

AMBITIOUS FOR CULTURE

Optimising the potential
of our cultural, heritage
and creative assets





Blas Festival an international significant event celebrating traditional music and Gaelic language that takes place every year in venues across the Highlands.

HIGHLANDS AND ISLANDS ENTERPRISE

HIE: AMBITIOUS FOR CULTURE

OVERVIEW

Highlands and Islands Enterprise (HIE) recognises that our region's valuable and distinctive culture can help stimulate growth and underpin our regional objectives – for more people to live, work, study and invest in the Highlands and Islands.

Our commitment is to achieve the greatest impact from our actions to further enhance the cultural environment of the Highlands and Islands, ensuring our region continues to be recognised as a globally distinctive, culturally rich and successful creative region.

This policy outlines HIE's strategic rationale for involvement in and support for development of the cultural offer of our region. It recognises the significant potential of our cultural assets to contribute to a dynamic, sustainable region and resilient communities. It describes the contributions being made by key partners and places HIE's contributions in this context, ensuring that they are complementary and focused on the best opportunities to bring about economic and social growth.

These considerations, together with the mandate from the Scottish Government through the Government Economic Strategy (GES) for HIE to accelerate growth in key sectors and to strengthen communities, have led to the development of this policy which:

- Places HIE's opportunity in the context of the remits of our partners
- Defines the regional cultural opportunities that we identify as having the greatest potential for enabling economic and social growth for our region
- Describes the scope of each opportunity across the Highlands and Islands region
- Details our contribution to supporting and aligning with partners, enabling and influencing their contributions to culture across our region
- Describes HIE's approach, together with partners, for optimising the potential of our cultural assets
- Describes the flexibilities and autonomy of our organisation to act to take advantage of the growth potential of culture
- Specifies an approach to assess impact and inform future policy reviews



Bläs Festival performs to a packed audience at Eden Court Theatre, Inverness

CONTEXT OF HIE OPPORTUNITY

Growth and culture

The Government Economic Strategy (GES) provides the formative framework for HIE and its role in culture. Further, the National Performance Framework includes indicators which this policy cross references in defining HIE's opportunities including:

- Increase cultural engagement
- Improve the state of Scotland's historical sites
- Improve Scotland's reputation

The Ekos study Creative Industries Audit – Report for HIE (March 2011), indicates that the creative industries sector in the Highlands and Islands employs an estimated 16,297 people, accounts for 2,193 businesses and generates £318m in gross value added (GVA) and £739m in turnover per annum. Using these measures, the creative industries sector and related activities could account for approximately 7% of the total economy of the Highlands and Islands region, recognised by HIE to be significant and a focus for ongoing investment.

The recent, Economic Contribution Study: An Approach to the Economic Assessment of the Arts and Creative Industries in Scotland (June 2012), commissioned by Creative Scotland in partnership with Scottish Enterprise, of the Arts and Creative Industries contribution to the wider Scottish economy, identifies that the 'sector' comprises 16 sub-sectors:

Arts and creative industries sub-sectors (Economic contribution study 2012)

Crafts	Photography	Film and video	Computer games
Fashion and textiles	Radio and television	Heritage	Cultural education
Writing and publishing	Music	Visual art	Architecture
Software/electronic publishing	Performing arts (inc. dance)	Advertising	Design



The Scar Plaque in the Orkney Museum

In the Highlands and Islands, of greatest demonstrable potential are the 11 highlighted (green) sub sectors which have been identified through HIE internal review to currently present those areas of greatest social and economic potential.

The National Creative Industries Strategies produced by Government underline the importance of the sector, and in particular the potential for international trade as well as the other benefits to the country. They recognise that the creative industries sector can benefit from more flexible and tailored inputs and support. They also highlight problems over access to finance, additional skills requirements and also the necessity to encourage networks and cohesive groupings that will allow more unified approaches from the industry itself.

The Scottish Creative Industries Framework, completed in February 2009 on behalf of Local Authorities and Business Gateway,

Skills Development Scotland, Creative Scotland and the Government, was developed to ensure greater collaboration between public sector agencies in support of Creative Industries.

