

Buntáistí geilleagracha na Gaeilge a fheictear i gCathair na Gaillimhe agus i nGaeltacht na Gaillimhe /

The economic benefits associated with the Irish language which accrue to Galway City and to the Galway Gaeltacht

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Tasc Taighde

Buntáistí geilleagracha na Gaeilge
a fheictear i gCathair na Gaillimhe agus
i nGaeltacht na Gaillimhe

Le haghaidh: Gaillimh le Gaeilge
Le: Bane Mullarkey Teo. i gcomhpháirtíocht le
Jerome Casey & a Chomh. Teo

Research Assignment

The economic benefits associated with the
Irish language which accrue to Galway City
and to the Galway Gaeltacht

For: Gaillimh le Gaeilge
By: Bane Mullarkey Ltd. in partnership with
Jerome Casey & Co. Ltd



Réamhrá / Foreword

In 2008 rinne Gaillimh le Gaeilge coimisiúnú ar an gcomhairleacht gnó agus margaióchta Bane Mullarkey atá lonnaithe i nGaillimh, i gcomhpháirt le Jerome Casey & a Chomh. Teo., chun taighde a dhéanamh ar na tionchair eacnamaíochta a bhfuil baint acu le húsáid na Gaeilge i nGaillimh. Tá sé os cionn scór bliain ó rinneadh an staidéar deiridh: *Na Tionchair Shoceacnamaíochta Áitiúla a bhaineann le Gaeltacht na Gaillimhe* [M.S. Ó Cinnéide agus M.J. Keane].

Is é cuspóir an taighde seo ná staidéar a dhéanamh ar na buntáistí eacnamaíochta atá ar fáil do Chathair agus do Ghaeltacht na Gaillimhe de thoradh stádas Gaeltachta a bheith ag an gceantar. Tá go leor athruithe tagtha ar chúrsaí eacnamaíochta an domhain ó cuireadh tús leis an gcéim taighde den staidéar seo. In Éirinn, tá impleachtaí a bhaineann le tuarascáil Mhic Cárthaigh, *'Uimhreacha na Seirbhíse Poiblí agus Cláir Chaiteachais'* fós le sonrú. Moladh ciorruithe suntasacha i gcaiteachas an Rialtais sa tuarascáil sin agus táthar ag ceapadh go mbeidh athruithe ollmhóra ar Phlean 20 Bliain an Rialtais don Ghaeilge.

In ainneoin sin, tugann na ráitis is déanaí ón Taoiseach, Brian Cowen, le fios dúinn go bhfuil sé beartaithe aige leanúint ar aghaidh ag tabhairt tacaíochta don Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta sa todhchaí. Taispeánann torthaí agus moltaí an taighde seo chomh maith tábhacht na Gaeilge agus na buntáistí eacnamaíochta atá ag dul léi, go háirithe do shaol eacnamaíochta Chathair na Gaillimhe agus Ghaeltacht na Gaillimhe.

In 2008 Gaillimh le Gaeilge commissioned the Galway-based business and marketing consultancy, Bane Mullarkey in partnership with Jerome Casey & Co. Ltd., to carry out an assessment of the economic impacts associated with the use of the Irish language in Galway. It is over 20 years since the last study was completed; *Local Socioeconomic Impacts Associated with the Galway Gaeltacht*, [M.S. Ó Cinnéide and M.J. Keane, Social Science Research Centre, University College Galway].

The purpose of this study is to establish the current economic benefits accruing to Galway City and the Galway Gaeltacht as a result of the Gaeltacht status of the area. A lot of changes have occurred in the world economy since the research phase for the current study commenced. In Ireland, the implications associated with the McCarthy Report, *'Public Service Numbers and Expenditure Programmes'*, remain to be seen. Significant cuts in Government expenditure were suggested in that report and it is expected that there will be substantial changes in the Government's 20 year Plan for the Irish language.

Notwithstanding this, recent comments by the Taoiseach, Brian Cowen, would indicate the intention to give continuing support to the Department of Community, Rural and Gaeltacht Affairs into the future. The findings and recommendations of this study also demonstrate the importance of the Irish language and the economic benefits associated with it, in particular to the economy of Galway City and the Galway Gaeltacht.

Cibé athruithe a dhéanfar, tá an Stát tiomnaithe chun tacú le pobail Ghaeltachta agus leis an nGaeilge, agus tacaíocht aige de bharr aitheantas bunreachtúil na Gaeilge mar chéad teanga an Stáit. Tá sé de chumas ag Cathair na Gaillimhe go háirithe agus ag Gaeltacht na Gaillimhe leanúint de bheith ag baint leasa as an tacaíocht sin. Ní foláir iarracht chomhordaithe a fháil ó na comhlachtaí uile atá i gceist, áfach, chun go dtuigfear na buntáistí acmhainneacha go hiomlán, agus go gcinnteofar luach na Gaeilge do Chathair na Gaillimhe.

Ba phróiseas cuimsitheach a bhí i gceist leis an tasc taighde seo. Chuathas i gcomhairle le sliosamharc samplach de chomhlachtaí, de ghnáthmhuintir an phobail agus de pháirtithe leasmhara na Cathrach agus an Chontae agus ba mhaith liom an deis seo a ghlacadh chun buíochas a ghabháil le gach duine a ghlac páirt ann. Ba mhaith liom buíochas speisialta a ghabháil leis an Aire Éamon Ó Cuív, Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta, an Bainisteoir Cathrach, Joe MacGrath agus leis an mBainisteoir Contae, Martina Moloney as ucht a gcomhoibríthe fhéil sa phróiseas.

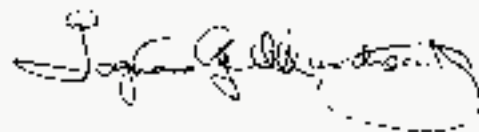
Gach rath



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Whatever changes are likely to occur, the State is committed to supporting Gaeltacht communities and the Irish language, backed by the constitutional recognition of the Irish language as the first language of the State. Galway City in particular and the Galway Gaeltacht are well positioned to continue to benefit from this support. To fully realise the potential benefits however, and to secure the value of the Irish language for Galway City, a co-ordinated effort by all concerned bodies will be required.

The research for this report was an inclusive process in which members of the public and key stakeholders in the City and County were consulted and I would like to take this opportunity to thank everyone who participated in the study. I would like to give special thanks to Minister Éamon Ó Cuív, Department of Community, Rural and Gaeltacht Affairs, to the Galway City Manager, Joe MacGrath, and to the Galway County Manager, Martina Moloney for their co-operation and time.



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Ba mhaith linn buíochas a ghabháil leis na daoine sna gníomhaireachtaí agus sna ranna éagsúla Stáit a bhfuil freagrachtaí faoi leith orthu maidir leis an nGaeltacht as ucht a bheith chomh flaithiúil is a bhíodar lena gcomhoibriú.

Táimid go mór faoi chomaoin acu siúd i gcúrsaí tionsclaíochta a d'fhreagair ár gceistiúcháin mar aon leis na mná tí a chuir mionsonraí a bpatrún caiteachais teachlaigh ar fáil dúinn.

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Ba mhaith linn buíochas a ghabháil le hAcadamh na hOllscolaíochta Gaeilge, Ollscoil na hÉireann, Gaillimh as ucht a gcuid seirbhísí aistriúcháin den chéad scoth.

Mar fhocal scoir, ba mhaith linn buíochas a ghlacadh le Comhairle Cathrach na Gaillimhe, agus le TG4 as roinnt grianghraf a chur ar fáil dúinn san fhoilseachán seo.

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1 Achoimre Feidhmiúcháin/ Executive Summary

1.1 RÉAMHRÁ

Rinne Gaillimh le Gaeilge an staidéar seo a choimisiúnú chun aird na bpáirtithe leasmhara agus na dtairbhíthe i gCathair na Gaillimhe go háirithe agus i nGaeltacht na Gaillimhe, a dhírú ar na buntáistí geilleagracha a bhaineann le húsáid na Gaeilge sa cheantar agus le cinntiú go bhfanann na buntáistí geilleagracha sin go háitiúil.

Tá go leor athruithe tagtha ar staid na Gaeilge go náisiúnta agus go háitiúil ó críochnaíodh an chéad staidéar¹ 21 bliain ó shin. D'fhás daonra Ghaeltacht na Gaillimhe dhá oiread chomh tapa le daonra an Stáit. Tá líon na gcainteoirí Gaeilge méadaithe ó 20,877 go 29,235. Tá líon na gcainteoirí Gaeilge mar chéatadán de dhaonra Ghaeltacht na Gaillimhe laghdaithe áfach ó 75% go 67.7%².

D'fhorbair pobal spleodrach de chainteoirí Gaeilge i gCathair na Gaillimhe, é bunaithe den chuid is mó ar na Gaelscoileanna,

1
Ó Cinnéide, M.S., Keane, M. J. (1988), Na Tionchair Shocheacnamaíochta Áitiúla a bhaineann le Gaeltacht na Gaillimhe, An tIonad Taighde Eolaíocht Shóisialta, Ollscoil na hÉireann, Gaillimh, Tuarascáil Taighde Uimh. 3. Níl comparáid dhíreach idir an dá shuirbhé. Tá sé de bhuntáiste ag an staidéar seo go bhfuil sampla 100% d'fhostaíocht i nGaeltacht na Gaillimhe aige (tríd an CSO); rinneadh an obair ar staidéar 1988 ar shonraí nach raibh chomh cruinn sin. Mar sin féin, leanann an staidéar reatha sampla na staidéar a chuaigh roimhe ó thaobh suirbhé a dhéanamh ar chaiteachas tís agus ar chaiteachas comhlachta.

2
An Phríomh-Oifig Staidrimh: Daonáirimh 1986 agus 2006

ar na hinstiúidí tríú leibhéal agus ar na heagraíochtaí deonacha a thacaíonn le tionscnaimh Ghaeilge. Tá tacaíocht ard d'athbheochan na teanga ar fud na tíre agus i nGaillimh, agus don dátheangachas Béarla/Gaeilge, go háirithe i measc daoine óga oilte atá ina gcónaí i gceantair uirbeacha. Is dea-scéala é seo do Chathair ar nós Chathair na Gaillimhe ina bhfuil pobal óg cruthaitheach; tá an-fhéidearthacht ann dea-thoil an phobail seo i leith na Gaeilge a ghríosú, agus leas a bhaint as a buntáistí geilleagracha agus cultúrtha.

Tá an-nasc idir Gaillimh agus an Ghaeilge, nasc a fheiceann gach duine a ndeachthas i gcomhairle leo, idir mhuintir na Cathrach agus mhuintir an Chontae. Tá ceangail láidir idir Cathair agus Gaeltacht na Gaillimhe mar gheall ar chomh gar is atá siad dá chéile, agus mar gheall ar na naisc stairiúla agus chultúrtha atá idir an dá cheantar. Is í an t-aon Ghaeltacht í a bhfuil ceantar mór uirbeach in aice léi, a chruthaíonn idir bhuntáistí agus dúshláin. Agus tá cuid de Ghaeltacht shainithe na Gaillimhe laistigh de theorainneacha na Cathrach.

Tá tionchar leanúnach ag an nGaeltacht ar Chathair na Gaillimhe, ar a féiniúlacht chultúrtha agus theangeolaíoch, agus deirtear go minic gur tairseach Ghaeltacht na Gaillimhe í an Chathair. Baineann Cathair na Gaillimhe tairbhe freisin as an infheistíocht shuntasach bhreise a fhaigheann an Ghaeltacht ón Stát chun an teanga agus an pobal dúchasach a chaomhnú agus chun tacú leo. Thaispeáin an staidéar i 1988 gur i gCathair na Gaillimhe a bhíonn sciar suantasach den bhuntáiste geilleagrach a thagann ón infheistíocht bhreise Stáit don Ghaeilge ar deireadh, go háirithe mar gheall ar chaiteachas

1.1 INTRODUCTION

Gaillimh le Gaeilge commissioned this study to focus the attention of stakeholders and beneficiaries in particular in Galway City and in the Galway Gaeltacht, on the economic benefits associated with the Irish language in the area and to ensure the economic advantages remained in the locality.

In the 21 years since the first study¹ was completed, much has changed both nationally and locally for the Irish language. The population of the Galway Gaeltacht has grown twice as fast as that of the State overall. In absolute terms, the number of Irish speakers has increased from 20,877 to 29,235; however, the number of Irish speakers as a percentage of the Galway Gaeltacht population has declined from 75% to 67.7%².

In Galway City, a vibrant community of Irish speakers has developed, largely based around Gaelscoileanna, the third level institutions and voluntary organisations supporting Irish language initiatives. Support for revival of the language is

1
Ó Cinnéide, M.S., Keane, M. J. (1988), Local Socioeconomic Impacts Associated with the Galway Gaeltacht, Social Science Research Centre, University College Galway, Research Report no. 3. The two surveys are not directly comparable. The present study had the benefit of a 100% sample of employment in Galway Gaeltacht (via the CSO); the 1988 study had to work on less complete data. However, the current study followed the example of its predecessors in surveying household expenditure and company expenditure.

2
CSO Census of Population 1986 and 2006

high nationally and in Galway, as is support for English/Irish bilingualism, particularly amongst young, educated urban people. This is positive for a City like Galway that boasts a creative, young population amongst whom there is significant potential to harness goodwill towards the Irish language and to capitalise on its economic and cultural benefits.

Galway has a strong association with the Irish language, a view shared by consultees from both the City and County. The Galway Gaeltacht and City are inextricably linked, both in terms of their physical proximity to each other and in terms of their historical and cultural connections. It is the only Gaeltacht to have a large urban area beside it, a fact that brings advantages and challenges. Parts of the designated Galway Gaeltacht also lie within the City limits.

For Galway City, the Gaeltacht has had an ongoing effect on its cultural and linguistic identity and the City is often seen as the gateway to the Galway Gaeltacht. However, Galway City also benefits from the fact that the Gaeltacht receives considerable additional State investment to preserve and support the Irish language and its indigenous community.

The 1988 study showed that a substantial portion of the economic benefit from additional State investment in the Irish language ends up in Galway City, particularly through retail expenditure. The current study shows that this is still the case. It examines again the economic benefits associated with the Irish language in Galway City and the Galway Gaeltacht. Particular emphasis

miondíola a dhéantar sa Chathair. Taispeánann an staidéar reatha gur amhlaidh atá an scéal go fóill. Breathnaíonn sé arís eile ar na buntáistí geilleagracha a bhaineann leis an nGaeilge i gCathair na Gaillimhe agus i nGaeltacht na Gaillimhe. Cuirtear béim faoi leith ar an tionchar geilleagrach atá ag an nGaeilge ar Chathair na Gaillimhe, agus ar an gcaoi a bhféadfaí tacú leis an teanga chun a chinntiú go gcaomhnaítear agus go láidritear an Ghaeilge féin, agus an buntáiste a bhaintear aisti sa cheantar. Díritear aird na tuarascála ar na moltaí a bhaineann le todhchaí na Gaeilge i gCathair na Gaillimhe a bhaint amach; is lú an bhéim atá ar na moltaí do Ghaeltacht na Gaillimhe. D'fhéadfadh Bord Forbartha Cathrach na Gaillimhe áis a chur ar fáil le go bhféadfaí na moltaí a phlé, a aontú, a chur in ord tosaíochta agus a chur i bhfeidhm le comhoibriú agus tiomantas na bpríomhpháirtithe leasmhara agus na n-eagraíochtaí ábhartha.

I gcás na tacaíochta speisialta Stáit don Ghaeilge agus don Ghaeltacht, glacadh leis an mbliain 2007 mar bhonnline d'fhormhór na sonraí airgeadais. Rinneadh seo mar go bhfuil cuntais iomlána Ghníomhaireachtaí éagsúla Stáit le fáil don bhliain 2007, ach nach raibh cuntais 2008 críochnaithe ar fad nuair a tosaíodh ar na sonraí airgeadais a bhailiú. Bunaíodh sonraí i dtaobh an daonra agus an lucht oibre ar thorthaí an Daonáirimh is déanaí, "Daonáireamh 2006".

Is féidir an tuarascáil iomlán a íoslódáil ó láithreán gréasáin Ghaillimh le Gaeilge - www.gleg.ie



is placed on how the Irish language impacts economically on Galway City and how the language can be supported to ensure that both Irish itself and the benefit derived from it are maintained and strengthened. The emphasis in the report is placed on delivering recommendations for the future of the Irish language in Galway City with less of a focus on recommendations for the Galway Gaeltacht. The Galway City Development Board (G.C.D.B.) could provide a vehicle through which the recommendations are debated, agreed, prioritised and implemented with the co-operation and commitment of relevant organisations and key stakeholders.

In terms of special State supports for the Irish language and the Gaeltacht, the year 2007 was taken as the baseline year for most financial data. This is because, in most cases, complete sets of accounts from various State Agencies are available for 2007 whereas only a few had completed 2008 accounts when the data gathering phase commenced. Population and labour force data were based on results from the most recent Census of Population, "Census 2006".

The complete report can be downloaded from the Gaillimh le Gaeilge website – www.gleg.ie.

1 Achoimre Feidhmiúcháin/ Executive Summary

1.2 PRÍOMHTHORTHAÍ

Léirigh an staidéar seo:

- **Gur fiú breis agus €136³ milliún an Ghaeilge do Chathair agus do Chontae na Gaillimhe gach bliain, agus téann thart ar €59 milliún de seo go Cathair na Gaillimhe.**
- **Ón €136 milliún sin, bhí tionchar geilleagrach €41 milliún ag turasóireacht a bhaineann leis an nGaeilge i gCathair agus i gContae na Gaillimhe in 2008. Bhain €32 milliún de seo le Cathair na Gaillimhe, agus €9 milliún le Gaeltacht na Gaillimhe.**
- **Dúirt breis is 91% de ghnólachtaí chathair na Gaillimhe a ghlac páirt i suirbhé don staidéar seo go raibh an Ghaeilge ‘tábhachtach’ nó ‘an-tábhachtach’ d’fhéiniúlacht chultúrtha Chathair na Gaillimhe, gur sócmhainn turasóireachta í agus gné uathúil tharraingteach d’iomhá na Gaillimhe.**
- **Chaith teaghlaigh Ghaeltachta, iad siúd atá sa chuid sin den Ghaeltacht atá sa Chathair ina measc, €400 milliún ar dhíolachán miondíola. Chaith gnólachtaí Ghaeltachta €305 milliún sa Chathair ar cheannach**

³ Feic Tábla 1 ar leathanach 11 : Achoimre ar Thionchar Geilleagrach na Gaeilge 2007/2008 agus Aguisíní 2 agus 3 do mhionchuntais.

earraí agus seirbhísí in 2006. €705 milliún mar sin a chaith idir theaghlaigh agus ghnólachtaí na Gaeltachta i gCathair na Gaillimhe in 2006⁴.

