TUATH, AN IAR IS INNSE GALL

- A new home
- Bright Hill – a lighthouse for Gaelic language, music and arts
- Promoting and celebrating the community's Gaelic cultural heritage
- Joint venture and innovative partnership
- Sharing, collaborating and inspire
- Beacon for transformational change within the local, national and international community
- Joint working including Uist Unearthed & research
- Community at the heart – Cidsin Cèilidh, Art Exhibitions, Recording Studio, Conferences, Concerts....
- Rise in visitor figures
- **Phase 2** – an innovative and state-of-the-art auditorium tailored to the needs of performers and our community



MAOINICHTE
LEIS A' CHRÀNNCHUR
LOTTERY FUNDED



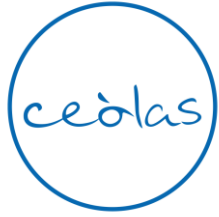
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Highlands and Islands Enterprise
Iomairt na Gàidhealtachd's nan Eilean



The roots..

- 1996 – Community rooted project - Hamish Moore and Pròiseact nan Ealan
- 2001 – PCL/Charity
- Experience the living tradition in the Gaelic heartland of Uist
- Celebrating, promoting and nurturing language, traditional music including the rich piping tradition, dance, culture and heritage
- High quality and world class tuition
- From the beginning – maintaining and strengthening links between Uist and Cape Breton as well as other Celtic diaspora
- Encouraging both economic and social development – local community, attracting visitors and creating opportunities
- Sharing expertise
- Networking and facilitating event promotion



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The events..

06.01.23	Fèis Chullaig – Cèilidh & Dannsa le Iain ‘Costello’ MacIver & New Tradition – Southend Hall
07.01.23	Coffee Morning & Bilingual Bingo – Eriskay Hall – 11am Piping Recital – 2pm
31.01.23	Uist Gaelic Stakeholder’s Day led be Ceòlas
13.02.23 -15.02.23	Sgoil Fhèill Bhrìde 3-day online festival with Gaelic, Accordion, Song, Piping, Fiddle & Step-Dance. 14.02 – Taigh Cèilidh with local musicians – streaming live online 16.2 – Cèilidh na Lasaig with Ingrid Henderson & Iain MacFarlane – Cnoc Soilleir and also streaming live
20.02.23 – 26.02.23	Seachdain na Gàidhlig
30.03.23	Cèilidh na Lasaig with local musicians – Cnoc Soilleir and also streaming live
15.04.23	Stòras – Marloch Event
17.04.23 – 05.05.23	Glasgow University Immersion Course – 3 Weeks
28.04.23 & 29.04.23	Symposium – Topic – Emigration with a focus on SS Marloch – celebrating 100 years Cuirm Phiobaireachd nam Ban
08.06.23	Cèilidh na Lasaig with local musicians – Cnoc Soilleir and also streaming live



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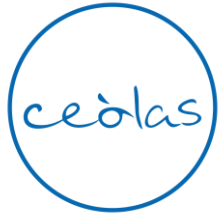
The events..

03.07.23	<p>Sgoil Shamhraidh</p> <p>Event proposals:</p> <p>Sunday – Opening Cèilidh – Southend & Live streaming</p> <p>Monday – Singing Night – Southend & Live streaming</p> <p>Tuesday – Pub Sessions (Borrodale & Lochboisdale) / Cape Breton Night - Southend & Live streaming</p> <p>Wednesday – Pub Session – Politician at 4pm / Piping Night – St Peters & Recorded</p> <p>Thursday – Fiddle & Dance – Southend & Recorded</p> <p>Friday – Cèilidh Mòr – Southend & Live streaming</p>
12.08.23 – 20.08.23	Piping Live Concert
28.08.23	Cardio Cèilidh & Seinneamaid Còmhla – weekly classes commence
30.08.23 – 14.06.24	Cèilidh na Lasaig with local musicians – Cnoc Soilleir and also streaming live
11.09.23 – 30.03.24	Gaelic Online Classes commence
15.09.23	Phil Cunningham & Aly Bain – Southend Hall
10.11.23 & 11.11.23	Às an Tobair
07.12.23	Cèilidh na Lasaig with local musicians – Christmas Special – Cnoc Soilleir and also streaming live



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Board of Directors/Local Committee/Partners

- 10 Directors on our board / Chair - Isabell MacInnes
- Local committee of 15 members who support with event management
- Local community
- Partnerships across local and national bodies including funders, UHI NWH, Glasgow University, Stòras Uibhist, Fèis Tìr a' Mhurain, Cothrom, Southend Hall, St Peter's Hall, Voove, Wee Studio Records.....





