

# FÀILTE

*Ceiteag NicDhòmhnaill  
Oifgear Plana Gàidhlig agus  
Coimhearsnachd Uibhist*

c

*Ceiteag MacDonald  
Uist Gaelic and Community Plan  
Officer*

<https://gaidhliguibhist.scot/>





# The Principles of the Uist Gaelic and Community Language Plan are:

## Visibility

‘seeing and hearing more Gaelic in everyday life, particularly in signage and events’

## Usage

‘creating the space, confidence and habit’ to use Gaelic; ‘shifting from fluency to functionality’

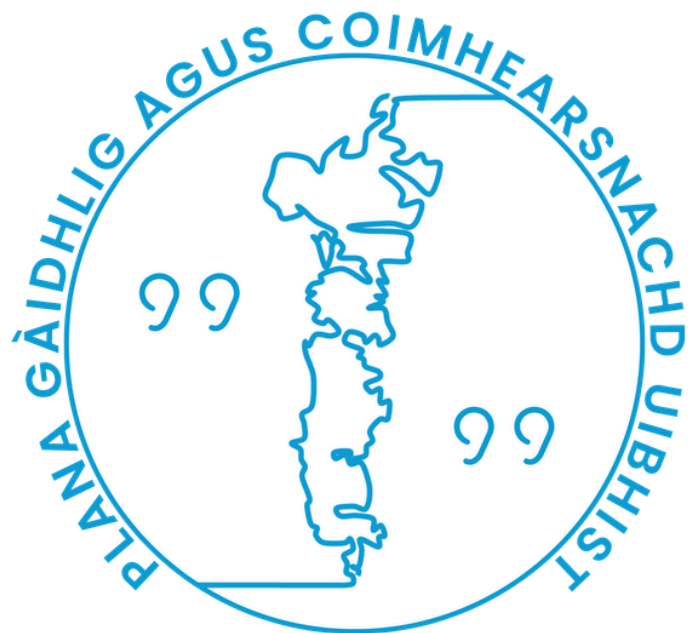
## Gaelic Matters

not a cultural add-on but built into every aspect of our functioning. ‘At community level, this means considering usage, inclusion and promotion of Gaelic at the earliest planning stage for events, from coffee mornings to island tours to international music events and organisation level it means reflecting on how best to increase usage, inclusion and promotion of Gaelic in the daily worklife of people.’

## Small Steps

to begin with what is possible now: signage, a spoken Gaelic welcome or greeting, conversations... all these things build confidence and increase visibility.





<https://gaidhliguibhist.scot>

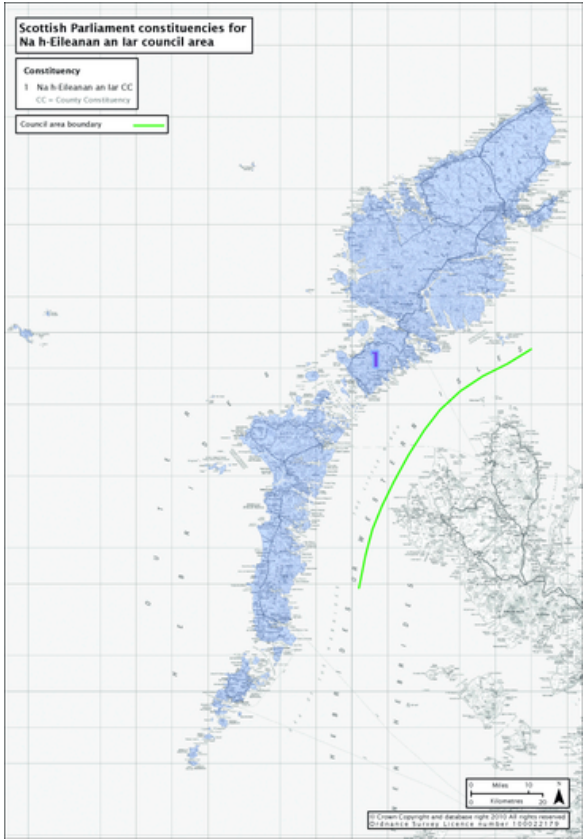
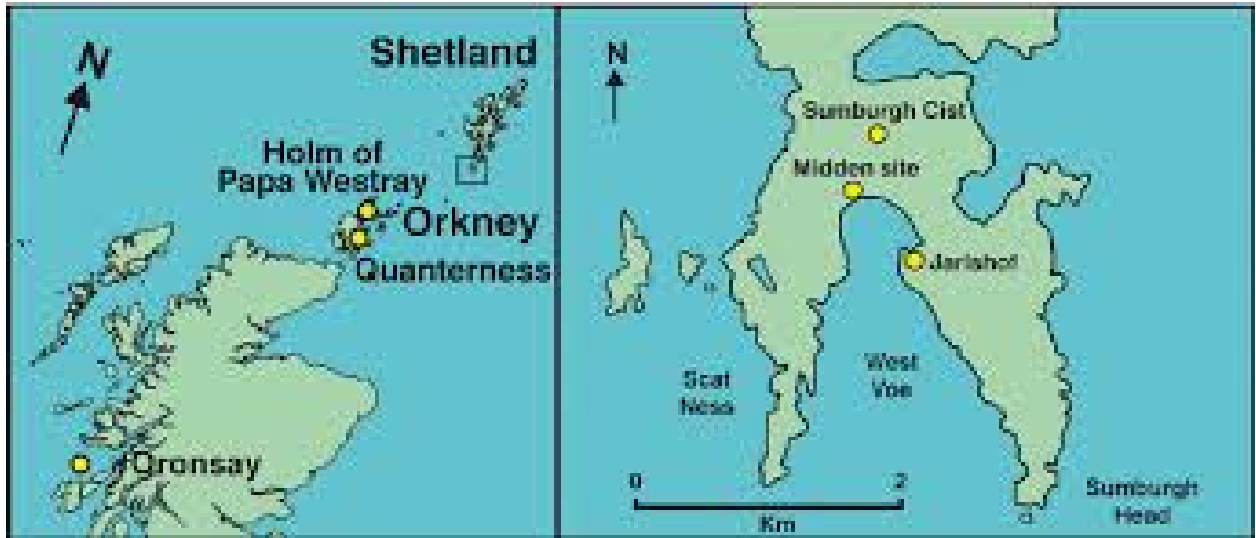
<https://gaidhliguibhist.scot/>

Briog air a cheangal gu h-ìosal

[\*\*Plana Gàidhlig Uibhist: Ceanglaichean\*\*](#)



# The Gaelic £



**Have you every asked what money and resources do we have in Uist that wouldn't be accessible for Orkney and Shetland?**