- **Chothaigh na frontair a fhaigheann tacaíocht ón Rialtas agus na seirbhísí Stáit teagabhunaithe atá cruinnithe ar Chathair agus ar Ghaeltacht na Gaillimhe thart ar 3,300 post lánaimseartha agus 2,000 post páirtaimseartha sa bhliain 2007.**
- **Tá an earnáil ciosamhairc Ghaeilge ar cheann de na hearnálacha is tábhachtaí laistigh de gheilleagar Ghaeltacht na Gaillimhe. Chuir an earnáil seo €24.3 milliún breise leis an Olltáirgeacht Náisiúnta (GNP) in 2007. [Cé gur deacair tionchar sonrath geilleagrach na hearnála ciosamhairc Ghaeilge ar Ghaeltacht na Gaillimhe nó ar Chathair na Gaillimhe a mheas, fanann an chuid is mó den bhuntáiste geilleagrach sa cheantar mar gheall ar chúrsaí pá agus tuarastail, agus mar gheall ar cheannach áitiúil. Tá TG4, Raidió na Gaeltachta agus cuideachtaí éagsúla léiriúcháin lonnaithe i nGaeltacht na Gaillimhe].**
- **Laistigh d’earnáil na turasóireachta, is cuid thábhachtach den ghníomhaíocht gheilleagrach iad na Coláistí Gaeilge Samhraidh i nGaeltacht na Gaillimhe. Shaothraigh siad €14 mhilliún don cheantar in 2007.**

⁴ Torthaí ó shuirbhéanna teaghlaigh agus gnólachta a rinneadh mar chuid den staidéar seo chun pátrúin díolacháin i gCathair agus i gContae na Gaillimhe agus in áiteanna eile a chinneadh.

1.2 KEY FINDINGS

This study found that:

- The Irish language is worth in excess of €136³ million annually to the economy of Galway City and County of which approximately €59 million accrues to Galway City.
- Of the total of €136 million, tourism associated with the Irish language in Galway City and County showed an economic impact of €41 million in 2008, with €32 million of this going to Galway City and €9 million to the Galway Gaeltacht.
- More than 91% of Galway city businesses surveyed as part of this study, felt that the Irish language was ‘important’ or ‘very important’ to Galway City’s cultural identity, that it is a tourism asset and that it is a unique selling point in terms of Galway’s image.
- Gaeltacht households, including those in the City part of the Gaeltacht, spent almost €400 million on retail sales and Gaeltacht companies spent €305 million in the City on purchases of goods and services in 2006 generating a

³ See Table 1 on page 11 ; Summary of the Economic Impacts Associated with the Irish language 2007/2008 and appendices 2 and 3 for detailed breakdowns.

total spend of €705 million in Galway City⁴.

- The cluster of Irish language-based State services and Government supported enterprises in the Galway Gaeltacht and City sustained in the region of 3,300 full-time jobs and around 2,000 part-time jobs in 2007.
- One of the most important sectors within the Galway Gaeltacht economy is the Irish language audiovisual sector which, in 2007, contributed €24.3 million in added value to GNP (Gross National Product). [While it is difficult to determine the specific economic effect of the Irish language audiovisual sector on the Galway Gaeltacht or Galway City, the majority of the benefit is retained in the area through wages, salaries and local purchases. TG4, Raidió na Gaeltachta and a number of production companies are located in the Galway Gaeltacht].
- Within the tourism sector, the Galway Gaeltacht Coláistí Gaeilge Samhraidh represent an important economic activity and they generated €14 million in revenue for the local area in 2007. [This figure includes €1.2 million in directly associated tourism revenue as well as revenue generated by student fees and student pocket money. It also includes grants paid by the Department of Community, Rural and Gaeltacht Affairs to Gaeltacht households that accommodate students, as well as capitation grants paid by the Department of Education and Science. This total revenue of €14 million from the Galway Gaeltacht summer colleges sector added €11.8 million directly and indirectly to GNP].

⁴ Findings from household and company surveys undertaken as part of this study to determine spending patterns in Galway City, County and Elsewhere.

[Tá €1.2 milliún a bhaineann le turasóireacht ghaolmhar san áireamh sa tsuim seo, chomh maith le hioncam ó tháillí scoláirí agus airgead póca scoláirí. Tá deontais a d'íoc an Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta le teaghlaigh Ghaeltachta ina bhfanann scoláirí san áireamh leis seo, chomh maith le deontais chaipitíochta na Roinne Oideachais agus Eolaíochta. Chuir an €14 mhilliún a saothraíodh ó earnáil coláistí samhraidh Ghaeltacht na Gaillimhe €11.8 milliún go díreach agus go hindíreach leis an GNP.]

Déanann na míreanna a leanann seo, plé níos sainiúla ar na hábhair seo a leanas:

1. na héifeachtaí a bhíonn ag breischaiteachas spriocdhírthe an Stáit ar an nGaeilge;
2. imspeáchas geilleagrach Chathair na Gaillimhe agus Ghaeltacht na Gaillimhe; agus
3. tionchar geilleagrach Ghaeltacht na Gaillimhe ina iomlán

Ansin pléitear deiseanna amach anseo sa chomhthéacs seo.



The sections that follow elaborate on:

1. the effects of targeted additional State expenditure on the Irish language;
2. the economic interdependence of Galway City and the Galway Gaeltacht; and
3. the economic impact of the Galway Gaeltacht in total

Future opportunities are then discussed in this context.

1 Achoimre Feidhmiúcháin/ Executive Summary

1.2.1 Na héifeachtaí a bhíonn ag breischaiteachas spriocdhírthe an Stáit ar an nGaeilge

Chaith an Stát os cionn €116 milliún in 2007⁵ ar thacaíocht bhreise don Ghaeilge i nGaeltacht agus i gCathair na Gaillimhe.

- Chuir an tacaíocht Stáit, arbh fhiú €116 milliún í, €95.4 milliún leis an GNP. Baineann an difríocht sa dá shuím le sceitheadh geilleagrach a tharlaíonn de bharr allmhairí, cúrsaí cánach agus coigiltis. Meastar go bhfuil an sceitheadh seo íseal mar go gcaitear formhór chaiteachas iomlán an Rialtais ar thacaíocht bhreise don Ghaeilge ar phá agus ar thuarastal a fhanann sa gheilleagar áitiúil.⁶
- As an €95 milliún seo a cuireadh leis an GNP, b'ionann nach mór riar an dá eagraíochta agus na hearnála is mó a chuir leis an GNP⁷ - Údarás na Gaeltachta (€27 milliún), an Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta (€26 milliún) agus an Earnáil Closamhairc (€24 milliún). Chuir an tOideachas agus Cláir Shóisialta suimeanna a bhí níos

5

Feic Aguisín 1 do chaiteachas measta an Rialtais a bhaineann le seirbhísí breise a mhaoinigh an Stát i gCathair agus i nGaeltacht na Gaillimhe le linn 2007

6

A fhad agus atá iolraitheoirí náisiúnta ag coinneáil cuntais ar sceitheadh ag leibhéal náisiúnta, níl méid an sceite idir-réigiúnach ag leibhéal contae ar eolas ná tomhaiste. Dá réir sin, ní féidir ach buile faoi thuairim a thabhairt ar an méid tionchair atá ag cineál áirithe caiteachais ar ghníomhaíochtaí geilleagracha.

7

Feic Aguisín 2 do bhreisluach measta chaiteachas an Rialtais a bhaineann le seirbhísí breise a mhaoinigh an Stát

lú, ach suntasach mar sin féin, leis an GNP freisin (€13 mhilliún, agus €5 mhilliún faoi seach).

- Ón €95 milliún seo a cuireadh leis an GNP, chuaigh €27 milliún go díreach nó go hindíreach go Cathair na Gaillimhe. Bhí caiteachas teaghlach agus cuideachtaí san áireamh leis seo.

Spreagann gníomhaíochtaí eagraíochtaí éagsúla Cathrach/Contae/Stáit tionchar caiteachais ar gheilleagar na Cathrach ar fiú €27 milliún é. Eagraíochtaí iad seo atá páirteach i gcur chun cinn na Gaeilge, a thacaíonn léi, agus a ghlacann páirt i bhforbairt agus in inbhuanaitheacht Ghaeltacht na Gaillimhe agus a pobal. Bíonn go leor de na heagraíochtaí seo ag obair as lámha a chéile, ag comhoibriú ar thionscadail agus ar thionscnaimh, le roinnt eagraíochtaí deonacha nó pobalbhunaithe a pháirtmhaoiníonn gníomhaireachtaí Stáit chun seirbhísí a sholáthar ar son na n-eagraíochtaí sin.

1.2.1 The effects of targeted additional State expenditure on the Irish language

In 2007, the State spent over €116 million⁵ in additional supports for the Irish language in the Gaeltacht and City of Galway.

- The €116 million of State-led support resulted in an identifiable contribution to GNP of €95.4 million. The difference relates to leakages of economic activity that arise due to imports, taxation and savings. This level of leakage is considered to be low as Government expenditure on additional support for the Irish language is virtually all on wages and salaries most of which typically remain in the economy of the local region.⁶
- Of this €95 million contribution to GNP, there were almost equal shares from the three major contributors⁷ – Údarás na Gaeltachta (€27 million), the Department of Community, Rural and Gaeltacht Affairs (€26 million) and the Audiovisual Sector

5

See Appendix 1 for estimates of Government expenditure associated with additional State sponsored services in the Galway Gaeltacht and City during 2007.

6

While national multipliers take account of leakages at national level, the extent of inter-regional leakages is not known nor measured at county level. Accordingly, calculations of the impact on economic activity of a particular tranche of spending can only be best estimates.

7

See Appendix 2 for estimates of added value of Government expenditure associated with additional State sponsored services

(€24 million). Smaller, but still significant contributions were made by Education (€13 million) and Social Programmes (€5 million).

- Of this €95 million contribution to GNP, €27 million went directly or indirectly into Galway City. This included spending by households and companies.

The identifiable spending effect on the City economy of €27 million was driven by the activities of State/County/City organisations involved in the promotion and support of the Irish language in Galway City and the development and sustainability of the Galway Gaeltacht and its community. Many of these organisations work closely together, co-operating on projects and initiatives, with some voluntary or community-based organisations part-funded by State agencies to deliver services on behalf of those organisations.

TÁBLA 1. ACHOIMRE AR AN TIONCHAR GEILLEAGRACH A BHAIN LEIS AN NGAeilGE 2007/2008

Gníomhaíocht gheilleagrach a bhaineann leis an nGaeilge	€ a cuireadh le Cathair agus le Contae na Gaillimhe
Caiteachas Tacaíochta Stáit don Ghaeilge ¹	€95 milliún
Caiteachas Turasóireachta – Éifeacht Iolraitheora ²	€41 milliún
Luach measta in éindí	€136 milliún

Earnálacha sonracha de ghníomhaíocht gheilleagrach	€ a cuireadh leis an GNP
Coláistí Gaeilge Samhraidh	€12 mhilliún
An Earnáil Ciosamhairc	€24 milliún

Níl sé oiriúnach na figiúirí ar fad thuasluaite a chur le chéile (m.sh. €136 milliún + €12 milliún + €24 milliún) mar gheall ar fhorluí caiteachas Stáit .i. tacaíonn cuid de chaiteachas Stáit leis an earnáil ciosamhairc, agus tacaíonn an Rialtas le forbairt agus le cur chun cinn na turasóireachta trí ghníomhaíochtaí Fáilte Éireann agus Tourism Ireland. Féadfaimid a dhéanamh amach, áfach, agus na buntáistí geilleagracha a bhaineann leis an nGaeilge á meas, go bhfuil níos mó i gceist ná an €136 milliún atá intomhaiste go díreach.

¹
Feic Aguisín 2 chun sonraí iolraitheora a fháil

²
Feic Aguisín 3 chun sonraí a fháil

TABLE 1: SUMMARY OF THE ECONOMIC IMPACTS ASSOCIATED WITH THE IRISH LANGUAGE 2007/2008

Economic activity associated with Irish language	Contribution to Galway City and County
Irish language State Support Spend ¹	€95 million
Tourism Spend - Multiplier Effect ²	€41 million
Estimated combined value	€136 million

Specific sectors of economic activity	Contribution to GNP
Coláistí Gaeilge Samhraidh	€12 million
Audiovisual Industry	€24 million

It is not appropriate to add all of the figures above (i.e. €136 million + €12 million + €24 million) due to overlapping of State spend e.g. an element of State spend, not directly associated with the Irish language, supports the audiovisual sector while tourism development and promotion is also Government supported through the activities of Fáilte Ireland and Tourism Ireland. However, in estimating the economic benefits associated with the Irish language we can deduce that it is in excess of the directly measurable €136 million.

¹
See Appendix 2 for multiplier details

²
See Appendix 3 for details

1 Achoimre Feidhmiúcháin/ Executive Summary

1.2.2 Imspleáchas geilleagrach Chathair na Gaillimhe agus Ghaeltacht na Gaillimhe

Feileann an nath 'fite fuaite' go foirfe don chaoi a mbíonn Cathair na Gaillimhe agus Ghaeltacht na Gaillimhe ag brath ar a chéile. Admhaíonn teaghlaigh Ghaeltachta go hoscailte go bhfuil siad ag brath ar earraí agus ar sheirbhísí na Cathrach, cé nach n-aithníonn soláthraithe earraí agus seirbhísí na Cathrach a mhéid agus a bhraitheann siadsan ar theaghlaigh Ghaeltachta. Léirigh an staidéar seo gur :

- Chaith teaghlaigh Ghaeltachta, iad siúd atá sa chuid sin den Ghaeltacht atá sa Chathair ina measc⁸, €400 milliún nach mór ar sheirbhísí agus ar earraí miondiola i gCathair na Gaillimhe in 2006. Chaith teaghlaigh thuaithe Ghaeltachta €187 milliún de seo. Tríd is tríd, bhí teaghlaigh thuaithe agus uirbeacha Ghaeltachta freagrach as an gcúigiú cuid de chaiteachas iomlán teaghlaigh na Cathrach. Chomh maith le caiteachas teaghlaigh sa Chathair, chaith cuideachtaí Ghaeltachta €305 milliún sa Chathair ar cheannach earraí agus seirbhísí in 2006.

8
Bhí 4,942 teaghlach i nGhaeltacht Chathair na Gaillimhe in 2006. Bhí duine amháin ar a laghad a bhí in ann Gaeilge a labhairt i 64.8% de na teaghlaigh seo.

1.2.2 The economic interdependence of Galway City and the Galway Gaeltacht

The interdependence of Galway City and Galway Gaeltacht is best described by the cultural term 'fite fuaite'. Gaeltacht households readily acknowledge their dependence on City based goods and services, whereas City based suppliers of goods and services may not fully recognise the extent to which they depend on Gaeltacht households. This study found that:

- Gaeltacht households, including those in the City part of the Gaeltacht⁸, spent almost €400 million on retail goods and services in Galway City in 2006. Within this, €187 million was spent by rural Gaeltacht households. Overall, urban Gaeltacht and rural Gaeltacht households were responsible for almost one-fifth of all City household spending. In addition to household expenditure in the City, Gaeltacht companies spent €305 million in the City on purchases of goods and services in 2006.

8
Of the 4,942 households in the Galway City Gaeltacht in 2006, 64.8% had at least one person with the ability to speak Irish.

1.2.3 Tionchar geilleagrach Ghaeltacht na Gaillimhe ina iomlán

Bhí lucht oibre Ghaeltacht na Gaillimhe dírithe ar earnálacha geilleagracha a bhfuil aschur sách ard acu in 2006. Bhí 22,000 duine beagnach i gceist leis seo. Mar thoradh air sin:

- B'ionann an tsuim a chuir Ghaeltacht na Gaillimhe leis an GNP in 2006 go díreach agus go hindíreach (agus an tsuim a spreagadh dá bharr) agus €2.9 milliún, nó 1.9% téagartha den iomlán. Bhí 1.07% den fhostaíocht iomlán i nGhaeltacht na Gaillimhe in 2006 – atá cothrom beagnach lenar chuir sí leis an GNP go díreach: 1.13%. Spreagann an toradh seo idir mhisneach agus iontas mar gur ceantar tuaithe den chuid is mó í, agus nach mbíonn ceantair thuaithe chomh forbartha leis an meán náisiúnta de ghnáth.
- Fostaíodh 8.3 duine go díreach in aghaidh an láimhdeachais nó aschuir tionsclaíoch arbh fhiú €1 mhilliún é i nGhaeltacht na Gaillimhe in 2005. Bhí sé seo 41% níos airde ná an meán náisiúnta: 5.9 fostaíthe go díreach do gach €1 mhilliún. Go contrártha, bhí láimhdeachas Ghaeltacht na Gaillimhe in aghaidh an fhostaí níos ísle ná an meán náisiúnta mar nach bhfuil Ghaeltacht na Gaillimhe ag brath mórán ar earnálacha comhaimseartha thionscadal na déantúsaíochta - Ríomhairí agus Ceimiceáin. B'ionann an fhostaíocht iomlán dhíreach, indíreach agus spreagtha in aghaidh an láimhdeachais arbh fhiú €1 mhilliún é in 2005 agus 11.6 post.

Cé gur athbhreithniú ar thréimhse faoi leith é an tuarascáil seo, níl fairsinge na hinfheistíochta i nGhaeltacht na Gaillimhe le fiche bliain anuas, nó ó bunaíodh an Ghaeltacht, le

1.2.3 The economic impact of the Galway Gaeltacht in total

In 2006, the Galway Gaeltacht's labour force of almost 22,000 was concentrated in relatively high-output economic sectors. As a result:

- Galway Gaeltacht's direct + indirect + induced contribution to Irish GNP in 2006 was €2.9 billion, or a substantial 1.9% of the national total. Galway Gaeltacht's share of total employment in 2006 was 1.07% - almost equalling its direct economic contribution to GNP of 1.13%; from a relatively rural area, this result was both surprising and encouraging as, typically, rural areas tend to be less developed than the national average.
- Galway Gaeltacht directly employed 8.3 persons per €1 million of industrial output or turnover in 2005. This was 41% above the national average of 5.9 directly employed per €1 million of turnover. Conversely, Galway Gaeltacht's turnover per employee was lower than the national average because Galway Gaeltacht has a relatively low concentration of the modern sectors of the manufacturing industry – Computers and Chemicals. The total direct, indirect and induced employment per €1 million of output in 2005 was 11.6 jobs.

While this report reviews a point in time, it does not capture the extent of investment in the Galway Gaeltacht over the past 20 years or since the Gaeltacht was established. In recent decades investment by the State to support the language and

feiceáil ann. Le fiche nó tríocha bliain anuas, bhí tionchar ag infheistíocht an Stáit a thacaigh leis an teanga, agus leis an bpobal dúchasach Gaeilge a chothú ar bhonneagar, ar thionscadal agus ar chreatlach sóisialta agus cultúrtha an cheantair. Mar thoradh air sin, bhí tionchar aige ar fhás daonra agus ar fhorbairt gheilleagrach ina iomlán.

Trí infheistiú a dhéanamh i bpobal na Gaeilge, chabhraigh an Stát lena chothú, agus cé nach bhfuil stop le meath na teanga mar chéatadán den daonra a labhraíonn Gaeilge i nGaeltacht na Gaillimhe, tá stop curtha leis an titim daonra i nGaeltacht na Gaillimhe. Cé go bhféadfaí a mhaíomh go mbeadh feabhas ar gach ceantar sa tír mar gheall ar an mborradh i rath agus i bhforbairt gheilleagrach na tíre, Gaeltacht na Gaillimhe san áireamh, is féidir glacadh leis go raibh tionchar forleathan ag an infheistíocht leanúnach Stáit a chuir caiteachas breise ar fáil sa cheantar. Is féidir a áitiú freisin go raibh tionchar ag infheistíocht bhreise theangabhunaithe an Stáit sa cheantar ar ar chuir an Ghaeltacht leis an bhfostaíocht agus leis an GNP náisiúnta.