Staff Team

- Ceannard – John Joe MacNeil
- Office & Finance Manager – Peggy Ann MacMillan
- Artistic Director – Iain MacDonald – 0.6
- Gaelic Education Officer – Shona Masson
- Social Media Officer – Andrew Muncaster – 5 hours p/w
- **Joe MacNeil – Uist Gaelic Development Officer**
- **Donald Henderson – MG Alba Content Creator**



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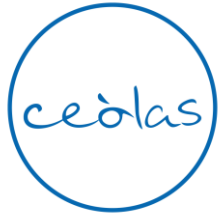




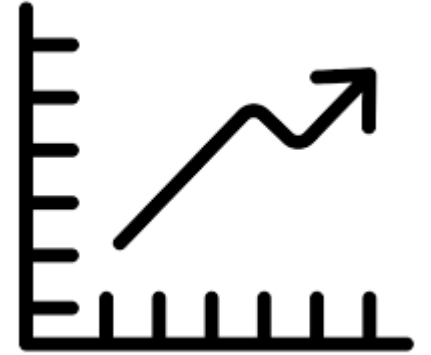
Uist Gaelic Development Plan/MG Alba

- Uist Gaelic Development Plan
 - **Full funded by BNG**
 - **Joint vision for 3rd sector organisations/Uist Gaelic Language Community Partnership Group**
 - **Encourage a shared understanding of Gaelic successes in Uist**
 - **Plan an innovative vision and outcomes – ensuring the preservation, use and protection of the language and its culture for generations to come.**
 - **Economy, the skills agenda, employment and tourism at the heart**
 - **Uist’s Repopulation Agenda/Short Life Working Group on Economic and Social Opportunities for Gaelic**
 - **Uist Gaelic Development Officer**
- MG Alba
 - **Full funded post by MG Alba – 2-year apprenticeship role**
 - **Creating, capturing, archiving and sharing Gaelic content from our community**
 - **Radio**





Audience



- Across the world – America, Canda, Australia, China, Germany, Poland...
- Attendee figures 22/23 – 2314 (72% Uist/28% Online) – expected growth
- USP – Gaelic language, culture and heritage / Uist as a place and heartland of the language
- Economic Impact Study
- Immersion courses and our new programme – attracting visitors to Uist – Visit Scotland’s Gaelic Tourism Strategy and the work of Outer Hebrides Tourism
- Multi-fold benefit for the local economy – local businesses
- Growth – an example – Gaelic classes – 11 now running online/3 in-person as well as conversation classes – ‘Cabadaich’
- Conversion between online to Uist
- How do we attract people? Word of mouth, stakeholder satisfaction, social media, other local and national business/organisation referrals, increased focus on Gaelic...





The future...

- New visionary programme
 - Hybrid schools
 - Symposiums including piping and dance specialist events
 - Residency/retreats
 - Further immersion courses
 - Corporate Gaelic input
 - Weekly events for the community
 - Radio
 - Còmhdhail an Seanchaidh
- Streaming
- Bold Strategic Business Plan and Programme for 2024 – 2029 – 30 years
- Growth and ambition - continuous reflection and learning from others
 - Engagement and Outreach
 - Opportunity and Innovation
 - Ambition and Transformational Change
 - Leading and Strengthening Relationships



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Promoting Gaelic's story

- Be an ambassador for the language/make Gaelic part of your product
- Promote Gaelic – the language and its culture, as part of Scotland's international story
- Authentic and true story of the language
- Gaelic awareness training with staff and stakeholders
- Encouraging staff to do simple things like Duolingo and/or a Ceòlas Gaelic Class
- Website/phone/email signature
- Be an ambassador for 'Cleachd I' - BNG
- Need support? Just ask.

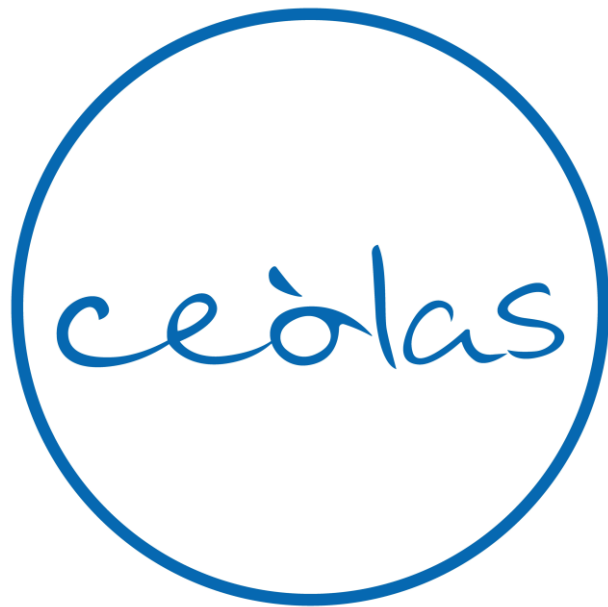


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