# The Gaelic £

**For the 2025/26 financial year, the  
Comhairle nan Eilean Siar**

**(Western Isles Council) receives approximately £970,000 annually in Gaelic Specific Grants (GSG) from the Scottish Government. These funds are primarily allocated to Education and Children's Services.**

(Source chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.cne-siar.gov.uk/sites/default/files/imce/Committees/Comataidh%20Na%20Gaidhlig/2025/January/E-5B-Gaelic-As-An-Economic-Asset-Appendix-A.pdf)

**This core grant is supplemented by several other dedicated funding streams and project-specific awards:**

## **Core Grant Breakdown (2025/26)**

- **Main Local Authority Allocation: £970,000.**
- **e-Sgoil: £140,000 annually.**
- **Revenue grants for local organisations: Approximately £15,000.**

(Source chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.cne-siar.gov.uk/sites/default/files/imce/Committees/Comataidh%20Na%20Gaidhlig/2025/January/E-5B-Gaelic-As-An-Economic-Asset-Appendix-A.pdf)

## **Supplemental Funding Streams**

**The Western Isles also benefits from additional grants distributed through Bòrd na Gàidhlig and other bodies:**

- **Comhairle Gaelic Project Grants: Approximately £40,000 annually.**
- **Bòrd na Gàidhlig Strategic Stream Funding: £157,500 over a three-year period.**
- **Gaelic Trusts (e.g., Dìleab an t-Siorraidh): £50,000.**
- **Gaelic Development Officers Scheme: This national scheme includes the Western Isles as a priority area, with £957,000 allocated over two years (2025–2027) for development work across Scotland.**

https://www.gaidhlig.scot/en/gaelic-officers-scheme-invests-in-communities/#:~:text=%E2%80%9CThis%20%2%A3600%2C000%20investment%20in,email%20tabhartas@gaidhlig.scot.





## The Gaelic £ Recent Major Project Awards



### Major Infrastructure & Regeneration

- **Cnuc Soilleir (South Uist):** A major **£2.1m** investment from HIE (Highlands and Islands Enterprise), Scottish Government, and Bord na Gaidhlig supported phase one of this Gaelic cultural centre, which opened in 2022.
- Phase 2 of Cnuc Soilleir is being led by Ceòlas and will deliver a 200-seat auditorium for music events and performing arts, as well as 2 dance studios to support local dance tuition and traditional step dance classes at Ceòlas' annual Summer School.
- This funding will be crucial for fitting high-specification sound and projection systems to create a versatile performance space which will provide more performance opportunities for Ceòlas, **UHI North, West & Hebrides** students, and local & touring artists South Uist

Source



1. **£1.5 million** – UK Government Community Regeneration Partnership Fund  
A major award supporting the restoration and redevelopment of Sgoil Chàirinis into a new Community Heritage Centre.
2. **£599,000** – Regeneration Capital Grant Fund (Scottish Government)  
Announced by Deputy First Minister Kate Forbes, this funding supports the Sgoil Chàirinis redevelopment project and is part of the 2026–27 Scottish Budget.
3. **£165,000** – Scottish Government Gaelic Heritage Funding  
Awarded to begin redevelopment of the former Carinish School into a community hub

[source](#)



## The Gaelic £ Recent Major Project Awards



Ceann na h-Àirigh

(the Grimsay Community Centre) is currently in the final stages of a major £600,000 fundraising campaign titled Griomasaigh Còmhla / Grimsay Together. The initiative aims to extend the community hall and café to ensure the hub's long-term financial sustainability and accommodate rising visitor numbers

Source

- **Ionad Eilean na h-Òige has been granted £959,000 in support of its redevelopment of the former Eriskay school to turn it into a sustainable heritage centre and community hub where it will offer training and wellbeing programmes.**

Source



## The Gaelic £ Recent Major Project Awards



Ceòlas Uibhist has secured significant, consistent funding over the past three years (2022-2025), with annual income growing to over **£350,000** by March 2024. Key funding includes multi-year support from Creative Scotland through 2028, substantial investment from Highlands and Islands Enterprise (HIE) for the Cnoc Soilleir Gaelic cultural centre, and ongoing support from Bòrd na Gàidhlig and the Scottish Government.

Source



Taigh Chearsabhagh in North Uist has secured over **£650k** in multi-year funding from Creative Scotland for 2025–2028 and roughly **£50,500** from the Islands Programme capital fund. They have also received regular, though currently threatened, funding from Comhairle nan Eilean Siar for operating costs and creative projects within the past three years.

Source



1. Fhuair Comann Eachdraidh Uibhist a Tuath £165,000 airson Seann sgoil Chairinis a leasachadh.

## Dè na tha sin airson gach neach ann an Uibhist a Tuath

### 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

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



**£165,000 / 1271**

**£129.82 airson gach neach ann an Uibhist a Tuath**

NEART SA  
GHÀIDHLIG

STRENGTH IN GAELIC



1. Gu tuairmseach cia mheud obraichean a th' ann an Uibhist a thathar Gàidhlig riatanach? Roughly how many jobs in Uist are Gaelic essential?

Cla

NEART SA  
GHÀIDHLIG

STRENGTH IN GAELIC



1. **Luchd obraich sgoil araich 25**
2. **Tidsearan 16**
3. **Oifigearan Gàidhlig 9**

**50**



XXXXX

**Dè am % de luchd-turais a tha a' tighinn a dh' Alba air sgàth 's gu bheil ùidh aca ann an cànan agus cultar an àite?**

**What % of tourists come to Scotland because of an interest in the language and culture.**

XXXXX

# 28% to 62%

**Approximately 28% to 62% of visitors to Scotland, including the Western Isles (Outer Hebrides), show interest in Gaelic language and culture, with 28% stating it "enhanced" their visit and up to 62% showing a broader interest. For long-haul visitors, this figure rises to 46% (very interested)**



[Link to source](#)



# The Business Case for Gaelic in Uist Tourism

Uist, Orkney, Shetland

We love Gaelic!

**Stronger Branding**  
Unique & Authentic!

**Longer Stays**  
Cultural Events  
Extra Nights!

**Higher Spending**  
Guided Tours & Local Crafts!

**Reduced Seasonality**  
Gaelic Class  
Year Round Visits

**Local Jobs & Skills**

**New Products & Services**  
Gaelic Language  
Ceilidh Night!

## Economic Boost!

Money Stays Local!

Thriving Community!