Cé go bhfuil cathú ann breathnú ar iolraitheoirí eacnamaíochta chun a rá gur cinneadh geilleagrach é infheistíocht a dhéanamh sa Ghaeilge, tá comhthéacs níos leithne ag an gcinneadh tacú le gníomhaíochtaí Gaeilge chun gné thábhachtach de chultúr na hÉireann a chothú. Tá an sceitheadh airgid a bhaineann le tacaíocht Stáit íseal, agus fanann tromlach an chaiteachais sa cheantar ag tacú le 5,000 post. Cruthaíonn an tacaíocht seo gníomhaíochtaí in earnálacha na turasóireachta agus an chlosamhairc i measc rudaí eile, ioncam atá sa bhreis ar an ngníomhaíocht gheilleagrach ar fiú €136 milliún é nuair a thomhaistear go díreach é.



sustain the indigenous Irish-speaking community has influenced infrastructure, industry and the social and cultural fabric of the area. As a result this has had an impact on overall economic development and population growth.

By investing in the Irish-speaking communities the State has helped to sustain them. While it could be argued that the 'rising tide' of national economic development and prosperity would have lifted all boats, including that of the Galway Gaeltacht, it is reasonable to assume that the sustained State investment, providing additional expenditure into the area has had a widespread effect. It is also reasonable to suggest that the high level of economic contribution by the Gaeltacht to national GNP and employment has been influenced by the State's additional Irish language-based investment in the area.

While it is tempting to look at economic multipliers to make a case for investment in Irish language spend as an economic investment decision, the decision to support Irish language activities has a broader context in sustaining an important cultural facet of Ireland. The leakages associated with State support are low and the majority of spend stays in the area supporting in the order of 5,000 jobs. The support also generates activities in the tourism/audio-visual sectors amongst others beyond the €136 million of directly measurable economic activity.

1 Achoimre Feidhmiúcháin/ Executive Summary

1.3 DEISEANNA AMACH ANSEO

Tá athrú suntasach tagtha ar pholasaithe agus reachtaíocht na Gaeilge le blianta beaga anuas. Tharla go leor athruithe dearfacha a thacaíonn leis an nGaeilge anois sa Ghaeltacht agus ar fud an Stáit. Aithnítear go forleathan, áfach, go dteastaíonn gníomh práinneach chun aghaidh a thabhairt ar inbhuanaitheacht na Gaeltachta. Caithfear moltaí a fhreastalóidh ar riachtanais éagsúla na bpobal, bunaithe ar chumas éagsúil teanga na ndaoine, a chur i bhfeidhm, agus caithfear na hacmhainní cuí a chur ar fáil dóibh chun na straitéisí a theastaíonn a chur i bhfeidhm. Tá gníomh ag teastáil freisin chun tacú leis an nGaeilge i gceantair uirbeacha ar nós Chathair na Gaillimhe.

Teastóidh iarracht chomhordaithe ó na comhlachtaí uile chun na buntáistí féideartha uile a bhaint amach, agus chun luach na Gaeilge do Chathair na Gaillimhe a dhaingniú. Beidh tacaíocht ón gComhairle Cathrach, ón gCumann Tráchtála, ó Chumann Gnó Chathair na Gaillimhe, ón earnáil oideachais, ó na gníomhaireachtaí Stáit, ón earnáil ghnó, ó thionscal na turasoíreachta, ó eagraíochtaí spóirt, ó eagraíochtaí reiligiúnacha, ó phobal na n-ealaíon, ó scáthghrúpaí éagsúla, agus ó eagraíochtaí Gaeilge agus cultúrtha san áireamh leis seo.

Beidh ar mhuintir na Gaeltachta agus ar chainteoirí eile Gaeilge seirbhísí as Gaeilge a iarraidh agus iad a úsáid, agus muintir na Cathrach a spreagadh trí chabhrú lena n-iarreachtaí chun úsáid na Gaeilge i nGaillimh a mhéadú.

Moltar gníomhartha praiticiúla, de bharr thionchar tábhachtach geilleagrach na Gaeilge i gCathair na Gaillimhe agus i nGaeltacht na Gaillimhe, chun a chinntiú go gcothaítear an Ghaeilge féin, agus na buntáistí a bhaintear aisti, go fadtéarmach. Áirítear orthu sin:

1. Polasaí iomlán do Chathair na Gaillimhe d'úsáid na Gaeilge
2. Clár comhtháite gníomhartha do na príomhghníomhaireachtaí
3. Tiomantas agus tacaíocht na bpáirtithe leasmhara agus na gceannairí a threoraíonn tuairimí an phobail sa Chathair

1.3 FUTURE OPPORTUNITIES

There has been substantial change in Irish language legislation and policy in recent years. Many positive changes have taken place to support Irish, both in the Gaeltacht and throughout the State. However, many recognise that urgent action is required to address the issue of Gaeltacht sustainability. Proposals to cater for the different needs of communities, based on their different linguistic capabilities, need to be implemented and the communities sufficiently resourced to implement the required strategies. Action is also required to support the Irish language in urban areas like Galway City.

To fully realise the potential benefits however, and to secure the value of the Irish language for Galway City, a co-ordinated effort by all concerned bodies will be required. This will include support from Galway City Council, Galway Chamber, Galway City Business Association, the education sector, the State agencies, the business sector, the tourism industry, sporting organisations, religious organisations, the arts community, various umbrella groups, and Irish language and cultural organisations.

The people of the Gaeltacht and other Irish speakers will also need to request and use services “as Gaeilge” and to encourage the City dwellers, by helping them in their efforts to increase the use of the Irish language in Galway.

Given the economic impact of the Irish language in Galway City and the Galway Gaeltacht, a number of practical actions are recommended to ensure that both Irish itself, and the benefit derived from it are maintained over the long-term. These include:

1. An overall Galway City policy for the use of the Irish language
2. An integrated programme of actions for key agencies
3. The commitment and buy-in of important stakeholders and opinion leaders in the City



Is fiú breis agus €136 milliún an Ghaeilge do Chathair agus do Chontae na Gaillimhe gach bliain /
The Irish language is worth in excess of €136 million annually to the economy of Galway City and County

2 Tátail agus Moltaí/ Conclusions and Recommendations

2.1 LUACH NA GAELIGE I NGAILLIMH A CHOINNEÁIL

Mar a luadh cheana, rinne Gaillimh le Gaeilge an staidéar seo a choimisiúnú chun aird na dtairbhíthe agus na bpáirtithe leasmhara i gCathair na Gaillimhe go háirithe, agus i nGaeltacht na Gaillimhe a dhírú arís ar na buntáistí geilleagracha a bhaineann le húsáid na Gaeilge sa cheantar agus le cinntiú go bhfanann na buntáistí geilleagracha sin go háitiúil.

Beidh an Ghaeltacht ina cnámh droma don Ghaeilge i gcónaí. Is cuma cé chomh lag nó chomh híseal is atá líon na gcainteoirí, seo an áit a mbeidh an líon is airde cainteoirí laethúla Gaeilge agus an fháil is forleithne ar an nGaeilge mar theanga pobail agus mar theanga an chaidrimh shóisialta, cuíosach luath amach anseo ar aon chuma. Mura mbeidh an úsáid laethúil agus leanúnach sin ann, beidh saibhreas agus líofacht na Gaeilge i mbaol.

Is féidir le Cathair na Gaillimhe cabhrú le cainteoirí Gaeilge ón nGaeltacht a dteanga a chothú trí sheirbhísí agus tacaíocht a chur ar fáil dóibh i nGaeilge, agus trína chur ar shúile na gcustaiméirí a labhraíonn Gaeilge go bhfuil meas ag gnólachtaí na Cathrach ar an teanga agus ar a cuid cainteoirí. Ina theannta sin, is féidir le Cathair na Gaillimhe í féin tairbhe a bhaint as an nGaeilge, mar a tharlaíonn cheana féin. Sócmhainn uathúil í an Ghaeilge chun cuairteoirí atá ag cuardach 'rud éigin difriúil' a mhealladh chun na Cathrach, agus meallann sí fiontair ghnó atá ag cuardach láithreacha infheistíochta. Léirítear é seo sa mhéad a deir Richard Florida⁹ faoi go meallann cathracha a bhfuil uathúlacht agus údaracht acu daoine ar a dtugann sé an

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Florida, Richard (2002), *The Rise of the Creative Class*, Basic Books

'aicme chruthaitheach' orthu. Cuimsítear sa ghrúpa seo daoine atá páirteach i gcruthaitheacht ealaíonta agus chultúrtha, lucht léinn, eolaithe, innealtóirí, agus iad siúd atá páirteach i dtionscnaimh ardteicniúla, dhlíthiúla agus airgeadais. Áirítear freisin iadsan a bhíonn i mbun réiteach cruthaitheach fadhbanna, agus corpas casta faisnéise in úsáid acu chun fadhbanna sainsiúla a réiteach¹⁰. Tá an-tóir ar na daoine sáraithe inspreagtha seo i dtionscail gheilleagair eolasbhunaithe, agus meallann gnéithe éagsúla, ilchineálacht agus údaracht ina measc, chuig réigiúin agus chuig Cathracha faoi leith iad. Tá Cathair na Gaillimhe ar cheann de na Cathracha seo. Aithnítear gur áit tharraingteach í chun cónaí nó obair ann, ina bhfuil caighdeán maith maireachtála, agus is cuid thábhachtach den íomhá seo a húdaracht agus a cultúr cruthaitheach. Laistigh den údaracht sin, tá an Ghaeilge tábhachtach mar shócmhainn uathúil, atá fréamhaithe i stair agus i gcultúr Chathair na Gaillimhe.

Is léir luach na sócmhainne seo i dtorthaí an tsuirbhé ar líne a reáchtáladh le gnólachtaí agus le heagraíochtaí i gCathair na Gaillimhe mar chuid den staidéar seo. Dúirt breis is 91% de na freagróirí go raibh an Ghaeilge 'tábhachtach' nó 'an-tábhachtach' d'fhéiniúlacht chultúrtha Chathair na Gaillimhe, gur sócmhainn turasóireachta í agus gné uathúil tharraingteach d'íomhá na Gaillimhe.

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Florida, Richard (2002), 'The Rise of the Creative Class', in the *Washington Monthly* (rochtain ar líne 28.07.09)

2.1 KEEPING THE VALUE OF THE IRISH LANGUAGE IN GALWAY

As noted, Gaillimh le Gaeilge commissioned this study to focus the attention of stakeholders and beneficiaries in particular in Galway City and in the Galway Gaeltacht, on the economic benefits associated with the Irish language in the area and to ensure the economic advantages remained in the locality.

The Gaeltacht will continue to be the stronghold of the Irish language. No matter how weak or small in numbers, it is the place where Irish will continue to have the highest proportion of daily speakers and the most widespread availability of Irish as a language of community and social interaction, at least in the foreseeable future. Without that daily and ongoing use, the richness and fluency of Irish will be threatened.

Galway City can help Irish speakers from the Gaeltacht to maintain their language by offering them services and support through Irish and by showing Irish-speaking customers that City businesses value the language and its users. In addition, Galway City can and does benefit from the Irish language in its own right. The Irish language is a unique asset to attract visitors to the City who are searching for 'something different' and it is also attractive to enterprises looking for investment locations. This is illustrated by Richard Florida's reference that Cities which have a uniqueness and authenticity are attractive to 'the creative class'.

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Florida, Richard (2002), *The Rise of the Creative Class*, Basic Books

This group comprises people involved in artistic and cultural creativity, academics, scientists, engineers, high-tech, legal and financial industries; those who "engage in creative problem solving, drawing on complex bodies of knowledge to solve specific problems"¹⁰. This group of highly educated, motivated people are in demand in knowledge economy industries and they are attracted to regions and cities by several factors including diversity and authenticity. Galway City is one such city; recognised as an attractive place in which to live and work, with a good quality of life, and its authenticity and creative culture are key elements of that attractiveness. Within that sense of authenticity, the Irish language is important as a unique asset, rooted in the history and culture of Galway City.

Testaments to the value of that asset are the results of an online survey conducted with businesses and organisations in Galway City as part of this study. More than 91% of respondents felt that the Irish language was 'important' or 'very important' to Galway City's cultural identity, that it is a tourism asset and that it is a unique selling point in terms of Galway's image.

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Florida, Richard (2002) 'The Rise of the Creative Class' in the *Washington Monthly* (accessed online 28.07.09)

Déanta na fírinne, tá trí ghné ag baint le tábhacht na Gaeilge sa Chathair:

1. Baineann an Chathair, a gnólachtaí agus a pobal tairbhe thábhachtach gheilleagrach aisti
2. Tugann sé deis do ghnólachtaí Cathrach a gcaidreamh le custaiméirí a mhéadú trí aitheantas a thabhairt do rogha teanga na gcustaiméirí
3. Tugann sí buntáiste uathúil margáíochta don Chathair

2.2 MOLTAÍ MIONSONRAITHE

Má táthar leis an mbuntáiste geilleagrach agus na deiseanna a bhaineann le húsáid na Gaeilge a thapú agus a bharrfheabhsú, caithfidh Gaeltacht agus Cathair na Gaillimhe sraith beart agus tionscnamh a chomhordú chun úsáid agus suntasacht na Gaeilge sa Chathair a láidriú, chomh maith le soláthar seirbhísí do chustaiméirí Gaeltachta. Teastóidh plean comhtháite chun na bearta seo a chur i bhfeidhm, plean a aontóidh comhpháirtithe éagsúla, m.sh. Comhairle Cathrach na Gaillimhe, Cumann Tráchtála na Gaillimhe, Cumann Gnó Chathair na Gaillimhe, an earnáil oideachais, Gníomhaireachtaí Stáit, an tionscal turasóireachta, eagraíochtaí spóirt, eagraíochtaí reiligiúnacha, pobal na n-ealaíon, grúpaí gnó, grúpaí pobail agus Ranna ábhartha Rialtais, i dteannta eagraíochtaí Gaeilge agus cultúrtha, agus grúpaí eile nach iad. Beidh orthu seo an plean céanna a sheachadadh agus tacú leis. D'fhéadfadh Bord Forbartha Cathrach na Gaillimhe áis a chur ar fáil le go bhféadfaí na moltaí a phlé, a aontú, a chur in ord tosaíochta agus a chur i bhfeidhm le comhoibriú agus tiomantas na n-eagraíochtaí ábhartha.

Ba chóir cur chun cinn agus úsáid na Gaeilge a dhéanamh i gcomhthéacs an dátheangachais, ina gcuirtear seirbhísí Béarla agus Gaeilge ar fáil, agus ina gcuirtear fáilte roimh theangacha agus roimh chultúir eile. Cé go mbeadh buntáiste cinnte ag teideal nó ag stádas oifigiúil dátheangachais don Chathair, ós rud é nach bhfuil gradam Rialtais ná náisiúnta dá leithéid ar fáil, tá an deis ag Gaillimh a téarmaí tagartha agus a spriocanna féin don Ghaeilge a dheardh. Ba chóir go mbeadh siad seo

In effect, the importance of the Irish language to the City is threefold:

1. It confers a key economic benefit to the City, its businesses and its inhabitants
2. It affords City businesses an opportunity to enhance customer relations by giving recognition to the customer's language of choice
3. It provides the City with a unique marketing advantage

2.2 DETAILED RECOMMENDATIONS

To retain and optimise the economic benefit and the opportunities associated with the use of the Irish language, Galway City and Gaeltacht must co-ordinate a series of measures and initiatives to strengthen the use and the prominence of the Irish language in the City and the provision of services to Gaeltacht customers. The implementation of these measures will require an integrated plan, agreed, delivered and supported by a number of partners including, but not limited to, Galway City Council, Galway Chamber, Galway City Business Association, the education sector, business groups, State agencies, the tourism industry sporting organisations, religious organisations, the arts community, community groups and relevant Government Departments, as well as Irish language and cultural organisations. The Galway City Development Board could provide a vehicle through which the recommendations are debated, agreed, prioritised and implemented with the co-operation and commitment of relevant organisations.

The promotion and use of the Irish language should be in the context of bilingualism, where English- and Irish-language services are both offered, and with a welcome also for other languages and cultures. While official bilingual status or designation for the City would be a definite advantage, in the absence of a Government or national award, Galway has the opportunity to set its own terms of reference and objectives for the Irish language. As part of the overall policy and plan, bilingualism can be defined in detail and steps outlined as to

2 Tátail agus Moltaí/ Conclusions and Recommendations

bunaithe ar chritéir a ndéanfaí measúnú neamhspleách orthu.

Mar chuid den phlean agus den pholasáí iomlán, is féidir sainmhíniú sonracha a dhéanamh ar an dátheangachas, agus ar na céimeanna a theastóidh chun an dátheangachas a bhaint amach.

Eascaíonn na moltaí agus na gníomhaíochtaí a mholtar sa staidéar seo ó na dearcaí, meoin agus smaointe a thug breis is 60 comhairlí aonair agus ón mbreis is 150 suirbhé a reáchtáladh le gnólaichtaí Gaeltachta agus Cathrach. Bhí dearcaí throlach na ndaoine a ndeachthas i gcomhairle leo cosúil lena chéile, agus chuir a bhformhór béim ar thionscnaimh shimplí, phraiticiúla chun suntasacht agus úsáid na Gaeilge a fhairsingiú sa Chathair.

Tá roinnt de na moltaí ag teacht leis na cuspóirí uileghabhálacha atá i straitéis Bhord Forbartha Cathrach na Gaillimhe “Gaillimh Beo & Bríomhar 2002 - 2012”¹¹; cuireann sé seo béim ar an gcosúlacht mhór atá idir moltaí na tuarascála seo agus an fhís do Chathair na Gaillimhe a d’aontaigh a bpríomhpháirtithe leasmhara cheana. Tugann moltaí na tuarascála seo treoir faoin gcaoi a bhféadfaí an chuid den fhís sin a bhaineann leis an nGaeilge agus leis an gcultúr Gaelach a chur i bhfeidhm.

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Sonraíonn Cuspóir 4 de Straitéis an Bhoird Forbartha Cathrach an gá atá le híomhá na Gaillimhe mar lárionad domhanda an chultúir Ghaelaigh agus Cheiltigh a chothú, lena n-áirítear spórt, ceol, damhsa, béaloideas, ceardaíocht, cultúr agus teanga. Sonraíonn Cuspóir 5 an gá atá le deiseanna agus le hinfheictheacht na Gaeilge sa chathair a mhéadú.

how it will be achieved. This should be based on independently assessed criteria.

The recommendations and suggested actions in this study draw together the views, opinions and ideas of over 60 individual consultees and more than 150 surveys with Gaeltacht and City companies. Many of the consultees expressed similar views and the emphasis from most was on practical, simple initiatives to increase the prominence and use of spoken Irish in the City.

A number of the recommendations are consistent with the overarching objectives contained in the Galway City Development Board Strategy “Gaillimh Beo & Bríomhar 2002 – 2012”¹¹ underlining a close fit with the vision for Galway City as agreed by its key stakeholders. The recommendations in this report provide guidelines on how the elements of that vision that relate to the Irish language and culture can be practically achieved.