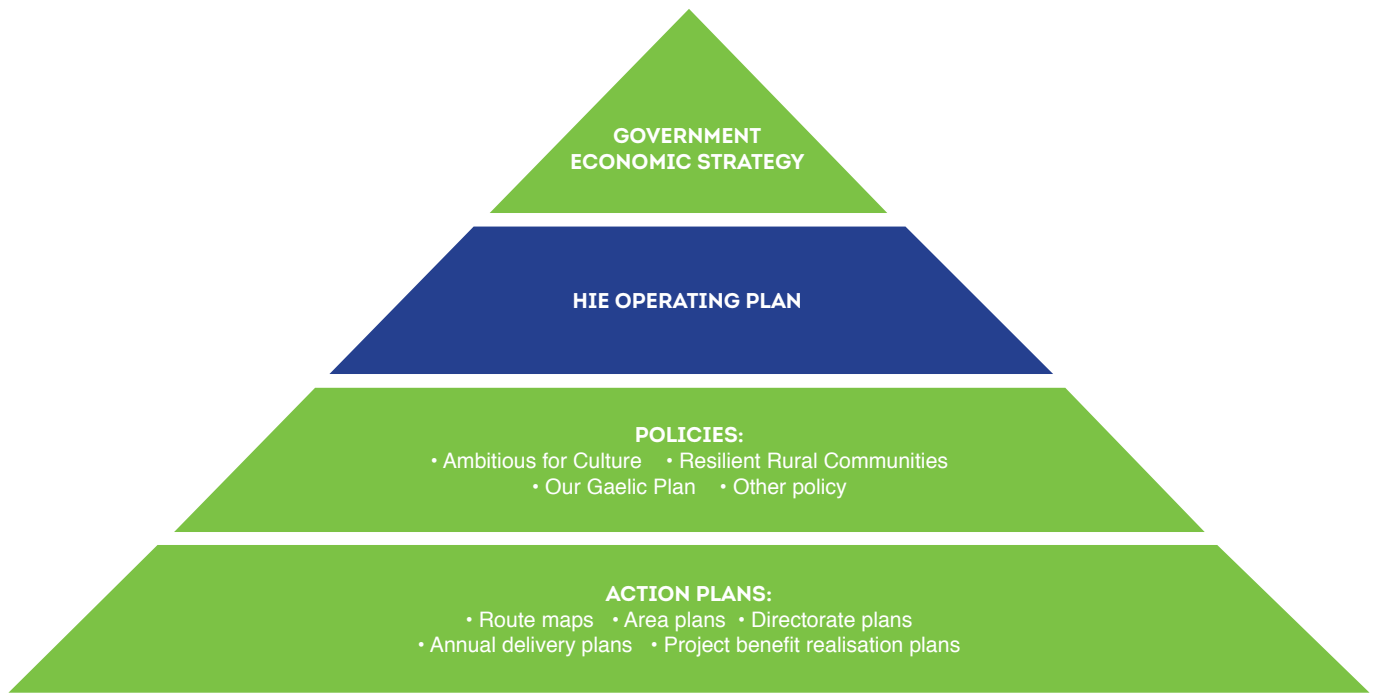
Partner remits and roles

Creative Scotland (CS) is a key partner of HIE. Established in 2010, CS is the national development agency for the arts, screen and creative industries; inheriting the previous functions and responsibilities of the Scottish Arts Council and Scottish Screen. CS is responsible for investing funding from Scottish Government and the National Lottery to fulfil its vision and objectives as set out in its 2011-14 operating plan. CS reports to the Cabinet Secretary for Culture and External Affairs, and co-ordinates policy development for the sector ensuring practitioners are involved in the development process. CS recognises the importance of the sector to realising social and economic growth, and its strategic objectives are well aligned

with HIE's priorities – in particular, cultural development and strengthening communities.

The national development agency for the heritage sector, **Museums Galleries Scotland**, launched its five to ten-year national strategy in 2012, aiming to: provide structure and channel investment to the heritage sector across Scotland; increase the impact and sustainability of museums; strengthen community connections, and develop global perspectives on Scotland's collections and culture. These aims are consistent with HIE's aspirations for growth of the tourism sector and the development of our region as an attractive and distinctive place.

The Heritage Lottery Fund (HLF) launched its strategic framework 2013-2018 in summer 2012. HLF is the primary funder for heritage projects, having received a significant uplift in resources as a result of the post-Olympics redistribution of Lottery funding.



HLF in Scotland has consistently been well aligned with HIE's aims, shown through a focus for its funding in more fragile remote communities and HIE account managed communities.