Edit



## Key Economic Benefits of Gaelic and Cultural Tourism

### 1. Stronger branding and differentiation

A Gaelic identity makes Uist stand out:

Unique selling point vs other islands

Attracts national and international niche markets (heritage tourists, diaspora visitors)

This can lead to:

Higher demand and ability to charge premium prices

### 2. Longer stays

Visitors interested in culture are more likely to:

Stay extra days to attend events or courses

Explore multiple sites connected to heritage

Even a small increase in average stay length significantly boosts:

Accommodation income and Food and transport spending

### 3 Higher visitor spending

Cultural tourists tend to spend more because they look for:

Guided experiences (Gaelic tours, storytelling, heritage walks)

Workshops & events (music, language tasters, crafts, concerts and ceilidhs)

Local, authentic food and drink

That means more revenue per visitor compared to general sightseeing tourists.

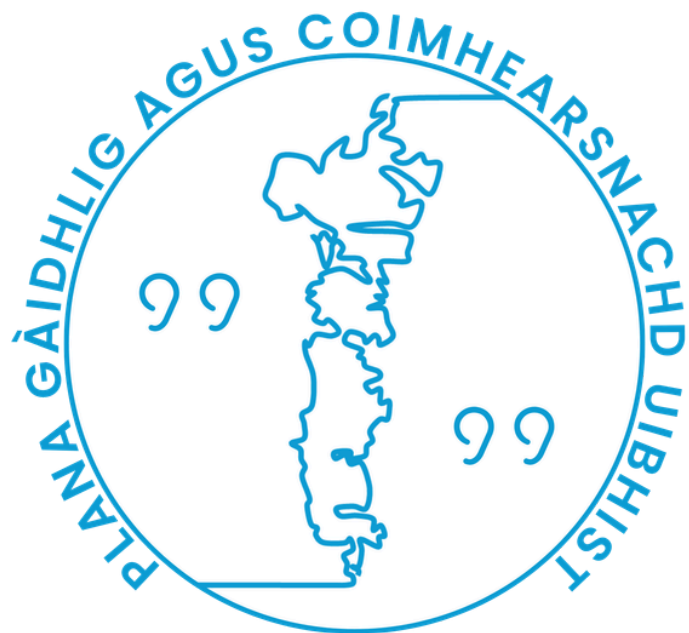
### 4. Reduced seasonality

Cultural tourism isn't as weather-dependent as outdoor tourism:

Language courses, music events, and storytelling can run year-round

Helps bring visitors in shoulder/off-season months

This stabilizes income and supports year-round employment.



### **5. Support for local jobs and skills**

Demand for Gaelic-related experiences creates jobs for:

Local guides and co-ordinators

Teachers and cultural practitioners

Cultural Centre staff – Ceòlas, TC, Ceann na h-Airigh, Comainn Eachdraidh Uibhist a Tuath, Comann Eachdraidh Eirisgeidh, Taigh Tasgaidh CHill Donain

15 staff as a conservative estimate

This keeps income within the community and supports the local economy.

### **6. New products and services**

Businesses can diversify what they offer:

Linking to Gaelic language classes or short experiences

Linking Cultural events (Cnoc Soilleir phase 2, Ceòlas, EDF)

Creating new events- Cidsin Ceilidh

Interpretation in Gaelic (signage, audio guides)

This creates new income streams, not just relying on accommodation or basic services.

### **7. Multiplier effect in the local economy**

Money spent on cultural tourism circulates locally:

Visitors buy local crafts, food, music

Businesses source locally where possible

This increases overall economic impact beyond just tourism businesses.

In summary:

That % of visitors coming because they have an interest in the Gaelic language and culture represents a valuable, motivated market segment

If businesses actively develop Gaelic-focused experiences, they can increase revenue, extend the season, and build a more resilient and distinctive local tourism economy. .

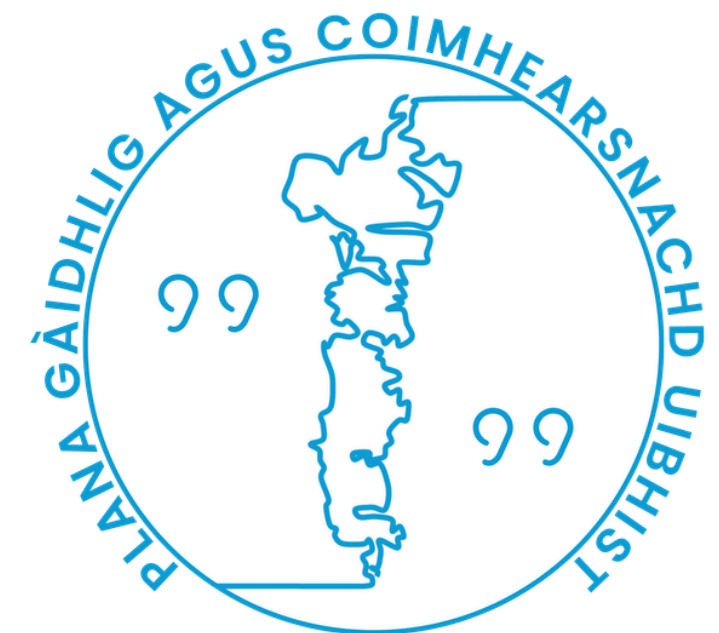
CHARTERS ADOPTED	CHARTERS EXPECTED SOON	WILL PROBABLY REQUIRE BEING CHASED UP BUT WERE ALL KEEN
15	3	10

	Issued	returned	Level
			1
Ceann na -Araidh	12.1.26	18.2.26	
Comann Eachdraidh Eirisgeigh	7.1.26	Expected soon	4
Comann Eachdraidh Uibhist A Tuath	12.1.26	4.2.26	4
Ceòlas	20.1.26	5.2.26	
Taigh Chearsabhadh	12.1.26	Expected soon	
North Uist Development Company	19.2.26	Expected soon	3
Tagsa	12.1.26	9.2.26	3
UCVO	12.1.26	18.2.26	1
Volunteer Centre	12.1.26	12.2.26	
Caraidean Uibhist	12.1.26	4.3.26	1
Cothrom	12.1.26	17.2.26	3
Thrift Shop			
WICCI	5.2.2		
Feis Tìr ' Mhurain		2.3.26	3
CAB uist	18.2.26	18.2.26	