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Objective 4 of the C.D.B. Strategy identifies the need to “foster the identification of Galway as a world centre of Gaelic and Celtic culture including sport, music, dance, folklore, craft, culture and language”. Objective 5 identifies the need to “increase Irish language opportunities and visibility in the city”.

De bharr staid an gheilleagair faoi láthair, agus de bharr na ndúshlán acmhainne atá ag gach eagraíocht i láthair na huaire, ba cheart gach iarracht a dhéanamh a chinntiú nach mbeadh aon chostas ag baint leis na gníomhartha seo, nó go gcoinneofaí aon chostas a bhainfeadh leo íseal.

Bhraith formhór na n-eagraíochtaí a ndeachthas i gcomhairle leo don staidéar seo go bhféadfaí tromlach na ngníomhartha a bhaint amach leis na hacmhainní atá ar fáil cheana féin, fad agus a bheadh na heagraíochtaí ábhartha ag comhoibriú le chéile, agus fáilteach roimh thionscnaimh agus roimh smaointe nua.

Tá an liosta moltaí uailmhianach, agus moltar go ndéanfaí iad a eagrú in ord tosaíochta agus iad a chur i bhfeidhm san ord seo laistigh de thréimhse a aontódh na príomhpháirtithe leasmhara.

Given the current economic climate and in recognition of the challenges which all organisations are now experiencing with resources, every effort should be made to ensure that actions are cost neutral or low cost.

Most organisations consulted for the study felt that the majority of actions can be carried out within the current available resources, as long as relevant organisations co-operate and are open to new ideas and innovations.

The list of recommendations is ambitious and it is suggested that they be prioritised and implemented over a period of time starting with the most urgent actions as agreed by the key stakeholders.

2.3 GNÍOMHARTHA AGUS TIONSCNAIMH A MHOLTAR DON GHAELIGE I GCATHAIR NA GAILLIMHE AGUS I NGAELTACHT NA GAILLIMHE

Teastóidh plean comhtháite chun na bearta seo a chur i bhfeidhm, plean a aontóidh comhpháirtithe éagsúla. D'fhéadfadh Bord Forbartha Cathrach na Gaillimhe áis a chur ar fáil le go bhféadfaí na moltaí a phlé, a aontú, a chur in ord tosaíochta agus a chur i bhfeidhm le comhoibriú agus tiomantas na n-eagraíochtaí ábhartha.

MOLTAÍ POLASAÍ DO CHATHAIR NA GAILLIMHE

- Creatlach nó ráiteas gairid polasaí don Ghaeilge i gCathair na Gaillimhe a réiteach, ina sonraítear an dearcadh atá ag an gCathair fúithi féin agus an Ghaeilge, agus na spriocanna agus cuspóirí atá aici chun úsáid na Gaeilge a mhéadú. Ba chóir do chomhpháirtithe éagsúla an polasaí a fhorbairt, a áireodh an Chomhairle Cathrach (trí struchtúr Bhord Forbartha Cathrach na Gaillimhe), Cumann Tráchtála na Gaillimhe, Cumann Gnó Chathair na Gaillimhe, an earnáil oideachais, an Tionscal Turasoireachta, Eagraíochtaí Spóirt, Eagraíochtaí Reiligiúnacha, Pobal na nEalaíon, grúpaí pobail, grúpaí gnó, gníomhaireachtaí Stáit agus Ranna ábhartha Rialtais, chomh maith le heagraíochtaí Gaeilge agus cultúrtha, agus grúpaí eile.
- Plean Gaeilge chun an polasaí a chur i bhfeidhm a aontú, ina mbeadh cur chuige comhtháite do mhéadú úsáid na Gaeilge sa Chathair.

- Úsáid na Gaeilge i ngach gné de chur chun cinn Chathair na Gaillimhe a spreagadh chun cur lena ról i bhféiniúlacht agus in íomhá chultúrtha na Cathrach, úsáid na Gaeilge i litríocht turasoireachta agus i dtreoirleabhair do chuirteoirí san áireamh. Gnólachtaí Chathair agus Ghaeltacht na Gaillimhe a spreagadh chun an Ghaeilge a úsáid ina mbrandáil táirge.

- Tá sé tábhachtach go gcuirfeadh na hoifigí agus na gníomhaireachtaí Stáit uile atá bunaithe i nGaillimh Acht na dTeangacha Oifigiúla i bhfeidhm go hiomlán, agus fóirthiomantas a thaispeáint, chun seirbhís chuimsitheach agus chomhsheasmhach Ghaeilge a chinntiú do chainteoirí Gaeilge.

- Tá infheictheacht na teanga sa Chathair an-tábhachtach má tá glacadh agus úsáid na Gaeilge le méadú. Tá athbhreithniú á dhéanamh ar an bPlean Forbartha Cathrach faoi láthair agus tá deis anois ann do Ghaillimh le Gaeilge dul i gcomhar le Comhairle Cathrach na Gaillimhe chun coinníollacha feiliúnacha d'aghaidheanna siopaí agus do chomharthaí a chur i bPlean nua Forbartha Chomhairle Cathrach na Gaillimhe 2011-2017.

- Stádas Oifigiúil Dátteangach a fháil do Chathair na Gaillimhe. Beidh ar Chathair na Gaillimhe a dearcadh féin faoin aitheantas agus stádas speisialta atá tuillte aici a chur in iúl, agus stocaireacht a dhéanamh ar an Rialtas gradam speisialta a bhronnadh ar an gCathair, nó fógra a dhéanamh í féin gur Cathair oifigiúil Dhátteangach í Cathair na Gaillimhe.

2.3 SUGGESTED ACTIONS & INITIATIVES IN RELATION TO THE IRISH LANGUAGE IN GALWAY CITY AND THE GALWAY GAELTACHT

The implementation of these measures will require an integrated plan, agreed, delivered and supported by a number of partners and key stakeholders. The Galway City Development Board could provide a vehicle, through which the recommendations are debated, agreed, prioritised and implemented with the co-operation and commitment of relevant organisations to ensure they can be achieved over a period of time.

POLICY RECOMMENDATIONS FOR GALWAY CITY

- Prepare a short Irish language policy statement or framework for Galway City, setting out where the City sees itself in terms of Irish and what its objectives and goals are to increase the use of Irish. The policy should be developed by a number of partners including, but not limited to, Galway City Council (through the Galway City Development Board structure), Galway Chamber, Galway City Business Association, the Education Sector, the Tourism Industry, sporting organisations, religious organisations, the arts community, Community Groups, the Business Sector, State agencies and relevant Government Departments, as well as Irish language and cultural organisations.

- Agree an Irish language plan to implement the policy, with an integrated approach to increasing the use of the Irish language in the City.

- Encourage the use of Irish in all aspects of the promotion of Galway City to enhance its role in the cultural image and identity, including tourism literature and visitor guides. Also encourage Galway City and Gaeltacht companies to use Irish in their product branding.

- It is important that the Official Languages Act is implemented fully and in a spirit of genuine commitment by all State agencies and offices based in Galway to ensure a comprehensive and consistent Irish language service for Irish speakers.

- The visibility of the language in the City is a very important part of increasing the acceptance and use of Irish. The Galway City Development Plan is currently under review and an opportunity now exists for Gaillimh le Gaeilge to liaise with Galway City Council about the inclusion of appropriate conditions for shop fronts and display signs within the new Galway City Council Development Plan 2011-2017.

- Secure Official Bilingual Status for Galway City. Galway City will need to assert its own view of what special status and recognition is due to it and either lobby Government for a special award or declare itself officially a Bilingual City, based on a set of criteria, independently assessed and in doing so seek the support of national Government.

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Bhunófaí seo ar chritéir faoi leith, a mheasfaí go neamhspleách agus le tacaíocht an Rialtais náisiúnta dá réir. Ba chóir go mbeadh an sprioc seo i bPolasaí nua Gaeilge Chathair na Gaillimhe a moladh le déanaí, agus caithfeadh céimeanna soiléire a chur sa Phlean Gaeilge chun an stádas seo a chur i bhfeidhm.

- Scéim phiólótach a fhorbairt chun tacaíocht, cúnamh agus infheistíocht airgeadais de shaghas éigin a chur ar fáil d'eastáit tithíochta nó pobal Gaeilge sa Chathair ina bhfuil iarracht mhór á déanamh an Ghaeilge a úsáid agus a chur chun cinn i ngach bealach.
- Feachtas poiblíochta a chur ar bun chun cainteoirí Gaeilge, daoine atá ina gcónaí sa Ghaeltacht ina measc, a spreagadh chun seirbhísí Gaeilge a úsáid agus a iarraidh i gCathair na Gaillimhe san earnáil phríobháideach agus san earnáil phoiblí.

BEARTA PRAITICIÚLA – OIDEACHAS

- Naisc idir Gaelscoileanna na Cathrach agus grúpaí deonacha Gaeilge eile a chothú i mbealach níos comhordaithe. I measc an chomhoibrithe seo, bheadh tacaíocht bhreise do thuismitheoirí: córas 'buddy' do thuismitheoirí a bhfuil cumais éagsúla teanga acu, grúpaí comhrá le háisitheoir, srl.
- Seirbhís 'iarscoile' Gaeilge a chur ar fáil do scoileanna sa Chathair nach múineann trí mheán na Gaeilge, ina

dtabharfaí cúnamh do dhaltáí scoile lena n-obair baile agus ina reáchtálfaí gníomhaíochtaí éagsúla trí mheán na Gaeilge.

BEARTA PRAITICIÚLA – GNÓ

- Scéim a thosú chun daoine a aithint atá sásta, agus in ann, seirbhís i nGaeilge a chur ar fáil i ngnólachtaí agus in ionaid díolacháin. D'fhéadfaí na daoine seo a chur in aithne don phobal trí shuaitheantas a thabhairt dóibh ar a mbeadh cumais éagsúla teanga m.sh. 'Cúpla Focal', 'Comhrá Gaeilge', 'Gaeilge líofa'. Ba chóir feachtas poiblíochta a eagrú chun an scéim a chur chun cinn, agus chun custaiméirí agus na fostaithe féin a spreagadh. D'fhéadfaí suaitheantais a chur ar fáil don phobal freisin chun cainteoirí Gaeilge a aithint agus chun feachtas teanga a chur chun cinn.
- Cás-staidéir agus ábhar eile a fhorbairt chun buntáistí na Gaeilge do ghnólachtaí a léiriú. D'fhéadfaidís seo an tionchar atá ag an nGaeilge ar chúrsaí gnó a tháifeadh agus a thaispeáint faoi mar a bhaineann sé le méadú ar dhíolacháin, dílseacht custaiméirí, cáil an ghnólachta, spiorad na foirne, brabach an ghnólachta, srl.
- Modúl oiliúna ar sheirbhís trí Ghaeilge a fhorbairt i gcomhar le Fáilte Éireann agus é a chur chuig gnólachtaí turasóireachta agus aíochta sa Chathair agus sa Ghaeltacht.

The objective should be covered in the proposed new Galway City Irish Policy and clear steps must be included in the Irish Language Plan to give effect to this status.

- Develop a pilot scheme to provide support, assistance and some level of financial investment to an Irish language community or housing estate in the City, where there is a concerted effort to use and promote Irish in all activities.
- Conduct a publicity campaign to encourage Irish speakers, including Gaeltacht residents, to use and request Irish services in Galway City both in the private and public sectors.

PRACTICAL MEASURES – EDUCATION

- Foster links between the Gaelscoileanna in the City and other Irish language voluntary groups in a more co-ordinated way. Co-operate to provide additional supports for parents including a 'buddy system' for parents with different language ability, facilitated conversation groups etc.
- Provide an Irish language 'after-school' service at non-Irish speaking schools in the City where children are assisted with homework and are supervised in various activities through the medium of Irish.

PRACTICAL MEASURES – BUSINESS

- Introduce a scheme to identify people in businesses and retail outlets who are willing and able to provide a service in Irish. Identification could be by means of a badge or pin with graduated levels of service such as 'Cúpla Focal', 'Cómhrá Gaeilge', 'Gaeilge líofa'. To encourage both customers and staff, a publicity campaign should be organised to promote the scheme. Similar badges could be made available to the public to identify Irish speakers and promote awareness of the language.
- Develop case studies and other materials to highlight the benefits of Irish for business. These could document and illustrate the impact of Irish on their business in terms of increased sales, customer loyalty, reputation, staff morale, profit etc.
- Develop a training module on Irish language service in conjunction with Fáilte Ireland and deliver it to tourism and hospitality businesses in the City and Gaeltacht.
- Continue to promote and encourage the use of bilingual shop fronts, internal and external signage, marketing material, menus etc. by all businesses.
- Encourage organisations and groups in Galway City to incorporate some Irish into public meetings and events wherever possible. Gaillimh le Gaeilge's bilingual template with introductions, greetings, common phrases and closing comments could be circulated to all relevant groups.

- Leanúint leis an spreagadh agus an cur chun cinn a dhéantar ar ábhar dátheangach i ngnólachtaí na Gaillimhe, m.sh. aghaidheanna siopaí, comharthaí seachtracha agus inmheánacha, ábhar margaióchta, biachláir srl.
- Eagraíochtaí agus grúpaí i gCathair na Gaillimhe a spreagadh chun roinnt Gaeilge a úsáid ag imeachtaí agus cruinnithe poiblí nuair is féidir. D'fhéadfaí teimpléad dátheangach Ghaillimh le Gaeilge ina bhfuil beannachtaí, nathanna cainte agus bealaí chun slán a fhágáil ag duine a chur chuig na grúpaí ábhartha.
- Córas 'buddy' a fhorbairt i measc gnólachtaí atá ag tosú agus ag úsáid seirbhísí agus ábhar Gaeilge chun tacaíocht agus comhairle chomhghleacaithe a chur ar fáil.
- Teimpléad a fhorbairt ar a mbeadh beannachtaí, bealaí le slán a fhágáil ag duine agus nathanna cainte Gaeilge a úsáidtear i ríomhphoist, litreacha gnó agus modhanna eile cumarsáide.
- Scéim phiólótach a fhorbairt chun úsáid na Gaeilge a chur chun cinn i ngnólachtaí idirnáisiúnta agus i ngnólachtaí móra Éireannacha atá lonnaithe i nGaillimh mar chuid dá gláir um Fhreagracht Shóisialta Chorporáideach (CSR). Bheadh deis forbairt a dhéanamh ar úsáid na Gaeilge faoi pholasaithe CSR cuid mhór gnólachtaí mar chuid dá nasc agus dá dtiomantas don phobal agus don cheantar áitiúil. Shaothródh sé seo féiniúlacht uathúil laistigh de mhargadh idirnáisiúnta agus bród sa cheantar áitiúil.

- Develop a 'buddy system' between businesses that are introducing and using Irish services and materials to provide peer support and advice.
- Develop a template with Irish greetings, closing comments and common phrases for use in business letters, emails and other communications.
- Develop a pilot scheme to promote the use of Irish in multinational and large Irish companies based in Galway as part of their Corporate Social Responsibility (CSR) programmes. Under the CSR policies of many companies, there would be scope to develop the use of Irish as part of their connection and commitment to the local community and place, cultivating a sense of unique identity within a global market and a sense of pride in the local place.
- Encourage use of Gaillimh le Gaeilge's Eolaire Gnó, highlighting businesses that provide Irish language services. Promote the Eolaire to Gaeltacht households and parents of children in Gaelscoileanna, and ask them to provide updates or details of Irish language services they are aware of.

PRACTICAL MEASURES – SOCIAL & CULTURAL

- Promote the Irish language through existing festivals. In the absence of sufficiently high quality programme content in Irish, festivals and events in the City must be encouraged to

- Úsáid Eolaire Gnó Ghaillimh le Gaeilge a mholadh, ina gcuirtear béim faoi leith ar ghnólachtaí a chuireann seirbhísí Gaeilge ar fáil. An tEolaire a chur chun cinn i measc teaghlaigh Ghaeltachta agus tuismitheoirí daltaí Gaelscoileanna, agus iarraidh orthu sonraí a chur ar fáil faoi sheirbhísí Gaeilge atá ar eolas acu nach bhfuil san Eolaire cheana féin.

BEARTA PRAITICIÚLA – SÓISIALTA & CULTÚRTHA

- An Ghaeilge a chur chun cinn i bhféilte atá ann cheana féin. In éagmais ábhar Gaeilge atá sách maith, caithfear féilte agus imeachtaí sa Chathair a spreagadh chun níos mó Gaeilge a úsáid ina n-ábhar margaióchta agus fógraíochta, agus sa chaoi a gcuireann siad imeachtaí i láthair. Cuireann sé seo le staid na Gaeilge agus feasacht fúithi sa Chathair, agus d'fhéadfadh sé an fhéile a dhaingniú i bhféiniúlacht agus in íomhá chultúrtha na Gaillimhe.
- Saoránaigh a spreagadh chun an leagan Gaeilge dá sloinne a úsáid, agus chun 'Gaillimh' a úsáid i seoltaí pearsanta agus gnó.
- Deiseanna sóisialta Gaeilge a fhorbairt do dhaoine óga lasmuigh den chóras scolaíochta, a mbeadh áisitheoirí oilte ag obair acu, agus i gcomhar le grúpaí atá ann cheana féin agus lena n-imeachtaí reatha.
- Imeachtaí sóisialta dátheangacha a chruthú do mhic léinn tríú leibhéal ar an gcampas agus sa Chathair, agus tacú leis

use more Irish in their marketing and promotional material and in their presentation and introduction of events. This adds to the position and awareness of Irish in the City and can help to anchor the festival in the cultural image and identity of Galway.

- Encourage citizens to use the Irish version of their surnames and to use 'Gaillimh' in personal and businesses addresses.
- Develop Irish language social opportunities for young people outside of the school system, with trained facilitators and in co-operation with existing groups and their current activities.
- Create and support bilingual social events for third level students both on and off campus in the City in collaboration with Student Unions and Irish language courses in the institutes.
- Develop an Irish language youth café or 'hang-out' for teenagers with a bilingual ethos in collaboration with existing youth organisations like the GAF.
- Develop tourism products combining aspects of Irish language theatre, traditional music and dance and a participative taste of the language for overseas and non-fluent domestic visitors.

2 Tátail agus Moltaí/ Conclusions and Recommendations

na himeachtaí seo, i gcomhar le hAontais na Mac Léinn agus le cúrsaí Gaeilge sna hinstiúidí.