Observing and influencing how BBC Alba/ MG Alba and any new **Scottish digital TV channel(s)** might evolve is a key focus for HIE and we will seek to identify ways to optimise the impact of this for our region. That will include support for efforts such as the growth of the linked network of production companies and supporting infrastructure which generate quality content.

Local authority saving reviews, prompted by public sector funding cuts, have put pressure on maintaining non-statutory services and cultural development services have generally been adversely affected through efficiencies processes. Many cultural development officer posts have been cut as local authorities prioritise future spending.

However, local authorities have also been proactive in adopting new approaches to support cultural development. One example of this is the Highland Culture Strategic Board comprising key partners working collaboratively to develop and implement a cultural strategy for the Highland Council area. New strategic developments in commissioning social and health services, such as the move to self-directed support and personalisation, may open up other new opportunities to progress cross-sectoral initiatives.

HIE and culture – strategic fit

HIE has set out a clearly defined Operating Plan 2012-2015, within which the range of our outcomes for the region are described. Our Operating Plan describes HIE's approach to the growth sectors, optimising use of our cultural assets through the creative industries, food and drink, and tourism sectors. It also details how HIE will support communities to maximise use of our

cultural assets to strengthen communities and increase both the attractiveness and resilience of our most fragile areas.

This policy, HIE: Ambitious for Culture, together with others such as that for Resilient Rural Communities, and Our Gaelic Plan 2012-15, translates our intentions from the Operating Plan and directly inform our actions, including those described within our Growth Sector Route Maps, Area Team Plans, Directorate Plans and other Annual Delivery Plans. So the hierarchy could be represented as above.



Hebridean Jewellery is a specialist jewellery maker based on the island of South Uist

DEFINING OUR REGIONAL CULTURAL OPPORTUNITIES

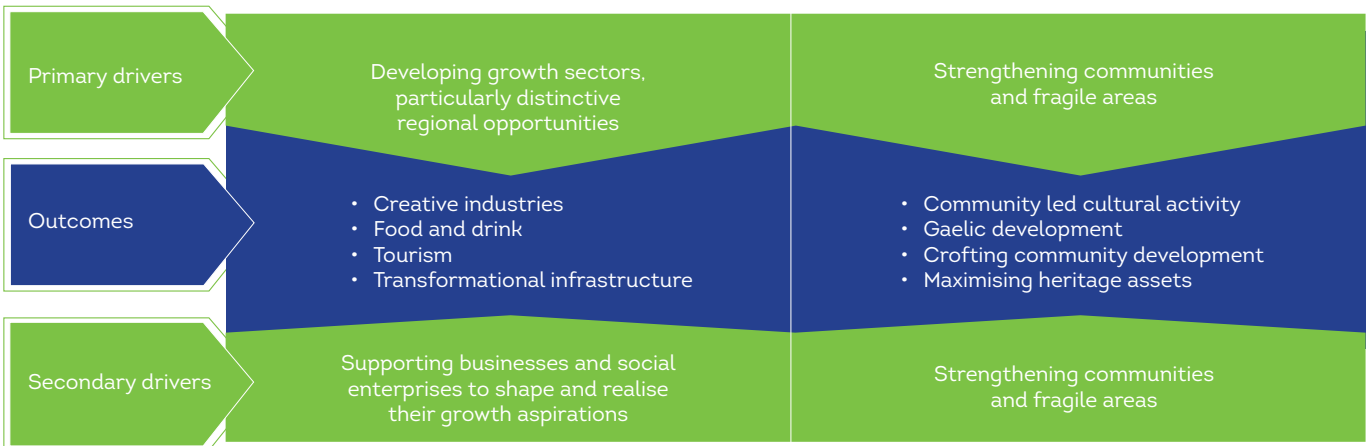
We acknowledge and value the diversity of cultural activities, and welcome UNESCO's broad definition of 'culture' as: "the set of distinctive, spiritual, material, intellectual and emotional features of society or a social group, that encompasses, not only art and literature, but lifestyles, ways of living together, value systems, traditions and beliefs." (UNESCO, 2001)

Aspects of regional culture of importance to HIE are those which have greatest potential to realise economic and social growth associated with our four priorities of:

- Supporting businesses and social enterprises to shape and realise their growth aspirations
- Strengthening communities and fragile areas
- Developing growth sectors, particularly distinctive regional opportunities
- Creating the conditions for a competitive and low carbon region