Cnoc Soilleir	10.2.26	Expected soon	
Storas	3.1.25		
Feis Tìr An Eòrna	28.1.26		
Dark Island	9.2.26	9.3.26	
Bùth MacGillvrays	29.14.26		
Benbecula Distillery	29.1.26		
Salar Salmon	28.1.26		
MacLeans Bakery	28.1.26		
Loch Maddy Hotel	28.1.26		
Co-Chomunn Eirisgeidh	11.2.26	11.2.26	3
MacInnes Bros	4.2.26	4.2.26	1
WICC	9.2.26		
South Uist Bakery	16.1.26		
Cidsin Ceilidh	22.2.26	24.2.26	
EDF	22.2.26		
Saor Laithean Baile Raghail + Dunes cafe	19.2.26	19.2.26	3
Dannsairean Màiri	19.2.26	19.2.26	

## Briog air an ceangal gu h-ìosal

# Stòr-dàta Bannan-Sgrìobhte





## Gaelic in the Workplace Charter

*(A voluntary commitment to support and promote the use of Gaelic in organisational life)*

### 1. Charter Principles

By signing this Charter, our organisation \_\_\_\_\_ we commit to:

- **Play a part in** protecting, growing and strengthening Gàidhlig in Uist
- **Recognise** Gaelic as an integral part of Uist's cultural, social, and economic life.
- **Promote** the use and visibility of Gaelic within our operations and communications.
  - **Support** employees, service users / customers who wish to use Gaelic.



## 2. Levels of Commitment Your organisation can commit at one of four levels:

Ire 1	<b>Neart na Gàidhlig</b>	<b>Level 1</b>	<b>Strength of Gaelic</b>	<b>10 actions</b>
Ire 2	<b>Luach na Gàidhlig</b>	<b>Level 2</b>	<b>Worth of Gaelic</b>	<b>15 actions</b>
Ire 3	<b>Cumhachd na Gàidhlig</b>	<b>Level 3</b>	<b>Power of Gaelic</b>	<b>20 actions</b>
Ire 4	<b>Gàidhlig aig a' Chridhe</b>	<b>Level 4</b>	<b>Gaelic at the Heart</b>	<b>30 actions</b>

### **Tòisicheamaid! | Let's get started!**

Whether you're learning a few words or using Gaelic every day – you have a part to play. Use your Gaelic at home, at the till, at work, in the community. Encourage others. Help include Gaelic in services, community spaces and events. Welcome newcomers with it. With support from organisations **and** individuals we can protect, strengthen and grow Gaelic, and you can play a part by selecting and carrying out actions in your own charter. You can lobby, you can influence, you can offer your time, your skills, your language and the impact will be felt.

You can start anytime! You can work to the timeframe appropriate for your group and send a copy of your charter to [ceiteag@ceolas.co.uk](mailto:ceiteag@ceolas.co.uk)  
Your organisation can select to send a written report of progress or take part in a short interview. There will be three opportunities for this to happen in 2026

Week beg 15 June

Week beg 14 September Week beg 16 November **Recognition, press statements and awards will be issued shortly after report or interview.**



Language Visibility (A)	Internal Communication and Culture(B)	Staff Development and Learning (C)	Public and Customer Engagement (D)	Community and Collaboration (E)
<p>Adopt the <u>Neart sa Ghàidhlig</u> logo and include in _____</p> <p>(ie as a window sticker, in documents, on e-mail signatures)A1</p>	<p>Encourage use of Gaelic in informal contexts (e.g., “Gaelic coffee breaks”, in person or Teams channels every _____ (specify)B1</p>	<p>Undertake a Gaelic skills Audit with staff and or clients/ service users/ volunteers C1</p>	<p>Information leaflets highlighting we live in a Gaelic community D1</p>	<p>Sponsor or participate in Gaelic community events or festivals. (Specify)E1</p>
<p><u>Neart sa Ghàidhlig</u> policy A2</p>	<p>Include bilingual information in internal documents (specify) B2</p>	<p>Undertake an audit of willingness to learn Gàidhlig/ upskill Gàidhlig language skills C2</p>	<p>Include a commitment to Gaelic in any handbook or staff policy. D2</p>	<p>Support local Gaelic medium education or youth initiatives (Specify) E2</p>
<p>Use Gaelic greetings or phrases in email signatures or telephone answering. A3</p>	<p>Include Gaelic in internal presentations or meetings B3 (Add detail)</p>	<p>Offer staff access to Gaelic learning opportunities ie attending lessons or <u>Cearcallan Còmhraidh</u> C3</p>	<p>Provide Gaelic options on signage, websites, and public-facing documents. D3</p>	<p>Share good practice and mentor other <u>organisations</u> in implementing Gaelic use. (Specify) E3</p>
<p>Display bilingual signage (reception, bathrooms, meeting rooms, etc. A4</p>	<p>Staff using Gaelic daily in their everyday interactions. B4</p>	<p>Recognise Gaelic skills in <u>recruitment</u>, appraisal, or personal development frameworks. C4</p>	<p><u>Organise</u> or link with Gaelic activities during <u>Seachdain na Gàidhlig</u> D4</p>	<p>Organise and promote events and spaces as positive spaces where Gaelic can be spoken in natural contexts. (specify) E4</p>



Language Visibility (A)	Internal Communication and Culture(B)	Staff Development and Learning (C)	Public and Customer Engagement (D)	Community and Collaboration (E)
Include Gaelic in company branding, website and stationery A5	Introduce a word/ phrase of the week scheme. B5	Welcome employees to use Gaelic in the workplace (Explain how) C5	Use bilingual social media posts or advertising campaign D5	Attend events and spaces that are positive spaces where Gaelic can be spoken in natural contexts. (specify) E5
A Gaelic or bilingual name A6	Gaelic routinely on the agenda at meetings B6	Support Gaelic-speaking employees to use the language at work – (Specify) C6	Provide the option to receive correspondence or customer service in Gaelic. D6	Share Gaelic-related events through your social media pages E6
Add Gaelic audio files to include Gaelic in documents, displays or online resources. Use QR resource to access information in Gaelic A7	Wear a bilingual lanyard with the Neart sa Ghàidhlig logo B7	Offer employment opportunities which are Gaelic essential. C7	Partner with Gaelic organisations, schools, or events. D7	Make contributions to Am Pàipear, Uibhist Beò or <a href="http://www.gaidhliguibhist.scot">www.gaidhliguibhist.scot</a> in Gàidhlig E7
	Wear a lanyard to identify your level of Gaelic B8	Offer employment opportunities where Gaelic is desired C8	Run informal peer Gaelic speaking groups for service users: “Caraidean Cànanain” who meet for walks, chats or shared hobbies D8	Run informal community sessions such as a Cearcall Còmhraidh E8
	Include Gaelic on staff uniform clothing. B8	Offer employment opportunities where Gaelic language learning is an option. C9	Facilitate attendance for service users at informal peer Gaelic speaking groups: “Caraidean Cànanain” who meet for walks, chats or shared hobbies. D9	Provide information to new residents/ service users / volunteers about the importance / value of Gaelic as a community language. E9