- Caifé óige Gaeilge do dhéagóirí, nó áit a bhféadfaidís casadh le daoine óga eile, ina mbeadh éiteas dátheangach a fhorbairt i gcomhar le heagraíochtaí óige atá ann cheana ar nós The GAF.
- Táirgí turasoíreachta a fhorbairt a chuirfeadh gnéithe d'amharclannaíocht Ghaeilge, de cheol agus de dhamhsa traidisiúnta, agus a thabharfadh blas rannpháirtíochta den teanga do chuirteoirí iasachta agus do chuirteoirí ó Éirinn nach bhfuil líofa sa Ghaeilge.
- Gréasán ar líne a fhorbairt do chainteoírí Gaeilge i nGaillimh ag úsáid meáin nua ar an idirlíon, blaganna, ábhar úsáideoirghinte, agus láithreáin líonraithe shóisialta ina measc.
- Má fhorbraítear Ionad Gaeilge na Cathrach, caithfeadh cuimhneamh ar spás a chur ar fáil d'imeachtaí do dhaoine óga, chomh maith leis an spás a theastaíonn go géar d'imeachtaí sóisialta agus cultúrtha Gaeilge.
- Ionad Tacaíochta Teaghlaigh a fhorbairt do thuismitheoirí atá ag tógáil a gclann le Gaeilge i gCathair na Gaillimhe.
- Obair a dhéanamh ar thogra chun féile nó imeacht a óstáil i gCathair na Gaillimhe a bhainfeadh le téama na Gaeilge agus an chultúr Ghaelaigh, nó féile nua dhátheangach a fhorbairt a bheadh bunaithe ar an gcultúr traidisiúnta

- Develop an online network of Irish speakers in Galway using new media on the internet including blogs, user generated content, social networking.
- If the Ionad Gaeilge na Cathrach is developed, some consideration be given to the inclusion of space for young people's activities together with the much-needed space for Irish language social and cultural activities.
- Develop a family support centre or Ionad Tacaíochta Teaghlaigh for parents raising their children with Irish in Galway City.
- Work on a proposal to host a festival or event in Galway City around the theme of Irish language and culture, or develop a new bilingual festival based on Irish traditional culture, as highlighted in the Galway City Community Forum Strategic Plan 2009-2011.

PRACTICAL MEASURES – MEDIA

- Encourage the Galway local media to accept and actively seek Irish language advertising.
- Explore opportunities to develop an Irish language opinion piece or lifestyle piece for the print media in Galway City.

Gaelach, ar cuireadh béim cheana air i bPlean Straitéise Fhóram Pobail Chathair na Gaillimhe 2009-2011.

BEARTA PRAITICIÚLA – NA MEÁIN

- Meáin áitiúla na Gaillimhe a spreagadh chun glacadh le fógraíocht Ghaeilge, agus í a chuardach go fuinniúil.
- Deiseanna a fhiosrú chun alt tuairimíochta nó alt faoi chúrsaí an tsaol a fhorbairt i nGaeilge do na meáin chlóite i gCathair na Gaillimhe
- Oibriú le stáisiún áitiúla raidió chun míreanna spéisiúla i nGaeilge a fhorbairt agus a chraoladh, ar nós na míre 'Fíor nó Bréagach' ar Today FM. D'fhéadfaí craoltóirí teilifíse agus raidió ó Ghaillimh a spreagadh chun giotáin fuaime agus míreanna gearra a chur ar fáil, ina mbeadh eolas suimiúil i nGaeilge srl.
- Cur i láthair nó cúrsa gearr a fhorbairt faoin úsáid a d'fhéadfaí a bhaint as an nGaeilge sna meáin áitiúla chlóite agus chraolta, ina mbeadh nathanna cainte, beannachtaí, naisc srl. chun teachtaireacht úsáid na Gaeilge a chur

BEARTA PRAITICIÚLA – GAILLIMH LE GAEILGE

- Naisc a fhorbairt leis na Gaelscoileanna agus leis an earnáil oideachais i gcoitinne i gCathair na Gaillimhe trí urraíocht, comórtais srl. chun teachtaireacht úsáid na Gaeilge a chur

- Work with local radio stations to develop interesting slots in Irish for broadcast such as the 'Fíor nó Bréagach' slot on Today FM. TV and radio personalities from Galway could be encouraged to provide 'sound bites' and short slots, with interesting facts in Irish etc.
- Develop a short course or presentation about possible uses of Irish in the local print and broadcast media, including common phrases, greetings, links etc. and deliver to each of the local media organisations.

PRACTICAL MEASURES – GAILLIMH LE GAEILGE

- Develop links with the Gaelscoileanna and the broader education sector in Galway City through sponsorship, competitions etc. to promote the message of Irish language usage. Explore other opportunities for collaboration such as social events for Gaelscoil parents etc.
- Expand the services of Gaillimh le Gaeilge particularly to retailers and service providers close to the City in places like Bearna, Maigh Cuilinn and An Spidéal where significant development has taken place in these sectors.

chun cinn. Deiseanna eile comhoibrithe a fhiosrú, ar nós imeachtaí sóisialta do thuismitheoirí Gaelscoile srl.

- Seirbhísí Ghailimh le Gaeilge a leathnú go háirithe do mhiondóiltoirí agus soláthraithe seirbhíse atá gar don Chathair i gceantair ar nós Bhearna, Mhaigh Cuilinn agus an Spidéal, ceantair ina bhfuil forbairt shuntasach tagtha ar na hearnálacha seo.
- D'fhéadfadh Gaillimh le Gaeilge labhairt le daltaí i scoileanna dara leibhéal faoi na buntáistí geilleagracha a bhaineann leis an nGaeilge agus faoina húsáid mar uirlis i margaíocht agus i gcur chun cinn gnólachta, chun dea-thoil i leith na teanga a fhorbairt agus feasacht faoina húsáid taobh amuigh den chóras oideachais a mhéadú.

MOLTAÍ POLASAÍ DO GHAELTACHT NA GAILLIMHE

- Straitéisí a fhorbairt chun úsáid na Gaeilge a spreagadh agus a mhéadú i measc pobail nua i gceantair Ghaeltachta ar nós Bhearna, Mhaigh Cuilinn srl., ceantair nach í an Ghaeilge teanga teaghlaigh cuid mhór den phobal. Caithfidh pé straitéisí a thagann chun cinn riachtanais shonracha na ngrúpaí seo a aithint, agus tarraingt ar a bhféiniúlacht chultúrtha, mórtas áite srl.
- Deiseanna chun turasóireacht Ghaeilge a fhorbairt tuilleadh a fhiosrú, idir chlár iomlána staidéir do mhargadh nideoga na bhfoghlaimoirí Gaeilge, agus daoine a bhfuil beagán Gaeilge acu ach a bhfuil suim ghinearálta acu i gcultúr na hÉireann.

- Gaillimh le Gaeilge could talk to students in second level schools about the economic advantages of Irish and its use as a tool in business promotion and marketing, in order to build goodwill for the language and an awareness of its application outside education.

POLICY RECOMMENDATIONS FOR GALWAY GAELTACHT

- Develop strategies to encourage and increase the use of Irish amongst new communities in Gaeltacht areas like Bearn, Maigh Cuilinn etc. where Irish is not the spoken language of many households. Strategies must address the particular needs of these groups and appeal to their sense of cultural identity, sense of place etc.
- Explore opportunities to further develop Irish language-based tourism, both with full study programmes for niche market Irish language learners, and Irish 'tasters' for those with a more general interest in Irish culture.
- Develop a third level qualification for youth work through the medium of Irish to ensure that qualified, language-competent staff are available to deliver and facilitate youth services in the Gaeltacht and to Irish speakers.
- Action is required to address the issue of Gaeltacht boundaries and status in areas with different levels of daily Irish speakers. The 'Comprehensive Linguistic Study of

- Cáilíocht tríú leibhéal a fhorbairt d'obair óige trí Ghaeilge chun a chinntiú go bhfuil foireann cháilithe chumasach ar fáil chun seirbhísí óige a chur ar fáil sa Ghaeltacht agus do chainteoirí Gaeilge.

- Caithefear aghaidh a thabhairt ar cheist stádas agus teorainneacha na Gaeltachta i gceantair a bhfuil líon éagsúil cainteoirí laethúla Gaeilge. Léirigh an Staidéar Cuimsitheach Teangeolaíoch ar Úsáid na Gaeilge sa Ghaeltacht¹² go dteastaíonn tionscnaimh agus struchtúir éagsúla tacaíochta chun freastal ar riachtanais shonracha na bpobal seo.

- Cumann Tráchtála na Gaeltachta a bhunú, nó fo-struchtúr de chuid Chumann Tráchtála na Gaillimhe a bhunú chun freastal ar ghnólachtaí Gaeilge sa cheantar. Níl bealach faoi leith ag na gnólachtaí seo i láthair na huair chun dul i mbun cainte is comhrá le chéile i nGaeilge.

MOLTAÍ POLASAÍ AG AN LEIBHÉAL NÁISIÚNTA

- Caithefear an bealach a mhúintear an Ghaeilge agus a dtacaítear léi sa chóras oideachais a athrú. Chuir gach duine nach mór a ndeachthas i gcomhairle leo don staidéar seo béim ar thábhacht an chórais oideachais i gcur chun cinn agus i seachadadh na Gaeilge chuig glúine eile.

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Ó Giollagáin, C.: Mac Donnacha, S. et al. (2007), Staidéar Cuimsitheach Teangeolaíoch ar Úsáid na Gaeilge sa Ghaeltacht

the Use of Irish in the Gaeltacht¹² has shown that different support structures and initiatives are required to address the particular needs of these communities.

- Establish a Chamber of Commerce for the Gaeltacht, Cumann Tráchtála na Gaeltachta or establish a sub-structure of the Galway Chamber to facilitate Irish language companies in the area. There is currently no vehicle for these companies to network with each other in Irish.

POLICY RECOMMENDATIONS AT NATIONAL LEVEL

- Action is required to change the way the Irish language is taught and supported in the education system. Almost everyone consulted for the study highlighted the importance of the education system in promoting and passing on Irish to younger generations.
- A campaign about the value of Irish is required to educate children, and perhaps the population in general about the value of Irish in our cultural identity, its importance and place in our national identity.

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Ó Giollagáin, C.: Mac Donnacha, S. et al. (2007), Comprehensive Linguistic Study of the Use of Irish in the Gaeltacht

2 Tátail agus Moltaí/ Conclusions and Recommendations

- Teastaíonn feachtas faoi luach na Gaeilge chun oideachas a chur ar pháistí, agus ar an bpobal i gcoitinne seans, faoi luach na Gaeilge dár bhféiniúlacht chultúrtha, faoina tábhacht, agus faoina háit inár bhféiniúlacht náisiúnta.
- Scéim náisiúnta scoláireachta do Choláistí Gaeilge Samhraidh a thosú chun deis a thabhairt do pháistí ó chúirí faoi mhíbhuntáiste go háirithe am a chaitheamh sa Ghaeltacht, agus chun Gaeilge a chloisteáil agus a fhoghlaim ó chainteoirí dúchais.
- Cúrsaí athnuachana a fhorbairt in dhá ionad d'iarscoláirí na gColáistí Gaeilge Samhraidh. D'fhéadfaidís filleadh ar an gceantar Gaeltachta inar fhan siad mar scoláirí, freastal ar ranganna athnuachana teanga agus páirt a ghlacadh i gcultúr traidisiúnta na hÉireann.
- Creidmheas cánach a chur ar fáil má chuireann fostaithe seirbhísí Gaeilge ar fáil mar spreagadh chun úsáid na teanga a mhéadú. D'fhéadfadh fostóirí a dheimhniú go bhfuil seirbhís trí Ghaeilge á soláthar nó d'fhéadfaí measúnú ar líne a fhorbairt a bhunófaí ar sholáthar seirbhísí.



- Introduce a national scholarship scheme for Coláistí Gaeilge Samhraidh to allow children from disadvantaged backgrounds in particular the opportunity to spend time in the Gaeltacht and to hear and learn Irish from native speakers.
- Develop two-centre refresher packages for former students of Coláistí Gaeilge Samhraidh who could revisit the Gaeltacht area where they stayed as students, take some refresher classes in the language and experience traditional Irish culture.
- Introduce a tax credit for the provision of Irish services by employees as an incentive to increase the use of the language. Employers could verify that the Irish service is being provided or an online assessment could be developed based on the provision of services.



Dúirt breis agus 91% de ghnólachtaí chathair na Gaillimhe a ghlac páirt i suirbhé don staidéar seo go raibh an Ghaeilge ‘tábhachtach’ nó ‘an tábhachtach’ d’fhéiniúlacht chultúrtha Chathair na Gaillimhe, gur sócmhainn turasóireachta í agus gné uathúil tharraingteach d’íomhá na Gaillimhe /

More than 91% of Galway city businesses surveyed as part of this study, felt that Irish was ‘important’ or ‘very important’ to Galway City’s cultural identity, that it is a tourism asset and that it is a unique selling point in terms of Galway’s image.

3 Cúlra an Staidéir agus an Mhodheolaíocht/ Study Background and Methodology

3.1 CÚLRA AN STAIDÉIR

Rinneadh coimisiúnú ar Ionad Taighde na nEolaíochtaí Sóisialta i gColáiste na hOllscoile Gaillimhe (Ollscoil na hÉireann, Gaillimh anois) i 1987¹³ chun taighde a dhéanamh ar bhuntáistí geilleagracha na Gaeilge do Chathair na Gaillimhe. Thuairiscigh an staidéar, dar teideal 'Na Tionchair Shocheacnamaíocha Áitiúla a bhaineann le Gaeltacht na Gaillimhe', gur saothraíodh thart ar £17 milliún ollioncam i gceantar na Gaillimhe mar gheall ar an gcaiteachas breise Stáit a bhain leis an nGaeilge. Thart ar £13 mhilliún a ghnóthaigh gnólachtaí Chathair na Gaillimhe ón ioncam sin.

21 bliain níos déanaí, shocraigh Gaillimh le Gaeilge staidéar a dhéanamh an athuair ar na buntáistí geilleagracha do Chathair na Gaillimhe agus do Ghaeltacht na Gaillimhe a bhaineann le húsáid na Gaeilge agus a chinntiú go bhfanann na buntáistí geilleagracha sin go háitiúil.

13
Foilsíodh an tuarascáil i 1988.

3.2 GAILLIMH LE GAEILGE

Mar thoradh ar an tuarascáil a foilsíodh i 1988, bunaíodh Gaillimh le Gaeilge, a chuir béim ar an bpobal gnó chun a chinntiú go bhfanadh an buntáiste geilleagrach a bhaineann le húsáid na Gaeilge sa réigiún. Ó bunaíodh é, tá ag éirí le Gaillimh le Gaeilge laistigh de phobal gnó na Gaillimhe infheictheacht na Gaeilge a ardú, agus úsáid na Gaeilge ó lá go lá a chur chun cinn sa Chathair. D'éirigh le scéimeanna amhail 'Cairde Ghaillimh le Gaeilge' agus 'Gradam Sheosaimh Uí Ógartaigh' dul i bhfeidhm ar phobal níos mó ar bhealach cairdiúil oscailte, agus an Ghaeilge a thabhairt chun suntais i saol Cathrach na Gaillimhe.

Rinne go leor díobh siúd a ndeachthas i gcomhairle leo don tuarascáil seo trácht faoi leith ar chur chuige Ghaillimh le Gaeilge. Breathnaítear ar an eagraíocht mar thionscnóir spreagúil agus tacúil don Ghaeilge, a chabhraíonn le gnólachtaí agus a spreagann iad chun acmhainneacht na Gaeilge a bhaint amach, gan brú iomarcach a chur ar aon duine agus gan a bheith ardnósach faoin teanga ar bhealach ar bith. Tá sí tar éis a chur ina lú ar líon mór gnólachtaí, líon a bhíonn ag fás i gcónaí, go bhfuil ciall ag baint le húsáid na Gaeilge; de bharr sin tá an tionscadal tar éis cur go mór le hinfheictheacht na Gaeilge sa Chathair, agus bhí dea-thionchar aige seo ar dhea-thoil i leith na teanga.

3.1 BACKGROUND TO THE STUDY

In 1987¹³ the Social Sciences Research Centre of University College Galway (now the National University of Ireland Galway) was commissioned to carry out research into the economic benefits of the Irish language for Galway City. That study, entitled 'Local Socioeconomic Impacts Associated with the Galway Gaeltacht' found that around £17 million gross income was generated in the Galway area arising from additional State expenditure associated with the Irish language. The total gain to Galway City businesses arising from that income was around £13m.

21 years on, Gaillimh le Gaeilge decided to again examine the economic benefits accruing to the Galway Gaeltacht and to Galway City, associated with the use of the Irish language.

13
The report was published in 1988.

3.2 GAILLIMH LE GAEILGE

As a consequence of the 1988 report, Gaillimh le Gaeilge was established and focused its efforts on the business community, to ensure that the economic advantage associated with the use of the Irish language remained in the region. Since its establishment, Gaillimh le Gaeilge has achieved success within the business community in Galway in raising the visibility and promoting the use of the Irish language on a day-to-day basis in the City. The use of successful schemes such as 'Cairde Ghaillimh le Gaeilge' and 'Gradam Sheosaimh Uí Ógartaigh', have recently proved effective in reaching a wide target audience with a friendly and open approach and in bringing the Irish language to the fore of Galway city life.

Many of the people consulted for this report made special mention of the approach used by Gaillimh le Gaeilge. The organisation is seen as an encouraging and supportive promoter of Irish, assisting and persuading businesses to realise the potential of Irish, without being pushy or exclusive about the language in any way. It has convinced an increasing number of businesses that using Irish makes sense; as a consequence the project has made a major contribution to the visibility of Irish in the City and attitudes towards the language have also been positively affected.

Tá Gaillimh le Gaeilge tar éis díriú den chuid is mó ar infheictheacht na teanga scríofa sa chathair a mhéadú. D'éirigh leo é seo a bhaint amach trí sheirbhísí aistriúcháin agus tacaíocht ghinearálta a sholáthar chun a chur ar chumas an phobail ghnó comharthaíocht, cinn litreach, biachláir srl. dátheangacha a fhorbairt. Ba ar infheictheacht na teanga a dhírigh siad a n-aird go príomha – de bharr an tionchair mhóir a chruthaíonn timpeallacht dhátheangach, agus mar go bhféadfaí an sprioc a bhaint amach ar acmhainní teoranta.

Cuirtear Gaeilge labhartha chun cinn freisin trí imeachtaí éagsúla gnó ina gcuirtear an pobal gnó in aithne dá chéile, 'lón gnó' agus imeachtaí séasúracha ina measc. Tá ról stocaireachta agus abhcóideachta ag Gaillimh le Gaeilge freisin, a chuireann aitheantas agus úsáid na teanga chun cinn i struchtúir Cathrach ar nós an Bhoird Forbartha Cathrach, gníomhaireachtaí turasoireachta, grúpaí gnó, srl.

Gaillimh le Gaeilge has concentrated largely on increasing the visibility of the written language in the City and has achieved this through the provision of translation services and general supports to enable the business community to develop bilingual signage, letterheads, menus etc. The visibility of the language has been their central focus – mainly due to the high level of impact in creating a bilingual environment, and the practicality of achieving this goal on limited resources.

Spoken Irish is also promoted through various business networking events, including a monthly 'lón gnó' and seasonal events. Gaillimh le Gaeilge also assumes a lobbying and advocacy role, promoting recognition and use of the language in City structures like the Galway City Development Board, tourism agencies, business groups etc.

3.2.1 PRÍOMHÉACHTAÍ GHAILLIMH LE GAEILGE

- Tá obair an Choiste Logainmneacha ar cheann de na héachtaí is infheicthe agus is mó tionchar ó thaobh na Gaeilge scríofa di. Bhunaigh Gaillimh le Gaeilge an Coiste Logainmneacha i gcomhar le Comhairle Cathrach na Gaillimhe chun logainmneacha feiliúnacha Gaeilge a chur ar fáil d'fhorbróirí forbairtí nua tithíochta sa Chathair. Cuirtear logainmneacha ar fáil i gcomhthéacs an cheantair áitiúil agus i gcomhthéacs ghnéithe an tírdhreacha agus na staire áitiúla, agus bunaítear ar thraidisiún fairsing agus ar shaibhreas na logainmneacha Gaeilge iad. Bhain an tionscnamh ráta ratha 99% amach, agus tá Údarás Áitiúla i mbailte agus i gcathracha ar fud na tíre ag leanúint eiseamláir Chomhairle Cathrach na Gaillimhe. (m.sh. Muineachán, Corcaigh, Port Laoise).
- Sheol Gaillimh le Gaillimh 'Gradam Sheosaimh Uí Ógartaigh' chun aitheantas a thabhairt do chuideachtaí agus d'eagraíochtaí a úsáideann an Ghaeilge ina ngnóthaí laethúla, agus a chuireann dá bhrí sin le cur chun cinn na Gaillimhe mar chathair dhátheangach. In onóir Sheosaimh Uí Ógartaigh, nach maireann, a ainmníodh an Gradam. Ba chomhalta bunaidh agus Rúnaí Cuideachta Ghaillimh le Gaeilge é. Tá an Gradam ag dul ó neart go neart ó bunaíodh é, agus méadaíonn líon na n-iontrálaithe gach bliain. Is é a phríomhurrathaoir, an Galway Advertiser, agus urraíocht ó ghnólachtaí áitiúla eile a mhaoiníonn an Gradam, a mbíonn breis is €15,000 i gceist leis.

3.2.1 GAILLIMH LE GAEILGE'S KEY ACHIEVEMENT

- One of the most visible and high-impact successes of written Irish in the environment has been through the work of An Coiste Logainmneacha/The Placenames Committee. Gaillimh le Gaeilge established an Coiste Logainmneacha in association with Galway City Council to provide developers with suitable Irish names for new housing developments in the City. Names are provided in the context of the local area, features of the landscape, and local history, and draw on the vast tradition and wealth of Irish placenames. The initiative has achieved a 99% success rate and other Local Authorities in towns and cities across the country are following Galway City Council's example. (e.g. Monaghan, Cork, Portlaoise).
- Gaillimh le Gaeilge launched the 'Gradam Sheosaimh Uí Ógartaigh' award programme to recognise companies and organisations which incorporate the Irish language into their daily business thus contributing to the promotion of Galway as a Bilingual City. The Award was named in honour of the late Seosamh Ó hÓgartaigh, founding member and Company Secretary of Gaillimh le Gaeilge and since its inception, the Award has gone from strength to strength attracting additional entrants each year. It is supported by its main sponsor the Galway Advertiser and sponsorship from other local businesses to the value of over €15,000.

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- De bharr an éilimh mhóir a bhí ar na seirbhísí a chuireann Gaillimh le Gaeilge ar fáil, seoladh Cairde Ghaillimh le Gaeilge in 2001 i gcomhar le Cumann Tráchtála na Gaillimhe. Daoine aonair agus cuideachtaí a bhfuil spéis acu tacú le hiarrachtaí Ghaillimh le Gaeilge Gaillimh a chur chun cinn mar Chathair Dhátheangach atá sa ghrúpa seo. Tá fás suntasach tagtha ar an scéim ó bunaíodh é, agus tá greamán 'Cairde' in airde ar fhuinneoga os cionn 200 cuideachta ar fud Chathair na Gaillimhe (agus roinnt i gContae na Gaillimhe).
- Thug Gaillimh le Gaeilge faoi 'Staidéar Taiscéalaíoch ar an Dátheangachas i gCathair na Gaillimhe' in 2007 i gcomhpháirtíocht le Comhairle Cathrach na Gaillimhe agus leis an Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta. Léiríonn an staidéar gur suíomh foirfe í Cathair na Gaillimhe do Chathair dhátheangach, agus go bhfuil idir chainteoirí Gaeilge agus iad siúd nach labhraíonn Gaeilge den tuairim go mbeadh tairbhe le baint ag an gCathair as stádas dátheangachais.
- Thiomsaigh Gaillimh le Gaeilge CD-ROM 'Gaillimh-Cathair Dhátheangach' in 2003, i gcomhar le Hewlett-Packard i nGaillimh. Úsáideadh an CD-ROM seo chun Gaillimh a chur i láthair mar eiseamláir a chuireann an dátheangachas i bhfeidhm san earnáil tráchtála ag an gcomhdháil 'Partnership for Diversity' i Heilsincí.
- I gcás-staidéar faoi Ghaillimh le Gaeilge dar teideal 'The cost-effectiveness evaluation of minority language policies' [François Grin agus François Vaillancourt], dúradh gurb é Gaillimh le Gaeilge an dara heagraíocht is éifeachtaí san Eoraip do chur chun cinn teanga agus cultúir.
- Bhí dlúthbhaint ag Gaillimh le Gaillimh le seoladh an chéad uathmheaisín bainc (ATM) a raibh seirbhís trí Ghaeilge ar fáil air i mBanc na hÉireann, Ollscoil na hÉireann, Gaillimh i 1999. Seoladh an tseirbhís ar fud na tíre ina dhiaidh sin.
- Bronnadh an Duais Eorpach do Theangacha, an Lipéad Teanga, ar Ghaillimh le Gaeilge in 2004.

Tá daoine aonair agus ionadaithe eagraíochtaí ar Choiste Stiúrtha Ghaillimh le Gaeilge. Daoine iad seo a bhfuil sainchúram orthu, nó a bhfuil spéis faoi leith acu, i gcur chun cinn na Gaeilge i gCathair na Gaillimhe. Oibríonn comhaltaí an Choiste Stiúrtha in eagraíochtaí ar nós Bhanc na hÉireann, Westbic, TG4, an Choiste Gairmoideachais, Institiúid Teicneolaíochta na Gaillimhe-Maigh Eo (GMIT) agus Acadamh na hOllscolaíochta Gaeilge, OÉ Gaillimh.

- In response to the growing demand for the services provided by Gaillimh le Gaeilge, Cairde Ghaillimh le Gaeilge was launched in 2001 in association with the Galway Chamber. It represents a group of individuals and companies interested in supporting Gaillimh le Gaeilge in its efforts to promote Galway as a Bilingual City. The scheme has grown significantly since its establishment with over 200 companies throughout Galway City (and some in Galway county) displaying the 'Cairde' sticker in their windows.
- In 2007, Gaillimh le Gaeilge undertook 'An Exploratory Study into Bilingualism in Galway City' in partnership with Galway City Council and the Department of Community, Rural and Gaeltacht Affairs. The study demonstrates that Galway City is an ideal setting for a Bilingual City and that there is a clear consensus, among both Irish and non-Irish speakers, that bilingual status for Galway City would be beneficial to the City.
- In 2003, Gaillimh le Gaeilge compiled a CD ROM 'Gaillimh-Cathair Dhátheangach' in association with Hewlett-Packard Galway. Using the CD Rom, Galway was showcased at the 'Partnership for Diversity' conference in Helsinki, as a leading example of bilingualism being implemented in the commercial sector.
- In a case study of Gaillimh le Gaeilge entitled 'The cost-effectiveness evaluation of minority language policies'[François Grin and François Vaillancourt], Gaillimh le Gaeilge was listed as Europe's second most effective organisation in relation to the promotion of language and culture.
- Gaillimh le Gaeilge was instrumental in the launch of the first ATM with a service in Irish in Bank of Ireland, NUI Galway in 1999; the service was subsequently launched nationwide.
- Gaillimh le Gaeilge was awarded the European Language Label in 2004.

The Coiste Stiúrtha of Gaillimh le Gaeilge is made up of individuals and organisational representatives who either have a specific remit in relation to the language or who have a keen interest in promoting Irish in Galway City. Members of the Coiste Stiúrtha work in organisations such as Bank of Ireland, Westbic, TG4, the VEC, GMIT and Acadamh na hOllscolaíochta Gaeilge, NUI Galway.

Tá trí aidhm straitéiseacha ag an eagraíocht:

1. Caidreamh le príomhpháirtithe leasmhara na Cathrach a chothú chun stádas oifigiúil dátheangach a bhaint amach don Chathair.
2. Leanúint le tacú agus le spreagadh an phobail ghnó chun a chinntiú go bhfeictear, go gcloistear agus go labhraítear an teanga – a chinnteoidh ‘normalú’ na Gaeilge sa Chathair de réir a chéile.
3. Tacaíocht don Ghaeilge a chothú i measc phobal Chathair na Gaillimhe a thabharfaidh úinéireacht na teanga don phobal féin.

Maoiníonn an Crannchur Náisiúnta Gaillimh le Gaeilge tríd an Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta, chomh maith le Comhairle Cathrach na Gaillimhe agus Cumann Tráchtála na Gaillimhe trí shintúis bhliantúla do “Scéim Chairde Ghaillimh le Gaeilge”. Rinneadh trácht ar a héifeachtaí is atá cur chuige Ghaillimh le Gaeilge in athbhreithniú Chiste na Gaeilge in 2006. Dúirt an tuarascáil go raibh bealaí úra nua forbartha ag Gaillimh le Gaeilge chun an Ghaeilge a chur chun cinn i measc an phobail ghnó, agus chun an Ghaeilge a dhéanamh níos infheicthe agus níos inghlactha i measc an phobail ghinearálta.

The organisation has three strategic aims:

1. To cultivate relationships with key City stakeholders to secure official bilingual status for the City
2. To continue to encourage and support the business community to ensure that the language is seen, heard and spoken – ensuring the gradual ‘normalisation’ of the Irish language in the City
3. To cultivate support for the Irish language among the broader community of Galway City leading to a greater sense of ownership

Gaillimh le Gaeilge is funded by the National Lottery through the Department of Community, Rural and Gaeltacht Affairs as well as Galway City Council and the Galway Chamber through annual subscriptions to the “Scéim Cairde Ghaillimh le Gaeilge”. The effectiveness of Gaillimh le Gaeilge’s approach was noted in a review of Ciste na Gaeilge in 2006 and in particular the report commented that Gaillimh le Gaeilge has also pioneered new ways of promoting the language amongst the business community and in making it more visible and acceptable to the public”.

3.3 MODHEOLAÍOCHT AN STAIDÉIR

Bane Mullarkey, gnólacht agus comhairleoir margaióchta atá lonnaithe i nGaillimh, i gcomhpháirt leis an eacnamaí Jerome Casey a chuaigh i mbun an staidéir seo. I measc na hoibre a rinneadh do thaighde an staidéir bhí comhairliúcháin fhorleathana, taighde deisce agus allamuigh a chuimsigh suirbhéanna ar ghnólachtaí agus ar theaghlaigh, agus agallaimh dhoimhne.

Ba iad aidhmeanna an staidéir:

1. An tionchar geilleagrach a bhíonn ag úsáid na Gaeilge i gCathair na Gaillimhe agus i nGaeltacht na Gaillimhe a mheas, chun tábhacht na teanga do gheilleagar na gceantair seo, agus do Chathair na Gaillimhe go háirithe, a mheas i dtéarmaí airgeadaíochta.

Rinneadh é seo trí:

- a scrúdú a dhéanamh ar an tacaíocht Stáit atá ar fáil don Ghaeilge agus do phobal na Gaeltachta; tacaíocht atá ann chun infheistíocht a dhéanamh i gcaomhnú agus i gcothú na Gaeilge mar theanga teaghlaigh agus pobail sa Ghaeltacht, agus ar bhonn níos lú, chun an Ghaeilge a chur chun cinn agus a fhorbairt i gCathair na Gaillimhe agus
- b scrúdú a dhéanamh ar a chuireann lucht oibre Ghaeltacht na Gaillimhe leis an Olltáirgeacht Náisiúnta (GNP), agus meastachán a dhéanamh ar luach a aschurtha gheilleagraigh i gceantar an staidéir

3.3 STUDY METHODOLOGY

This study was undertaken by Bane Mullarkey, a Galway-based business and marketing consultancy, in partnership with economist Jerome Casey. The research for the study included extensive consultations, desk and field research in the form of business and household surveys and in-depth interviews.

The aims of this study were to:

1. Quantify the economic impacts in Galway City and in the Galway Gaeltacht associated with the use of the Irish language, in order to quantify in monetary terms, the importance of that language to the economy of these geographic areas and in particular to Galway City.

This was done by:

- a examining State supports for the Irish language and the Gaeltacht community; supports designed to provide investment towards the preservation and maintenance of Irish as the language of households and communities in the Gaeltacht and to a lesser extent, to promote and develop Irish in Galway City
- b examining the contribution of the Galway Gaeltacht labour force to GNP and estimating the value of their economic output to the study area

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2. Anailís a dhéanamh ar na tionchair eile gheilleagracha a bhaineann leis an nGaeilge trí staidéar a dhéanamh ar dhá earnáil a bhfuil dlúthbhaint acu leis an nGaeilge i nGaillimh – an tionscal closamhairc agus gníomhaíocht gheilleagrach a bhaineann leis an turasóireacht go háirithe – agus meastachán a dhéanamh ar a luach geilleagrach sa cheantar
3. Moltaí a dhéanamh i leith bhuntáiste geilleagrach na Gaeilge a choinneáil i gCathair na Gaillimhe go háirithe agus i nGaeltacht na Gaillimhe, agus aird á díriú ar thionscnaimh nach mbeadh aon chostas, nó costas íseal, ag baint leo chun an teanga a chur chun cinn sa cheantar, agus na moltaí a rinne Ó Cinnéide agus Keane ina staidéar i 1988 a leasú chun dáta.

Cé nach bhfuil an dá bhliain féin caite ó bhonnline na bliana 2007, tá athrú suntasach tagtha ar an ngeilleagar. Tá an meathlú geilleagrach is measa ó na 1930idí i bhformhór an domhain fhorbartha, agus is measa meath geilleagrach na hÉireann ná aon tír eile i gceantar na hEagraíochta um Chomhar agus Fhorbairt Eacnamaíochta (OECD). Tá laghdú mór tagtha ar mhaoiniú na ngníomhaireachtaí agus ranna Stáit uile beagnach in 2009 mar gheall ar an easnamh mór sa Státchiste.

Cé go n-aithníonn agus go luann an tuarascáil seo an t-athrú atá tagtha ar an ngeilleagar, tá sé deacair tairngreacht nó anailís a dhéanamh ar an éifeacht a d'fhéadfaí a bheith ag na laghduithe seo ar nGaeltacht na Gaillimhe agus ar thacaíocht don Ghaeilge, anois ná sa toadhchá. Is fearr a chreidiúint,

áfach, nach mbeidh an leibhéal tacaíochta atá ar fáil in 2009 faoi láthair á mhéadú sna blianta beaga atá amach romhainn. Dá bhrí sin, sna moltaí deiridh ar na gníomhartha agus ar an gcur chuige do thacaíocht na Gaeilge i gCathair na Gaillimhe amach anseo, tugadh tús áite dóibh siúd nach bhfuil costas mór ag baint leo, nó do thionscnaimh chomhpháirtíochta nach dteastaíonn buiséid mhóra uathu.

Dhírigh an staidéar ar na scéimeanna agus ar na heagraíochtaí a chuireann tacaíocht 'bhreise' ar fáil don Ghaeilge. D'fhéadfaí a mhaíomh go mbeadh tacaíocht áirithe ar fáil sa cheantar fiú mura mbeadh stádas speisialta Gaeltachta aige; is dócha mar shampla go mbeadh an tacaíocht thionsclaíoch a fhaightear ó Údarás na Gaeltachta ar fáil ón Údarás Forbartha Tionscail (IDA), Fiontraíocht Éireann, Comisiún Forabhrtha an Iarthair nó ó Bhord Fiontar Contae agus Cathrach na Gaillimhe.

Ar an taobh eile, is infheistíocht 'bhreise' iad cuid acu seo sa cheantar mar gur Gaeltacht é; mar gurb í an Ghaeilge príomhtheanga an phobail. Dá dteipfeadh ar an stádas agus ar an bpobal teanga sin ní bheadh aon údar leis an tacaíocht bhreise sin. Tá go leor gníomhaireachtaí agus tionscnaimh Stáit, nó a mhaoiniú an Stáit, ag obair i nGaeltacht na Gaillimhe mar a dhéanann siad ar fud na tíre. Díríonn an staidéar seo aird ar phríomhsholáthraithe an chúinimh bhreise Stáit; na gníomhaireachtaí sin a bhfuil tionchar suntasach geilleagrach acu ar an bpobal nó a bhfuil sainchúram i leith na Gaeilge agus i leith thacaíochta na Gaeltachta orthu.

2. Analyse other economic impacts associated with the Irish language by examining two sectors which are closely associated with Irish in Galway – the audiovisual industry and tourism related economic activity in particular – and estimate their economic value to the area
3. Make recommendations in relation to retaining the economic benefit of Irish for Galway City in particular and the Galway Gaeltacht focusing on low-cost or cost-neutral initiatives to promote the language in the area and update the recommendations made by Ó Cinnéide and Keane in their 1988 study.

Although less than two years has passed since the 2007 baseline, considerable change has occurred in the economic environment. The worst economic depression since the 1930's now prevails in most of the developed world and Ireland's economic contraction is the worst in the OECD (Organisation for Economic Co-Operation and Development) area. A large exchequer deficit has resulted in major reductions in funding for almost all State agencies and departments in 2009.

While this report acknowledges and makes reference to changed economic circumstances, it is difficult to predict or analyse what effects these funding reductions might have on the Galway Gaeltacht and Irish language supports, either now or in the future. It is however, prudent to assume that the current 2009 levels of support will not be exceeded in the near future.

Therefore, in the final recommendations of actions and approaches for the future support of the Irish language in Galway City, emphasis has been placed on those which are low cost, or partnership initiatives that do not require large budgets

The study has focused on schemes and organisations which provide 'additional' support for Irish. It could be argued that certain supports would still be available in the area without the special designation as a Gaeltacht; for example industrial supports by Údarás na Gaeltachta would likely be available through the IDA, Enterprise Ireland, the Western Development Commission or the Galway County and City Enterprise Board.

On the other hand, a portion of these supports are 'additional' to the area because of its Gaeltacht designation; because Irish is the primary language of the community. Were that designation and linguistic community to disappear tomorrow there would no longer be a justification for those additional supports. Many State and State-funded agencies and initiatives operate in the Galway Gaeltacht as they do throughout the country. This study focuses attention on the primary providers of additional State assistance; those agencies with a significant economic impact on the community or with a clear remit for the Irish language and Gaeltacht support.

Cuirtear níos mó béime ar na moltaí a bhaineann le todhchaí na Gaeilge i gCathair na Gaillimhe a thabhairt chun críche, agus ar mhodh molta gníomhaíochta a chur ar fáil do Ghaillimh le Gaeilge agus dá gcomhpháirtithe; tá sé d'aidhm acu siúd an teanga a chur chun cinn sa Chathair chun a chinntiú go leanann an ceantar ar aghaidh ag baint tairbhe gheilleagrach as an nGaeilge. Tá níos lú béime ar na moltaí do Ghaeltacht na Gaillimhe, mar gheall ar an líon taighde agus anailíse a rinneadh ar cheantair Ghaeltachta le blianta beaga anuas, agus mar gheall ar thuiscint na gcomhairleoirí go bhfuil moltaí soiléire sa taighde údarásach sin faoin méid a theastaíonn chun an teanga a chaomhnú agus a láidriú ina croíthailte.