Language Visibility (A)	Internal Communication and Culture(B)	Staff Development and Learning (C)	Public and Customer Engagement (D)	Community and Collaboration (E)
	Gaelic awareness training for staff B9	Offer a work experience placement where students are encouraged to use Gaelic. C10	Create bilingual marketing materials <u>promoting Uist</u> D10	Encourage use of Gaelic in everyday life with incentives: e.g. “speak Gaelic or order in Gaelic, get 10% off” days. E10
		Offer an apprentice experience placement where students are encouraged to use Gaelic. C11	Sell goods in Gaelic, books, cds etc D11	Facilitate mentoring of Gaelic speakers with learners of Gaelic. E11
		Employ a Gaelic officer C12	Use Gaelic on your menu D12	Expand local media content in Gaelic: articles, podcasts, mini videos, radio programmes. E12
			<u>Organise or link with Gaelic activities</u> D13	Participate in HIE study <u>Ar Cànan Ar Cultar Ar Beartas</u> helping to identify where targeted investment in Gaelic can deliver the greatest benefits E13
			<u>Play Rèidio nan Gàidheal or Rèidio Cheòlais or traditional Gaelic music - (When?)</u> D14	
			Gaelic awareness training for volunteers/ service users etc D15	



# Neart sa Ghàidhlig



## What it means to display this logo?

- By displaying this logo you are part of the Uist Gaelic and Community Plan's initiative to raise the profile of Gaelic from Eriskay to Berneray.
- It is a clear symbol of your support for this grass roots initiative to promote the normalisation of speaking Gaelic (by those who have a little to those who are fluent) whenever and wherever possible.
- You are acknowledging that there is strength in Gaelic because it is accompanied by economic, social, educational and cultural benefits to Uist.
- You are celebrating that you are a part of a special community with a special language, culture and heritage.



## Poileasaidh Luach sa Ghàidhlig **Strength In Gaelic Policy**

Uist is one of the few remaining places where Gaelic is still part of daily life – heard in shops, schools, workplaces, churches and homes. While many statutory bodies are required to produce Gaelic Language Plans by law, Isles Hotel Group has chosen to develop Strength In Gaelic Policy out of a genuine commitment to the language. The Gaelic language is integral to the identity of the island and its culture and we wish to proactively protect, strengthen and grow our language in line with the aim of the Uist Gaelic and Community Plan.

### 1. **The National Context**

Gaelic received official recognition in Scotland in the Gaelic Language (Scotland) Act 2005. This gives Gaelic 'official status' putting it on an equal footing with the other native languages of Scotland as an official language of Scotland. The Scottish Languages Bill, introduced before the Scottish Parliament in 2023, was published in December 2025, is awaiting Royal Assent and replaces and updates the former Gaelic Language Act of 2005.

The new Act will see Ministers produce a Gaelic Language Strategy to replace the national Gaelic Language Plan produced by Bòrd na Gàidhlig. This will give Ministers the authority to set standards and give guidance for public authorities in the use of Gaelic while Bòrd na Gàidhlig will oversee the implementation of that strategy and act in an advisory role where required. The Act will see the creation of "areas of linguistic significance" – designated by local authority, and opportunities for communities to benefit from additional strategic direction, resources and support, and it is anticipated that Uist will benefit from this.