More emphasis is placed, on delivering recommendations for the future of Irish in Galway City, providing a suggested path of action for Gaillimh le Gaeilge and its partners, with the objective of promoting the language in the City to ensure the area continues to benefit economically from Irish. There is less focus on recommendations for the Galway Gaeltacht, bearing in mind the significant amount of research and analysis of the Gaeltacht areas in recent years and recognition on the consultants' part that much of that authoritative research clearly recommends what needs to be done to preserve and strengthen the language in its heartlands.

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Chothaigh na frontair a fhaigheann tacaíocht ón Rialtas agus na seirbhísí Stáit teangabhunaithe atá cruinnithe ar Chathair agus ar Ghaeltacht na Gaillimhe thart ar 5,000 post sa bhliain i 2007 / The cluster of Irish language-based State services and Government supported enterprises in the Galway Gaeltacht and City sustained in the region of 5,000 jobs in 2007.



Aguisíní/
Appendices

Aguisíní/ Appendices

AGUISÍN 1: CAITEACHAS AN RIALTAIS AR AN NGAEILGE

MEASTACHÁN AR CHAITEACHAS AN RIALTAIS A BHAINNEAN LE SEIRBHÍSÍ BREISE STÁT-URRAITHE I NGAELTACHT AGUS CATHAIR NA GAILLIMHE I RITH NA BLIANA 2007

Seirbhís Stáit	Caiteachas Iomlán i nGaeltacht na Gaillimhe (€)	Caiteachas Iomlán i gCathair na Gaillimhe (€)	Iomlán (€)
An Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta	€36.2m	€0.7m	€36.9m*
Údaráis na Gaeltachta	€23.3m		€23.3m
TG4	€23m		€23m
Raidió na Gaeltachta	€6.6m		€6.6m
Ollscoil na hÉireann, Gaillimh & Acadamh na hOllscolaíochta Gaeilge	€6m	€5.3m	€11.3m
Tacaíocht Eile d'Earnáil na Meán	€3.2m	€0.3m	€3.5m
An Roinn Oideachais agus Eolaíochta	€2.2m	€0.2m	€2.4m
Coiste Gairmoideachais Chontae na Gaillimhe	€1.6m		€1.6m
Institiúid Teicneolaíochta na Gaillimhe - Maigh Eo		€0.3m	€0.3m
Liúntais Ghaeltachta	€0.9m		€0.9m
Comhairle Chontae na Gaillimhe	€0.5m		€0.5m
Eagraíochtaí Cultúrtha & Gaeilge	€0.4m	€0.5m	€0.9m
Comhairle Cathrach na Gaillimhe		€0.07m	€0.07m
Coiste Gairmoideachais Chathair na Gaillimhe		€0.04m	€0.04m
Scéimeanna Fostaíochta Pobail FÁS	€3.8m		€3.8m
Cumas Teo	€0.96m		€0.96m
Meitheal Forbartha na Gaeltachta	€0.09m		€0.09m
Iomlán:	€108.7m	€7.4m	€116.2m

*Níl tacaíocht €2 mhilliún d'Acadamh na hOllscolaíochta Gaeilge in OÉ Gaillimh san áireamh anseo - faoin eagraíocht sin a áirítear é
Foinse: Eagraíochtaí Éagsúla (Tá miondealú sonrathaithe ar an gcaiteachas uile le fáil sa tuarascáil iomlán atá le fáil ag www.gleg.ie)

Agus faisnéis á bailiú don staidéar seo, agus ag cloí leis an gcúram a leagadh síos don staidéar, dhírigh na comhairleoirí ar an tacaíocht 'bhreise' a bhí ar fáil don Ghaeilge agus do phobal na Gaeltachta in 2007; is é sin:

- scéimeanna, cláir agus infheistíocht a bhí ar fáil go ginearálta mar thacaíocht faoi leith chun an Ghaeilge a chothú mar phríomhtheanga an phobail Ghaeltachta.
- nó chun aghaidh a thabhairt ar riachtanais shonracha an phobail Ghaeilge agus chun an Ghaeilge a chur chun cinn agus a láidriú i gCathair na Gaillimhe.

Ba dheacair sonraí a fháil i roinnt cásanna, mar nach ndéanann go leor eagraíochta, iad siúd a oibríonn ag leibhéal an Chontae go háirithe, aon idirdhealú idir na seirbhísí a chuirtear ar fáil sa Ghaeltacht agus lasmuigh di. Níl sonraí imdhealaithe ar fáil go minic faoi sholáthar seirbhísí Gaeilge nó Gaeltachta na gclár. An meastachán is fearr atá sa staidéar seo mar sin, atá bunaithe ar fhigiúir mhionsonraithe a chuir gníomhaireachtaí ar fáil don tuarascáil seo, agus atá bunaithe ar fhigiúir agus ar shonraí foilsithe ó fhoinse eile.

Ba chóir a thabhairt faoi deara freisin go dtugann go leor de na gníomhaireachtaí agus de na cláir tacaíocht fhadtréimhseach dholáimhsithe do phobail Ghaeltachta. Cuireann siad cúnamh agus comhairle ar fáil d'fhorbairt, agus treoraíonn siad tacaíocht agus pleanáil teanga i measc na bpobal. Tacaíonn siad le cumas daoine aonair agus grúpaí, agus forbraíonn iad, le hinfeistíocht, le hoiliúint, le gréasáin chomhoibríthe agus le teagmháil leanúnach. Tá sé deacair an tacaíocht dholáimhsithe seo a mheas go minic i dtéarmaí caiteachas riaracháin agus tionscadail, ach bíonn an-tionchar aice ar phobal. Déanann an tuarascáil iomlán cur síos ar na cineálacha tionscadal agus tacaíochtaí a chuireann na gníomhaireachtaí seo ar fáil, agus ar mhéid na dtionscadal agus na dtacaíochtaí sin.

APPENDIX 1: GOVERNMENT EXPENDITURE ON THE IRISH LANGUAGE

ESTIMATES OF GOVERNMENT EXPENDITURE ASSOCIATED WITH ADDITIONAL STATE SPONSORED SERVICES IN GALWAY GAELTACHT AND CITY DURING 2007

State Service	Total Expenditure in Galway Gaeltacht(€)	Total Expenditure in Galway City (€)	Overall Total (€)
Department of Community, Rural and Gaeltacht Affairs	€36.2m	€0.7m	€36.9m*
Údarás na Gaeltachta	€23.3m		€23.3m
TG4	€23m		€23m
Raidió na Gaeltachta	€6.6m		€6.6m
NUI Galway & Acadamh na hOllscolaíochta Gaeilge	€6m	€5.3m	€11.3m
Other Media Industry Supports	€3.2m	€0.3m	€3.5m
Department of Education & Science	€2.2m	€0.2m	€2.4m
County Galway VEC	€1.6m		€1.6m
Galway-Mayo Institute of Technology		€0.3m	€0.3m
Gaeltacht allowances	€0.9m		€0.9m
Galway County Council	€0.5m		€0.5m
Irish Language & Cultural Organisations	€0.4m	€0.5m	€0.9m
Galway City Council		€0.07m	€0.07m
City of Galway VEC		€0.04m	€0.04m
FÁS Community Employment Schemes	€3.8m		€3.8m
Cumas Teo	€0.96m		€0.96m
Meitheal Forbartha na Gaeltachta	€0.09m		€0.09m
Totals:	€108.7m	€7.4m	€116.2m

*Does not include €2 million support for NUI Galway Acadamh na hOllscolaíochta Gaeilge which is counted under that organisation
Source: Various Organisations (Breakdown of all expenditure is detailed in the full report which can be downloaded from www.gleg.ie)

In gathering data for this study, and in line with the brief provided, the consultants have focused on 'additional' supports for the Irish language and the Gaeltacht community in 2007; that is:

- schemes, programmes and investment which are generally available as specific supports to maintain Irish as the primary language of the Gaeltacht community
- or to address the particular needs of the Irish-speaking community and promote and strengthen Irish in Galway City.

Data has been difficult to obtain in some cases, as many organisations, particularly those at County level, do not distinguish between services provided in or outside of the Gaeltacht. Disaggregated data is often not available for the provision of the Irish or Gaeltacht 'element' of programmes. Therefore, the study contains best estimates, based on detailed figures specifically provided for the purpose of this report by agencies and based on published data and figures from others.

It should also be noted that many of the agencies and programmes provide long-term, intangible supports for Gaeltacht communities, giving advice and assistance on development, leading communities in language planning and support and building the capacity of individuals and groups through investment, training, co-operative networks and ongoing contact. It is often difficult to quantify these intangible supports in terms of project and administrative expenditure, but their impacts can be significant in a community. The full report aims to give some sense of the nature and scale of projects and supports provided by these agencies.

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AGUISÍN 2: BREISLUACH CHAITEACHAS AN RIALTAIS

Cuireadh caiteachas gníomhaireachtaí in earnálacha cosúla i dteannta a chéile chun cúig chatagóir éagsúla a dhéanamh: i gcás gach ceann díobh seo, roghnaíodh iolraitheoirí oiriúnacha ó tháblaí lonchuir/Aschuir na Príomh-Oifige Staidrimh (i ndiaidh coigeartú a dhéanamh don bhoilsciú ó 2005-2007) agus cuireadh i bhfeidhm ar chaiteachas na gcatagóirí iad.

Catagóir na Tacaíochta Stáit	Caiteachas i milliúin	Breisluch (tionchair dhíreacha agus indíreacha)
An Roinn Gnóthaí Pobail, Tuaithe & Gaeltachta	€36.9m	€25.8m
Údarás na Gaeltachta*	€50.0m	€26.7m
Oideachas (lena n-áirítear an Roinn Oideachais, OÉ Gaillimh, GMT, Coiste Gairmoideachais Chontae na Gaillimhe agus Coiste Gairmoideachais Chathair na Gaillimhe)	€15.6m	€13.2m
Closamharc, Teilifís & Raidió (lena n-áirítear TG4, Raidió na Gaeltachta agus Tacaíocht Eile do Mheáin)	€33.1m	€24.3m
Tionscadail Shóisialta, Liúntais Speisialta & Eile (lena n-áirítear an Garda Síochána, HSE: an tIarlthar, Comhairle Chontae na Gaillimhe, Comhairle Cathrach na Gaillimhe, Eagraíochtaí Gaeilge & Cultúrtha, FÁS, Cumas Teo agus MFG)	€7.2m	€5.4m
Iomlán:	€142.8m	€95.4m

Foinse: Jerome Casey

Tá figiúr na **Roinne Gnóthaí Pobail, Tuaithe agus Gaeltachta** bunaithe ar trí chatagóir Iolraitheora – Riarachán Poiblí, Tógáil & Foirgníocht agus Oideachas, mar gheall ar réimse leathan gníomhaíochta na Roinne. Caitear le deontais tithíochta mar chaiteachas ar bhonn luach deontais, seachas ar bhonn luach tí mar nach é an deontas (€5,100 ar a mhéid) an phríomhchúis a thógtar teach níos mó, mar gur cuid bheag bhídeach de chostas an tí é. Chuir caiteachas na Roinne i nGaillimh arbh fiú €36.9 milliún é €25.8 milliún mar Chaiteachas Breisluch leis an ngeilleagar.

APPENDIX 2: ADDED VALUE OF GOVERNMENT EXPENDITURE

The expenditure of agencies in similar sectors has been grouped together to give five separate categories: for each of these, appropriate multipliers were selected from the CSO Input/Output tables (after adjusting for inflation from 2005-2007) and applied to that category's expenditure.

Category of State Support	Expenditure in millions	Value Added (Direct + Indirect effects)
The Department of Community, Rural & Gaeltacht Affairs	€36.9m	€25.8m
Údarás na Gaeltachta*	€50.0m	€26.7m
Education (including Department of Education, NUI Galway, GMT, County Galway VEC and City of Galway VEC)	€15.6m	€13.2m
Audiovisual, TV & Radio (including TG4, Raidió na Gaeltachta and Other Media Supports)	€33.1m	€24.3m
Social Projects, Special Allowances & Other (including An Garda Síochána, HSE West, Galway County Council, Galway City Council, Irish Language & Cultural Organisations, FÁS, Cumas Teo and MFG)	€7.2m	€5.4m
Total:	€142.8m	€95.4m

Source: Jerome Casey

The Department of Community, Rural and Gaeltacht Affairs figure is based on three categories of Multiplier – Public Administration, Building & Construction and Education, taking account of the Department's broad range of activities. Grants for housing are considered as expenditure on the basis of grant value, rather than house value as the level of grant (maximum of €5,100) is no longer the primary determinant to build, being only a tiny portion of the house cost. €36.9 million in expenditure by the Department in Galway yields a total of €25.8 million in Value Added to the economy.

Úsáidtear an tIolraitheoir do Riarachán Poiblí i gcás Údarás na Gaeltachta* chomh maith le figiúr ilchodach chun luach na ndeontas i gcás tionscadal agus gnóilachtaí a mheas. Cé gur €11.4 milliún nach mór a caitheadh ar dheontais do thionscadail Ghaeltacht na Gaillimhe in 2007, meastar gur €50 milliún an t-ollchaitheachas iomlán a bhain leis na tionscadail seo agus le caiteachas ar riarachán agus ar thuarastail agus ar scéimeanna teanga agus cultúrtha. Bunaíodh an tsuim seo ar an tuiscint gurb ionann na deontais agus 30% de chostais iomlána tionscadail. Chuir caiteachas Údarás na Gaeltachta i nGaeltacht na Gaillimhe €26.7 milliún leis an ngeilleagar i gcaiteachas breisluach.

B'ionann caiteachas oideachais, caiteachas na n-institiúidí tríú leibhéal, liúntais mhúinteoireachta agus thionscadail speisialta an Choiste Gairmoideachais ina measc, agus €15.6 milliún. Nuair a chuirtear an tIolraitheoir Oideachais i bhfeidhm air seo, is ionann an tionchar breisluach a cuireadh leis an ngeilleagar ó chaiteachas breise Stáit i nGaeltacht agus i gCathair na Gaillimhe agus €13.2 milliún.

Tá an Audiovisual Federation de chuid IBEC tar éis iolraitheoir GNP díreach + indíreach 0.7354 a úsáid le blianta beaga anuas don earnáil Ciosamhairc, Teilifíse agus Raidió¹⁴: dá gcuirfí an t-olraitheoir seo i bhfeidhm ar an gcaiteachas Stáit arbh fiú €33.1 milliún é, chuirfí €24.3 milliún leis an GNP. Tugann Táblaí Ionchuir/Aschuir 2005 iolraitheoir GNP díreach + indíreach 0.3060 don 'Ábhar clóite agus meáin thaifeadta' (NACE 22), nó níos lú ná leath an iolraitheora atá in úsáid faoi láthair. Ach tá iolraitheoir NACE 22 íseal mar go ndéantar cuid mhór (thart ar 68%) de mheáin chlóite agus chlosamhairc na hÉireann a iompórtáil. Thug an Audiovisual Federation le fios go raibh iompórtáil ábhair léiriúcháin intíre Ciosamhairc, Teilifíse agus Raidió íseal go maith (20% nó níos lú). Dá bhrí sin, leanamar linn ag úsáid meastachán Henry a ríomhadh níos túsce.

Tá an tacaíocht bhreise eile ón Stát don Ghaeltacht agus don Ghaeilge faoin gcatagóir Tionscadail Shóisialta, Liúntais agus Eile. €7.2 milliún an caiteachas iomlán don chatagóir seo in 2007. Úsáideadh iolraitheoirí do 'Sheirbhísí Sóisialta agus Sláinte' agus 'Seirbhísí Eagraíochtaí Ballraíochta', chun breisluach €5.4 milliún a fháil.

B'fhiú €142.8 milliún an caiteachas breise Stáit ar an nGaeilge i nGaeltacht agus i gCathair na Gaillimhe in 2007. Bhí an t-ollchaitheachas a bhain le tacaíocht deontais an Údarás sa cheantar san áireamh leis seo. Chuir an caiteachas seo os cionn €95 milliún leis an GNP.

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Bunaithe ar staidéar an Oll. Eamon Henry do Bhorc Fáilte Estimated Irish 1993 GNP and Employment multipliers by Input-Output modelling.

For Údarás na Gaeltachta*, the Multiplier for Public Administration is used together with a composite figure to determine the value of grants to projects and companies. While the actual amount of grant aid to Galway Gaeltacht projects in 2007 was almost €11.4 million, the total grossed up expenditure associated with these projects plus expenditure on salaries and administration is estimated at €50 million. This is based on the assumption that grants equate to an average of 30% of total project costs. In total, Údarás na Gaeltachta's expenditure in the Galway Gaeltacht contributes an additional €26.7 million in added value to the economy.

Education expenditure, including that of third level institutes, VEC special projects and teaching allowances, amounted to a total of €15.6 million. When the Education Multiplier is applied, the effect in terms of value added to the economy from additional State expenditure in Galway Gaeltacht and City is €13.2 million.

In recent years the Audiovisual Federation of IBEC has used a direct + indirect GNP multiplier of 0.7354 for the Audiovisual, TV and Radio sector¹⁴: applying this multiplier to State expenditure of €33.1 million would yield a contribution to GNP of €24.3 million. The more recent 2005 Input-Output Tables shows a direct + indirect GNP multiplier for 'Printed matter and recorded media' (NACE 22) of 0.3060, or less than half the multiplier currently in use. However, NACE 22's low multiplier is caused by the very high import content (c. 68%) of Irish consumption of printed, audio and visual media. Direct enquiry from the Audiovisual Federation indicated that the import content of the domestic production of Audio, TV and Radio was relatively low (20% or less). Accordingly, we have continued to use Henry's earlier estimate.

All other additional State supports for the Gaeltacht and the Irish language are grouped together under the title Social Projects, Allowances and Other. The total expenditure for this category in 2007 was €7.2 million. Using a combination of the multipliers for 'Health and Social Services' and 'Membership Organisation Services', the contribution in added value is €5.4 million.

In total, the State's additional expenditure on the Irish language in the Galway Gaeltacht and Galway City in 2007 is valued at €142.8 million, which includes a gross expenditure associated with Údarás grant support in the area. This expenditure yields an identifiable contribution to GNP of over €95 million.