### 2. **The Local Context**




# Poileasaidh Luach sa Ghàidhlig



# Bann-sgrìobhte Buidheann

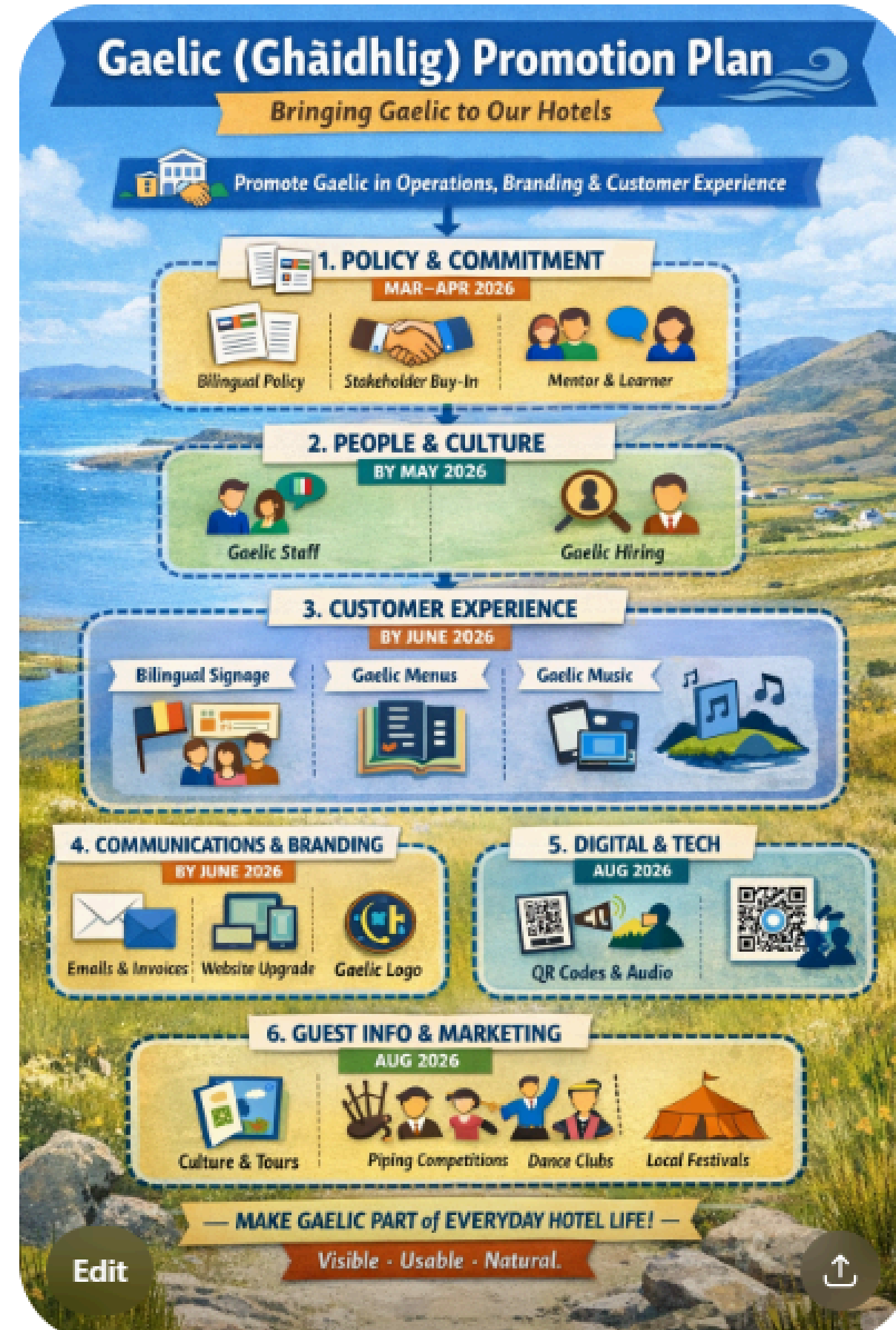
## Taighean-Osta nan Eilean



<p>Display bilingual signage in business areas, (Reception, guest bedrooms, meeting rooms, toilet facilities) etc.</p> <p><b>A4</b> <b>EXAMPLES</b></p> 	<p>4. We will adopt a 3-staged approach as part of our internal facilities and operations review linked to our ongoing customer experience improvement initiative for 2026 and beyond:</p> <ul style="list-style-type: none"> <li>▪ Agree and site initial bilingual welcome signage in reception areas by 31/03/26.</li> <li>▪ Agree and site bilingual public areas signage that reflects facility purpose.</li> <li>▪ Adopt bilingual signage in support of future ad-hoc hotel social events, meetings, and conferences by 31/03/26 with an ONGOING status.</li> </ul> <p>TARGET DATE FOR COMPLETION: 31/05/26</p>
<p>Include Gaelic in company branding, website, and stationery.</p> <p><b>A5</b></p>	<p>5. We will adopt a 3-staged approach as part of our effort to 'promote and implement' the use and visibility of Gaelic/Ghàidhlig within our daily internal/external communications where desirable and practical, namely under:</p> <ul style="list-style-type: none"> <li>▪ Gmail electronic signature.</li> <li>▪ Booking confirmations.</li> <li>▪ Invoicing.</li> <li>▪ Corporate branding, and future proofing documents.</li> <li>▪ Guest bedroom 'Welcome Packs'.</li> </ul> <p>TARGET DATE FOR COMPLETION: 15/06/26</p> <p>6. We will review and upgrade our Isles Hotel Group website under a 2-staged approach as part of our effort to 'promote and implement' the use and visibility of Gaelic/Ghàidhlig, namely for:</p> <ul style="list-style-type: none"> <li>▪ Desktop Version</li> </ul>

# Bann-sgrìobhte Buidheann Taighean-Osta nan

## Eilean



# GAELIC CHARTER & POLICY 2026

## (The Isles Hotel Group)



### HEADLINE BRIEF

19<sup>th</sup> April 2026



# (GHÀIDHLIG ANN AN UIBHIST)

## □ OVERVIEW

Purpose of this brief was to review progress to date and to highlight 'hotspots' or 'cold spots' as part of our journey under 'NEART SA GHÀIDHLIG'. As a well established family business securing buy-in from owners/staff was unanimous from outset as we are part of community.

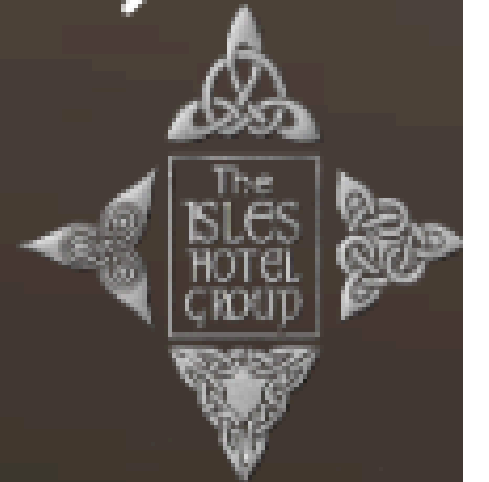
From the initial Gaelic Charter sign-up, we quickly moved towards agreeing a Gaelic Management Plan recognising that our commitment must be aligned to an affordable and credible effort that is structured to succeed. The following businesses are included:

- Dark Island Hotel (Initial roll-out)
- Isle of Benbecula House Hotel
- Borrodale Hotel

We recognise that our team has a variable level of Spoken/Written/Reading Gaelic and that some of our work cuts across various aspects of the Gaelic Level Stages 1>5. Our internal approach to share and learn included all staff initially to ensure that no-one would be excluded. It was during this stage that some of the younger silent speakers stepped forward. We then set-up a small focus group to implement the actions in our planning and some of the following pointers are highlighted from our current journey:

## □ POINTERS & EXPERIENCES

- First stage of T-Cards & Dark Island Story in Gaelic noticed and drew positive comments.
- Local customers noted start of change when arriving at Dark Island Hotel Reception.
- We hosted Sabhail Mor Ostaig recently and produced a full menu in Gaelic, which also assisted internal learning. On this occasions staff were able to exercise individual level of spoken, reading and writing knowledge, including new beginners. Some were rusty at times but broke 'in and out' but kept going. IMPORTANT to note that no one should be embarrassed by others during their learning cycle or we will lose the initiative.
- Introduced Gaelic Music with Dancers for our coach tours on 18/04/26 – POSITIVE
- Our action plans and milestones so far are on track with some minor adjustments.
- Tha sinn a' leantainn oimn a' cumail ar fòcas.



# Fios air ais

Dear Ken,

I just wanted to take this opportunity to share that I received many positive comments from the Bòrd na Gàidhlig officers about how impressed they were with the amount of Gaelic they heard from staff in your hotel. A number of them came to me specifically to highlight how great to have staff using Gaelic.

It was recognised that not everyone felt they were fluent or confident, but everyone agreed that it didn't matter and that they deserved praise for using the Gaelic they had. What a sign of 'modh' and hospitality that they went out of their comfort zone for the guests – it was very much appreciated.

I personally was delighted to hear Pluto as the background music, and I know lots of people liked the information about the Dark Island song at the front entrance and that the menu included Gaelic as well. It just felt like Gaelic was part of the holistic experience of visiting your hotel, and hopefully you can keep the momentum of your new Gaelic charter going, as it has certainly got off to a flying start.





TIGH OSDA AN'EILEAN DORCHA  
**Dark Island Hotel**  
"THE DARK ISLAND"

The island of Benbecula was the inspiration for the emotive song 'The Dark Island'. Written by David Silver of Inverness the musician – journalist, who wrote the words, and was asked to write a song for a BBC thriller called the Dark Island filmed here in Benbecula. He reveals how the quiet, lonely place was mind for the number, and the words were set to music by the accomplished accordionist Ian MacLachlan from Creagorry. The tune has become a classic since it was first sung in 1963. There are more than 50 different recordings by Scots, among them Ann-Lorne Gilles, Calum Kennedy, Peter Morrison, Andy Stewart and Kenneth Mackellar' although fittingly the recording which gets much airing on radio is by Silver/MacLachlan on accordion.

The Dark Island Hotel is a family-owned business which opened on 30<sup>th</sup> June 1981 and was originally a small restaurant for many years. The transformation continued through the years to its present 42-bedroom hotel.

You are invited to read through the 'Dark Island' words and reflect on the writer's lyrics:

*Away to the westward  
I'm longing to be  
Where the beauties of heaven  
unfold by the sea  
Where the sweet purple heather  
blooms fragrant and free  
On a hill-top, high above  
the Dark Island*

**Chorus**  
*Oh, Isle of my childhood  
I'm dreaming of thee  
As the steamer leaves  
Oban, and passes Tiree  
Soon I'll capture the magic  
that lingers for me  
When I'm back, once more upon  
the Dark Island*

*So gentle the sea breeze  
That ripples the bay  
Where the stream joins the ocean  
And young children play  
On the strand of pure silver  
I'll welcome each day  
And I'll roam forever more  
The Dark Island*

*True gem of the Hebrides  
Bathed in the light  
Like a midsummer dawning  
That follows the night  
How I yearn for the cry  
Of the seagulls in flight  
As they circle high above  
The Dark Island*

**Gaelic Version**

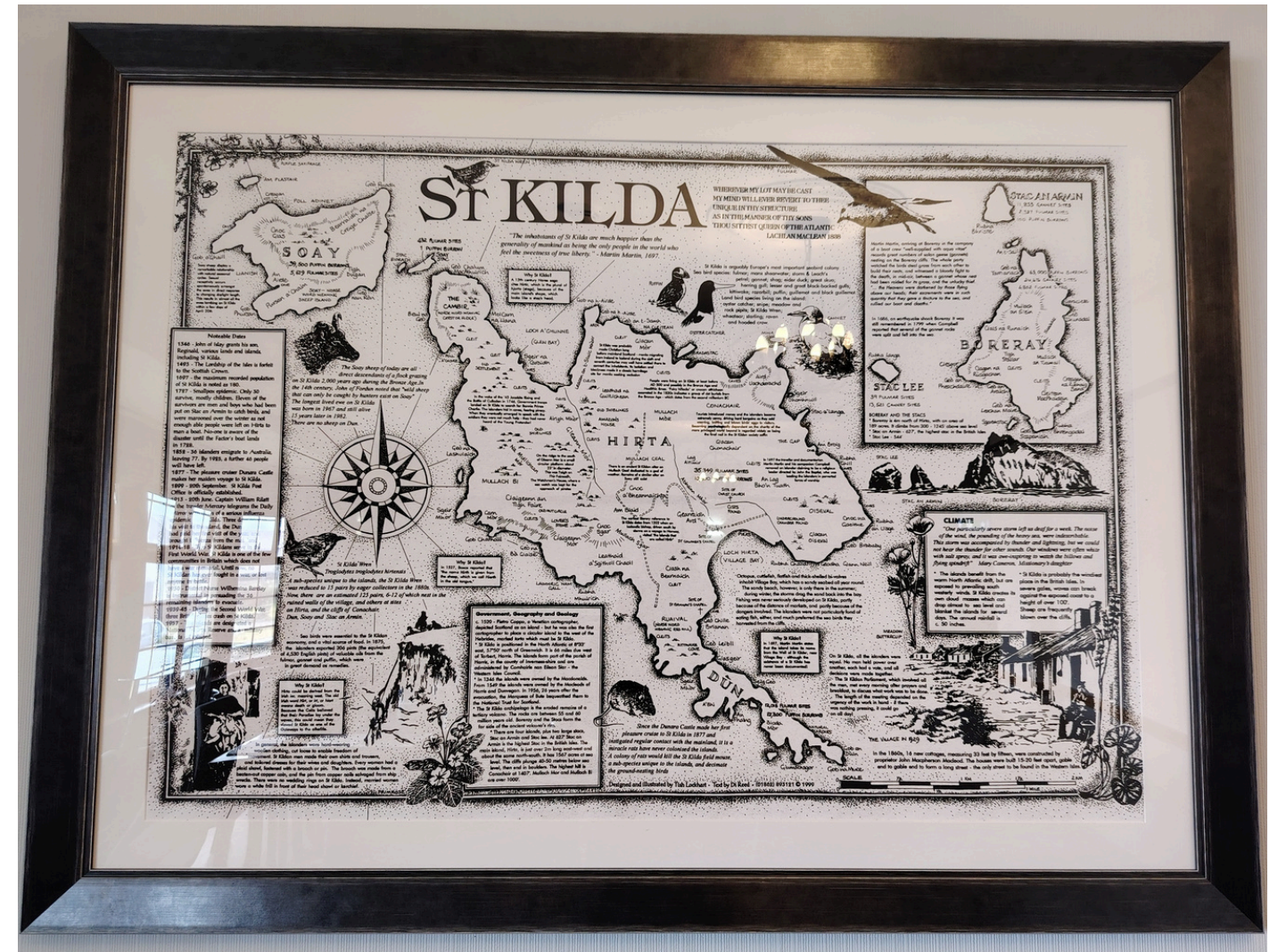
*An mo thuras don iar 's leam bu mhiannach a bhi  
Far bheil àilleachd nan eathar dol fo sgèith sa chuan sìos,  
Creag Dhearg 's e fo bhlàth faileach cùbhraidh cho saor  
Air a' bheinn ud as àird 'san Eilean Dorcha*

*Eilean aige mo ghraidh 's tu tha taladh mo chridh'  
'S mi seòlach bhon Obain gu eilean bòidheach Thiridh,  
Bi mi glacadh air oidhche gach mais a tha 'gam dhith  
'S bi mi fhin air ais a-rithist 'san Eilean Dorcha*

*Gaoth na mara cho seimh seideach renth staigh don bhagh  
Far bheil sruth dol don chuan clann suaimhneach le'n gair',  
Air an traigh gheal mar airgead bi mi falbh oir' gach là  
'S bi mi fhin air ais a-rithist 'san Eilean Dorcha*

*Eilean oige mo ghraidh 's tu tha taladh mo chridh  
'S mi seòlach bhon Oban gu eilean bòidheach Thiridh,  
'S mi glacadh air oidhche gach mais a tha 'gam dhith  
'S bi mi fhin air ais a-rithist 'san Eilean Dorcha*