14

Based on Prof. Eamon Henry's study for Bord Fáilte Estimated Irish 1993 GNP and Employment Multipliers by Input-Output Modelling

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AGUISÍN 3: TIONCHAR GEILLEAGRACH NA TURASÓIREACHTA GAEILGE I NGAILLIMH

	Líon na dturasóirí i gCo. na Gaillimhe	Ioncam turasóireachta i gCo. na Gaillimhe	Ioncam turasóireachta a bhaineann leis an nGaeilge i gCo. na Gaillimhe	45% a roghnaigh dul go Gaillimh ar laethanta saoire
Thar lear	1.1m	€340m	€35m	€15.8m
Tuaisceart Éireann	36,000	€14m	€1.8m	€0.81m
Intíre	876,000	€185m	€24m	€10.8m
Iomlán	2m	€539m	€60.8m	€27.4m
Iolraitheoir turasóireachta (Cruthaíonn gach € turasóireachta 50c breise sa ghníomhaíocht gheilleagrach)				1.5
Tionchar Geilleagrach na Turasóireachta Gaeilge i nGaillimh				€41m

APPENDIX 3: ECONOMIC IMPACT OF TOURISM ASSOCIATED WITH THE IRISH LANGUAGE IN GALWAY

	Number of tourists to Co. Galway	Tourism revenue to Co. Galway	Tourism revenue associated with Irish language to Co. Galway	45% Led to choice of Galway as holiday destination
Overseas	1.1m	€340m	€35m	€15.8m
Northern Ireland	36,000	€14m	€1.8m	€0.81m
Domestic	876,000	€185m	€24m	€10.8m
Total	2m	€539m	€60.8m	€27.4m
Tourism multiplier (Every tourism € creates a further 50c in economic activity)				1.5
Economic impact of tourism associated with the Irish language to County Galway				€41m

Nótaí agus toimhdí:

1. Rinneadh dianstaidéar ar fhaisnéis ó Fháilte Éireann agus ón staidéar ar *“Importance of Cultural Tourism for Galway City based upon the Galway Tourism Research Report”* (1998) Institiúid Teicneolaíochta na Gaillimhe-Maigh Eo a foilsíodh i 1998 chun tionchar geilleagrach na turasóireachta Gaeilge i nGaillimh a mheas.
2. Tháinig 1.1 milliún turasóir ó thíortha thar lear go Contae na Gaillimhe in 2008. Chruthaigh sé seo €340 milliún in ioncam turasóireachta. B’ionann seo agus 72% de líon na dturasóirí a tháinig ó thíortha thar lear, agus d’ioncam turasóireachta thar lear, i Réigiún Iarthar na hÉireann.
3. Tá 63% den lóistín formheasta i Réigiún Iarthar na hÉireann i gContae na Gaillimhe.
4. Níl sonraí faoi líon na dturasóirí intíre ná líon na dturasóirí a thagann ó Thuaisceart Éireann, ná faoi ioncam turasóireachta, ar fáil de réir an chontae. Ach is féidir glacadh leis go bhfuil an tóir chéanna ag turasóirí intíre agus ag turasóirí ó Thuaisceart Éireann ar Ghailimh agus atá ag na turasóirí idirnáisiúnta. Is ionann sciar an Chontae agus 72% de na cuairteoirí a thagann ó thíortha thar lear chuig an Réigiún, agus tá 63% de lóistín formheasta an Réigiúin ann. Dá bhrí sin is féidir a mheas go dtéann idir 63% agus 72% d’ioncam turasóireachta agus de na turasóirí intíre agus ó Thuaisceart Éireann go Gaillimh.
5. Taispeánann taighde Fháilte Éireann gur turasóirí cultúrtha iad 51% de thurasóirí na hÉireann. Dá bhrí sin tagann 51% d’ioncam turasóireachta na Gaillimh ó thurasóirí cultúrtha .i. €274 milliún.
6. Léirigh staidéar ar *“Importance of Cultural Tourism for Galway City based upon the Galway Tourism Research Report”* (1998) Institiúid Teicneolaíochta na Gaillimhe-Maigh Eo go raibh spéis ag 20% de na cuairteoirí a tháinig ó thíortha thar lear go Gaillimh sa Ghaeilge. 26% a dúirt an rud céanna i measc na dturasóirí ó Thuaisceart Éireann, agus 25% de na turasóirí intíre.
7. Chun luach a chur ar thurasóireacht chultúrtha i nGaillimh, cuireadh an 51% i bhfeidhm ar shuim an ioncaim thurasóireachta i gContae na Gaillimhe. Chun luach a chur ar thionchar geilleagrach na turasóireachta Gaeilge i nGaillimh, cuireadh 20%, 26% agus 25% i bhfeidhm ar an ioncam turasóireachta ó chuairteoirí ó thíortha thar lear, ó chuairteoirí ó Thuaisceart Éireann agus ó chuairteoirí intíre faoi seach.
8. Léiríonn Suirbhé Fháilte Éireann 2008 ar Thaistealaithe ó Thíortha Thar Lear gurb é seo a leanas coibhneas na gcuairteoirí ó thíortha thar lear a ghlacann páirt in imeachtaí cultúrtha/stairiúla, agus a roghnaigh teacht go hÉirinn ar laethanta saoire mar gheall ar an imeacht seo.

Notes and assumptions:

1. To estimate the economic impact of tourism associated with the Irish language in Galway, data from Fáilte Ireland and from the report *“Importance of Cultural Tourism for Galway City – based upon the Galway Tourism Research Report 1997”* (1998) into Cultural Tourism was examined in detail.
2. In 2008, County Galway had 1.1 million overseas tourists and €340 million in tourism revenue. This was a 72% share of both the number of overseas tourists and overseas tourism revenue into the Ireland West Region
3. County Galway has 63% of all approved accommodation in the Ireland West Region
4. Data for domestic and Northern Irish tourist numbers and tourism revenue at a county level is not available. However, it is reasonable to assume that Galway is as popular for Northern Ireland and domestic visitors as it is for international tourists. So, if the County’s share of the Region’s overseas visitors is 72% and it has 63% of the Region’s registered accommodation, it can be deduced that between 63% and 72% of Northern Ireland and domestic tourists and tourism revenue go to Galway
5. Fáilte Ireland research shows that 51% of tourists are cultural tourists so 51% of the tourism revenue to Galway is from cultural tourists i.e. €274 million
6. The 1998 GMIT report *“Importance of Cultural Tourism for Galway City – based upon the Galway Tourism Research Report 1997”* found that 20% of overseas visitors to Galway were interested in the Irish language. The figure for visitors from Northern Ireland was 26% and 25% for domestic tourists
7. To put a value on cultural tourism to County Galway, the 51% is applied to the tourism revenue figure for County Galway. To put a value on the economic impact of tourism associated with the Irish language in Galway the figures of 20%, 26% and 25% are applied respectively to the tourism revenue from overseas visitors, Northern Irish visitors and domestic visitors
8. The Fáilte Ireland 2008 Survey of Overseas Travellers (SOT) shows the “proportion of overseas visitors engaging in cultural/historical pursuits for whom the cultural/historical pursuit led to their choice of Ireland as the holiday destination”.

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Imeacht a glacadh páirt ann ³	% a roghnaigh Éire dá bharr
Cuairteanna ar láithreacha cultúrtha atá spéisiúil de bharr na staire	45%
Cuairteanna ar ghairdíní	20%
Freastal ar imeacht/féile chultúrtha	23%
Fiosrú stair na muintire/ginealais	30%

Mar go bhfuil suirbhé 1998 GMT *“Importance of Cultural Tourism for Galway City based upon the Galway Tourism Research Report”* thar a bheith sonrach faoin nGaeilge, is féidir a mhaíomh go bhfuil céatadán na dturasóirí a roghnaigh teacht go Gaillimh ar laethanta saoire de bharr na Gaeilge ard seachas íseal .i. 45%

- 1.5 an t-íolraitheoir turasóireachta do Réigiún Iarthar na hÉireann, a aithnítear i dtuarascáil an Oll. Jim Deegan agus an Dr Richard Moloney *“Understanding the Economic Contribution of Tourism to Economic Development; The Case of Ireland West”*. Íolraitheoir turasóireachta – cruthaíonn gach € turasóireachta 50c breise sa ghníomhaíocht gheilleagrach, a mhéadaíonn €27.4 milliún go €41 milliún.
- Téann 79% de chuartheoirí na Gaillimhe chuig an gCathair, agus téann 21% díobh go dtí an chuid eile den chontae, Gaeltacht na Gaillimhe ina measc. Meastar mar sin gurb ionann an buntáiste don chathair agus €32 milliún (79% de €41 milliún), agus meastar gurb ionann an tionchar gheilleagrach sa Ghaeltacht agus €9 milliún (21% de €41 milliún).

3

Nil aon cheisteanna a bhaineann go sonrach leis an nGaeilge i Suirbhé na dTaistealaithe

Pursuit engaged in ³	% Led to choice of Ireland as holiday destination
Visits to cultural sites of historical interest	45%
Visits to gardens	20%
Attended cultural event/festival	23%
Tracing roots/genealogy	30%

Because the 1998 GMT report *“Importance of Cultural Tourism for Galway City based upon the Galway Tourism Research Report”* was so specific about the Irish Language it is reasonable to assume that the percentage of tourists for whom the interest in the Irish Language led to their choice of Galway as the holiday destination is on the higher rather than lower end of this range i.e. 45%

- The tourism multiplier for Ireland West Region is 1.5 as identified by Professor Jim Deegan and Dr. Richard Moloney in the report *“Understanding the Economic Contribution of Tourism to Economic Development; The Case of Ireland West”*. Tourism multiplier - Every tourism € creates a further 50c in economic activity bringing €27.4 million to €41 million.
- 79% of visitors to Galway visit the City and 21% visit the rest of the county including the Galway Gaeltacht. Therefore the benefit to the city is estimated at €32m (79% of €41 million) and the economic impact to the Gaeltacht is estimated at €9 million (21% of €41 million)

3

No questions that specifically relate to the Irish language are included in the Survey of Travellers

AGUISÍN 4: TAGAIRTÍ & LEABHARLIOSTA

- An Chigireacht, an Roinn Oideachais agus Eolaíochta "Olltuairisc ar na Coláistí Gaeilge 2006" (2008)
- An Coimisinéir Teanga "Tuarascáil Bhliantúil 2008" (2009)
- An Coimisinéir Teanga, Preaseisiúint 11 Bealtaine, "Tuarascáil Bhliantúil 2008" (2009)
- Audiovisual Federation "Film and Television Production in Ireland" Audiovisual Federation Review, IBEC (2008)
- Coimisiún Craolacháin na hÉireann "Sound & Vision Annual Report 2007" (2008)
- Coimisiún Craolacháin na hÉireann/Foras na Gaeilge "Turning on and Tuning in to Irish Language Radio in the 21st Century" MORI Ireland (2004)
- Coimisiún na Gaeltachta "Tuarascáil Choimisiún na Gaeltachta" a réitíodh don Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta (2002)
- An Phríomh-Oifig Staidrimh "Daonáireamh 2006 Imleabhar 9 – An Ghaeilge" (2007)
- Deegan, J. an tOllamh agus Moloney, R. an Dr "Understanding the economic contribution of tourism to economic development – The case of Ireland West" Luimneach: National Centre for Tourism Policy Studies ar son Ireland West Tourism (2005)
- An Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta "Mórán Pobal – Fócas Coiteann, Treoir Ghearr don Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta" (2007)
- An Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta "Plean 2028 – Straitéis 20 Bliain don Ghaeilge" Plépháipéar (2008)
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- An Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta "Ráiteas Bliantúil Aschurtha 2007" (2008)
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AGUISÍN 5: LÁITHREÁIN GHRÉASÁIN A NDEACHTHAS I GCOMHAIRLE LEO

An Coimisinéir Teanga	www.coimisineir.ie
An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta	www.cogg.ie
An Ghaeltacht	http://anghaeltacht.net
Beo	www.beo.ie
An Phríomh-Oifig Staidrimh	www.cso.ie
Coláiste na Coiribe	www.colaistenacoiribe.ie
Comhairle na Gaelscolaíochta	www.comhairle.ie
Comhar na Múinteoirí Gaeilge	www.comhar.ie
Comhchoiste na gColáistí Samhraidh	www.concos.ie
Comhdháil Náisiúnta na Gaeilge	www.gaelport.com
Comhluadar	www.comhluadar.ie
Conradh na Gaeilge	www.cnag.ie
An Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta	www.pobail.ie
An Roinn Oideachais agus Eolaíochta	www.education.ie
Fáilte Éireann	www.failteireland.ie
Foinse	www.foinse.ie
Foras na Gaeilge	www.gaeilge.ie
Forbairt Naíonraí Teo	www.naionrai.com
Gaillimh le Gaeilge	www.gleg.ie
Cumann Tráchtála na Gaillimhe	www.galwaychamber.com
Comhairle Cathrach na Gaillimhe	www.galwaycity.ie
Comhairle Chontae na Gaillimhe	www.galway.ie
Coiste Gairmoideachais Chathair na Gaillimhe	www.cgvec.ie
Coiste Gairmoideachais Chontae na Gaillimhe	www.countygalwayvec.ie
Gaelchultúr	www.gaelchultur.com
Gaeleagras na Seirbhíse Poiblí	www.gaeleagras.gov.ie
Gaelscoileanna Teo	www.gaelscoileanna.ie
Gael Taca	http://gaeltaca.com

APPENDIX 5: WEBSITES CONSULTED

An Coimisinéir Teanga	www.coimisineir.ie
An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta	www.cogg.ie
An Ghaeltacht	http://anghaeltacht.net
Beo	www.beo.ie
Central Statistics Office	www.cso.ie
City of Galway VEC	www.cityofgalwayvec.ie
Coláiste na Coiribe	www.colaistenacoiribe.ie
Comhairle na Gaelscolaíochta	www.comhairle.ie
Comhar na Múinteoirí Gaeilge	www.comhar.ie
Comhchoiste na gColáistí Samhraidh	www.concos.ie
Comhdháil Náisiúnta na Gaeilge	www.gaelport.com
Comhluadar	www.comhluadar.ie
Conradh na Gaeilge	www.cnag.ie
Department of Community, Rural and Gaeltacht Affairs	www.pobail.ie
Department of Education and Science	www.education.ie
Fáilte Ireland	www.failteireland.ie
Foinse	www.foinse.ie
Foras na Gaeilge	www.gaeilge.ie
Forbairt Naíonraí Teo	www.naionrai.com
Galway Chamber	www.galwaychamber.com
Galway City Council	www.galwaycity.ie
Galway County Council	www.galway.ie
Galway City VEC	www.cgvec.ie
Galway County VEC	www.countygalwayvec.ie
Gaelchultúr	www.gaelchultur.com
Gaeleagras na Seirbhíse Poiblí	www.gaeleagras.gov.ie
Gaelscoileanna Teo	www.gaelscoileanna.ie
Gael Taca	http://gaeltaca.com

Rialtas na hÉireann
IGaeilge
Bord Scannán na hÉireann
MEDIA Antenna
Meitheal Forbartha na Gaeltachta
Muintearas
Na Gaeil Óga
Ollscoil na hÉireann, Gaillimh
Plean 2028
RTÉ
RTÉ Raidió na Gaeltachta
TG4
Údarás na Gaeltachta

www.gov.ie
<http://igaeilge.wordpress.com>
<http://irishfilmboard.ie>
www.mediaantenna.com
www.mfg.ie
<http://muintearas.com>
www.nagaeiloga.com
www.nuigalway.ie
www.plean2028.ie
www.rte.ie
www.rnag.ie
www.tg4.ie
www.udaras.ie

Gaillimh le Gaeilge
Government of Ireland
IGaeilge
Irish Film Board
MEDIA Antenna
Meitheal Forbartha na Gaeltachta
Muintearas
Na Gaeil Óga
National University of Ireland Galway
Plean 2028
RTE
Raidió na Gaeltachta
TG4
Údarás na Gaeltachta

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www.gov.ie
<http://igaeilge.wordpress.com>
<http://irishfilmboard.ie>
www.mediaantenna.com
www.mfg.ie
<http://muintearas.com>
www.nagaeiloga.com
www.nuigalway.ie
www.plean2028.ie
www.rte.ie
www.rnag.ie
www.tg4.ie
www.udaras.ie

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AGUISÍN 5: EAGRAÍOCHTAÍ A NDEACHTHAS I GCOMHAIRLE LEO

Chuathas i gcomhairle le breis is 60 duine aonair ó na heagraíochtaí seo a leanas fad agus a bhí an staidéar seo ar bun.

An tAire Éamon Ó Cuív, An Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta
An Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta
An Roinn Oideachais agus Eolaíochta
An Coimisinéir Teanga
An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta
An Garda Síochána
Acadamh na hOllscolaíochta Gaeilge, Ollscoil na hÉireann, Gaillimh
Banc na hÉireann
Bord Fiontar Contae agus Cathrach na Gaillimhe
Bord Scannán na hÉireann
Bus Éireann
Comhairle Cathrach na Gaillimhe
Comhairle Chontae na Gaillimhe
Coimisiún Craolacháin na hÉireann
Comhchoiste na gColáistí Samhraidh
Coiste Gairmoideachais Chontae na Gaillimhe
Coiste Gairmoideachais Chathair na Gaillimhe
Comhdháil Náisiúnta na Gaeilge
Conradh na Gaeilge, Gaillimh
Cumas Teo.
Cumann Tráchtála na Gaillimhe
EO Teilifís
Ealaín na Gaeltachta
Fáilte Éireann

APPENDIX 5: ORGANISATIONS CONSULTED

Over 60 individuals from the following organisations were consulted over the course of this study.

An tAire Éamon Ó Cuív, An Roinn Gnóthaí, Pobail Tuaithe agus Gaeltachta
Acadamh na hOllscolaíochta Gaeilge, NUI Galway
An Coimisinéir Teanga
An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta
An Garda Síochána
Bank of Ireland
Broadcasting Commission of Ireland
Bus Éireann
Coiste Gairmoideachais Chontae na Gaillimhe
Comhchoiste na gColáistí Samhraidh
Comhdháil Náisiúnta na Gaeilge
Conradh na Gaeilge Gaillimh
Cumas Teo
Department of Community, Rural and Gaeltacht Affairs
Department of Education and Science
Ealaín na Gaeltachta
Enterprise Ireland
EO Teilifís
Fáilte Ireland
Fiontar, DCU
Foras na Gaeilge
Gael Linn
Gaelscoil Mhic Amhlaigh
Galway Advertiser

Fiontar, DCU
Fiontraíocht Éireann
Fóram Pobail Chomhairle Cathrach na Gaillimhe
Foras na Gaeilge
Gael Linn
Gaelscoil Mhic Amhlaigh
Galway Advertiser
Galway Independent
Galway Arts Centre
Galway Arts Festival
Galway Bay FM
Galway City Business Association
Grúpa Chur i nGníomh Gaeltachta agus Oileán Bhord Forbartha Chontae na Gaillimhe
Gaillimh le Gaeilge
Institiúid Teicneolaíochta na Gaillimhe - Maigh Eo
Feidhmeannacht na Seirbhíse Sláinte: an tIarthar
I Radio
Iarnród Éireann
Irish Hotels Federation Galway & the Claregalway Hotel
MEDIA Antenna
Medtronic
Meitheal Forbartha na Gaeltachta
Ollscoil na hÉireann, Gaillimh
POBAL
RTÉ Raidió na Gaeltachta
RTÉ
Spleodar & Gaelscoil de hÍde
Taibhdhearc na Gaillimhe
TG4
Údarás na Gaeltachta

Galway Arts Centre
Galway Arts Festival
Galway Bay FM
Galway Chamber
Galway City Business Association
Galway City Council
Galway City Community Forum
Galway County and City Enterprise Board
Galway County Council
Galway County Development Board Gaeltacht and Islands Implementation Group
Galway Independent
Galway-Mayo Institute of Technology
Gaillimh le Gaeilge
HSE West
I Radio
Iarnród Éireann
Irish Hotels Federation Galway & the Claregalway Hotel
MEDIA Antenna
Medtronic
Meitheal Forbartha na Gaeltachta
National University of Ireland Galway
POBAL
Raidió na Gaeltachta
RTE
Spleodar & Gaelscoil de hÍde
Taibhdhearc na Gaillimhe
TG4
The Irish Film Board