**Ceud Mìle Falte**  
A hundred thousand welcomes





# Goireasan

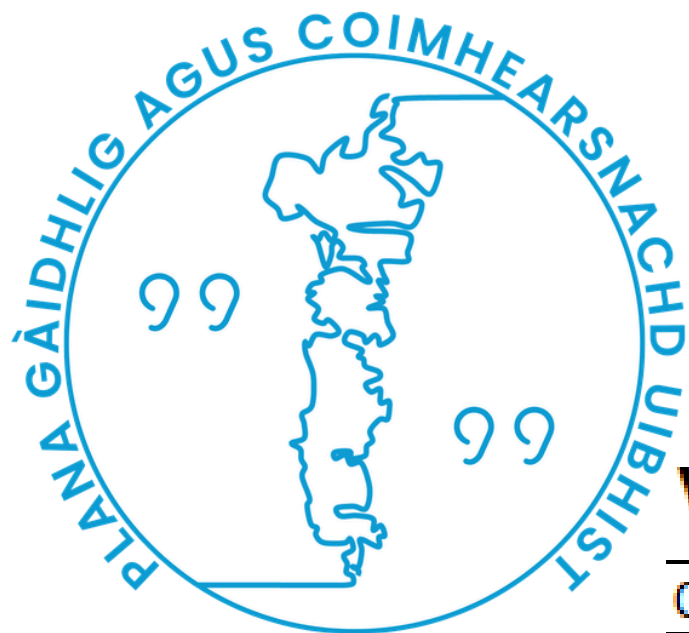


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Plana Gàidhlig Uibhist • 2mo

### Gaelic resources for hospitality businesses in Uist

- Visit Outer Hebrides Uist Information**  
visitouterhebrides.co.uk  
Uist
- Visit Outer Hebrides Gaelic information**  
visitouterhebrides.co.uk  
Gaelic Language
- Visit Outer Hebrides Gaelic E-Book**  
ebook.visitouterhebrides.c...  
SCOTLAND'S GAELIC ISLANDS  
EILEANAN NA GÀIDHLIG — Page 4
- Gaelic and Uist culture @ Ceòlas**  
ceolas.co.uk  
About | Ceòlas
- Visit Hebrides Uist Unearthed Archaeology Project**  
visitouterhebrides.co.uk  
Uist Unearthed - What will you Discover?
- Gaelic blog**  
visitouterhebrides.co.uk  
Blog (Gaelic)
- Our Hebridean Welcome**  
visitouterhebrides.co.uk  
Our Hebrides Welcome has been re-launched (the original was launched in 2015) and is a free resource consisting of five short modules covering customer knowledge, service excellence,
- Uist Beo**  
uist.co  
Homepage - Uist Beò  
Uist Beo
- Speak Gaelic tourism**  
speakgaelic.scot  
A look at tourism • SpeakGaelic
- Gaelic Uist Resources**  
gaidhliguibhist.scot  
Home - Plana Gàidhlig Uibhist
- Speak Gaelic food and drink**  
speakgaelic.scot  
Biadh & Deoch • SpeakGaelic
- Visit Scotland Gaelic Tourism Strategy**  
visitscotland.org  
Gaelic Tourism Strategy | VisitScotland.org
- Gaelic blog**  
visitouterhebrides.co.uk  
Blog (Gaelic)



# Goireasan

## Vocabulary for Menus

Cafe	Cafaidh	Welcome	Fàilte
Hotel	Taigh-òsta	Order at the bar	Òrdaich aig a' bhàr
Restraunt	Taigh-bìdh	Thank you for visiting us	Tapadh leibh airson tadhal oirnn
Menu	Clàr-bìdh	Price	
Wine Menu	Clàr-fiona		
Starter	Ciad cùrsa	Breakfast Menu	Clàr-Braicaist
Main course	Prìomh chùrsa	Lunch Menu	Clàr -lòin
Puddings	Milsean	Dinner Menu	Clàr-Dìnnear
Sunday Lunch Menu	Clàr-bìdh Lòin Didòmhnaich/Là na Sabaid		
Light bites	Grèimean beaga		
Deochan	Drinks		
Cakes	Cèicichean		
Soup of the day	Brot an Là	Lounge area	Seòmar-suidhe
Specials		Kitchen	Cidsin
		Things to see and do	Rudan ri fhaicinn 's ri dhèanamh

# Gaelic place names



## WEST BEACH, BERNERAY

A stunning 3-mile stretch of white sand and turquoise water, often cited as one of the best beaches in the UK.

## HERCULES THE BEAR AT LANGASS WOODLAND, NORTH UIST

If you go down to the Woods today, beware of a big surprise....

## GRIMSAY

Take the quiet, circular main road around the island, offering scenic, rugged coastal views and is ideal for cycling

## CULLA BAY BENBECULA

This stunning beach is a haven for wildlife, including corncrakes and oystercatchers.

## SOUTH UIST MACHAIR

The 20 miles of beach on the west coast is backed with an extensive machair - a haven of wildflowers and wildlife

## ERISKAY PONIES

An ancient hardy Hebridean rare breed with only about 400 worldwide. They roam the isle of Eriskay. (Please do not feed)

## BEACH LANDING, BARRA

The only place where scheduled flights land on a beach. Worth watching!

## TRAIGH SIAR, VATERSAY

A beautiful stretch of beach to the west of Vatersay, where the Atlantic rolls on to the shore.



**Not all classrooms have walls...**

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

www.nwh.uhi.ac.uk

Listen to our place names in Gaelic

*Èist mar a chanas sinn na h-ainmean-àite againn sa Ghàidhlig*



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**Contact Us/Cuir fios**

enquiries@outerhebrides.com

**Join Our Tourism Community/Thig comhla rinn don choimhearsnachd turasachd againn**

www.visitouterhebrides.co.uk/industry/join-us

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**UIST & BARRA**  
Visitor Guide

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**Fàilte gu  
UIBHIST AGUS  
BARRAIGH**  
Stiùireadh luchd-tadhail



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www.visitouterhebrides.co.uk

# Visit Scotland News

20 Feb 2024

## New Gaelic Tourism Strategy for Scotland unveiled



For immediate release

A new tourism strategy aimed at delivering authentic and memorable visitor experiences by celebrating Gaelic culture, heritage and language has been launched today during Seachdain na Gàidhlig (World Gaelic Week).



# RÈIDIO CHEÒLAIS



[www.ceolas.co.uk/reidio/cheolais/](http://www.ceolas.co.uk/reidio/cheolais/)



# TAPADH LEIBH