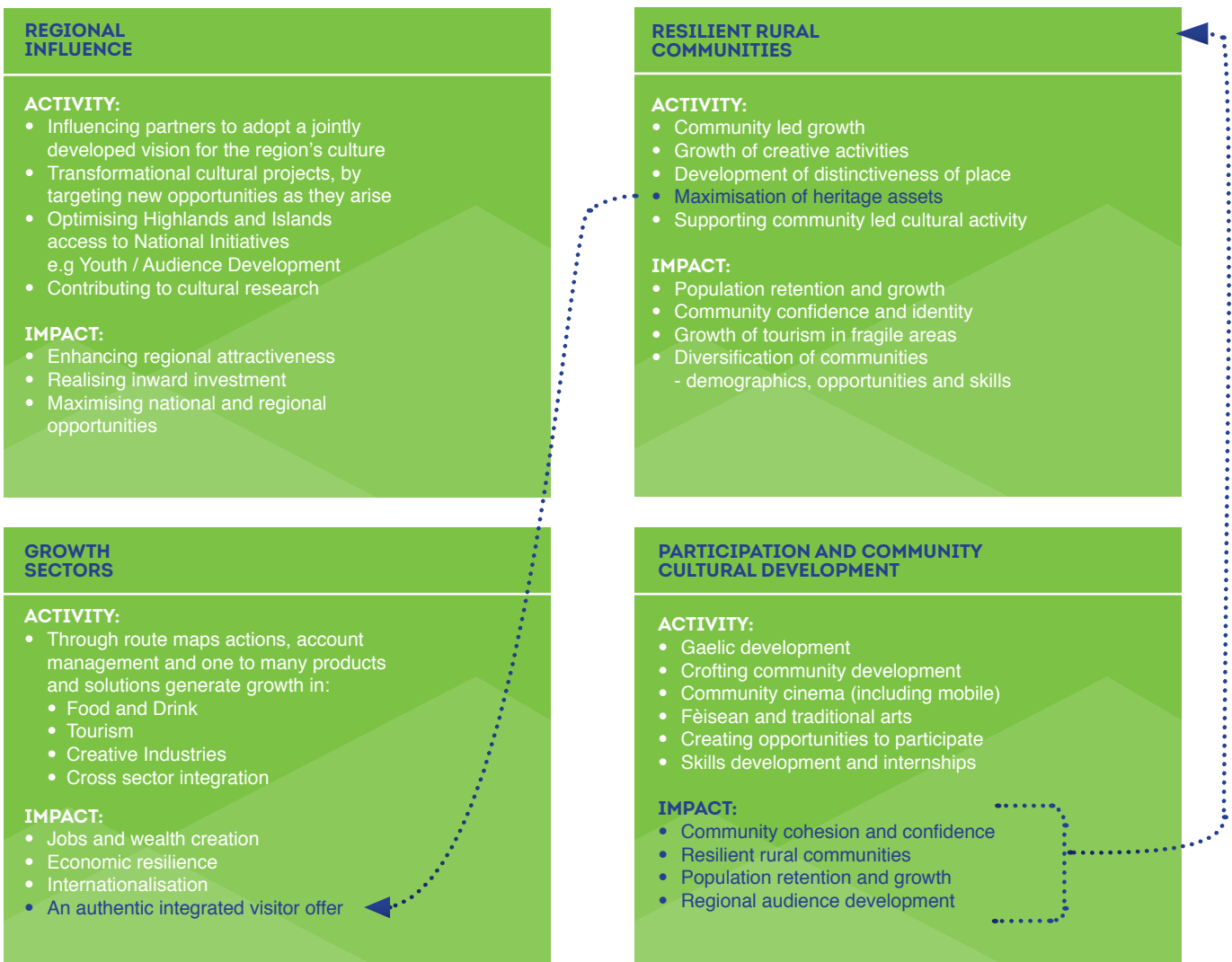
The development of this policy, providing unifying direction for HIE's investment into and support for culture across the region, has considered both the strategic fit of HIE with partners who share responsibility in this area and complementarity of input by HIE alongside other stakeholders. The following table demonstrates our priorities as the primary and secondary drivers of our cultural opportunities and key areas of focus:

HIE PRIORITIES - DRIVING CULTURAL OUTCOMES



The overview above allows the development of a summary matrix (below) which describes specific areas of activity (summary) and the impacts sought:

REGIONAL OPPORTUNITIES - ACTIVITY AND IMPACT





Highland Park distillery, Orkney

DEFINING OUR SCOPE

The wealth of cultural assets across our region presents a broad range of opportunities. These are outlined below:

Creative industries opportunity

The opportunity in this sector is in the continuing demand for high quality content, with technology allowing increased innovation both in production and distribution. While technology allows the creative entrepreneur to take control of more elements of the supply chain, we recognise the linked opportunity for HIE with partners to support the sector to address changing skills requirements. Ensuring the creation of the best possible quality of content, maximising existing delivery mechanisms and developing new opportunities, including the move from mass to niche markets and the shift in the role of the creative person to encompass retailing are significant opportunities.

Our investments will focus on identified potential in the screen/broadcast, music, writing/publishing, fashion/textiles and crafts sub-sectors. The rollout of next generation broadband is a significant opportunity for our creative industries, which we will help

prepare our clients to take full advantage of. We will also advance our support in maximising the capacity of the sector to internationalise the region's creative content.

Tourism opportunity

The opportunity in this sector is to work with the tourism industry to create better experiences based on our strong assets in our landscape, heritage, language and traditions, and across our most remote and rural areas. Areas of focus will include programmes for marine tourism, supporting the increased commercial connectivity of community/social entrepreneurial tourism activities and powerfully link provision into localities – all of which can generate significant positive impacts in many remote communities. Through capital investment in key locations with better co-ordination and promotion, we can create economic return from our culture, taken in this context as our coastal scenery, attractive communities, our islands and distinctive food and drink. We will also advance intelligence sharing and act to maximise impact from cultural activity as part of vibrant tourism economies across our region.

Food and drink opportunity

Tradition, customs and culture are often embedded in local food and beverage production and consumption. The food and drink sector within our region offers speciality foods of local provenance, prepared by skilled craftspeople and often offered within a traditional setting. The opportunity is to use our culture to help create value through, for example, more Protected Geographical Indication (PGI) status products – more companies developing distinctive branding and better placed to tell the story about connections between their product, place and the people who produce it. Authenticity of product, strong connections to localities, and a well defined regional offer for this sector all bring potentially transformational impacts for the Highlands and Islands region.

Cross-sectoral/regional opportunity

Perhaps the most obvious cross-sectoral, culture-focused opportunity relates to events and festivals. Last reviewed in 2009, HIE's events and festivals policy has now been fully integrated into this policy, HIE: Ambitious for Culture. As we facilitate a step change in the contribution that cultural tourism can make



Glenfinnan monument situated at the Head of Loch Shiel

for our region, we will target our support to regionally significant events and festivals that demonstrate specific and measurable social and economic benefits which have evidenced longevity for the communities in which activities take place. A particular focus will be placed on where legacies enhance the resilience and capacity of our most remote and rural communities.

Heritage opportunity

Heritage assets, both tangible and intangible, can powerfully define the identity of a community, a region and a country. To date our regional cultural assets have not always been fully optimised in terms of their contribution to the attractiveness of the region, the fundamental role they play in defining the unique and authentic visitor experiences our region offers, and as the focus of distinctive communities across our region.

HIE will work with partners and communities to optimise the contribution that heritage assets make to generating 'sense of place' for our communities, enhancing regional attractiveness and providing high profile, inspirational and authentic visitor experiences.

Gaelic opportunity

Scottish Gaelic is a rich asset for Scotland, but particularly for the HIE area where it is alive as a community language, including across many of our islands and the western seaboard. HIE's research into the Economic and Social Impact of Gaelic as an Asset, will inform how we focus our activity to enhance and spread best practice in capitalising on this unique and defining asset. It will also highlight areas where deploying Gaelic can bring social and economic advantage. This will inform procurement of future Gaelic development services, allow us to build on existing investments and enhance the account management process.

Crofting opportunity

Crofting is unique to the Highlands and Islands. This form of land tenure leads to collaborative land management and encompasses low intensity land use, integration within the landscape and biodiversity benefits. It is a strong repository for Gaelic culture and regional dialects and is a style of living characterised by attachment to the land and individuals pursuing multiple occupations. Crofting is therefore recognised as a cultural activity in its own right. We will continue to support crofting community development, working with communities to

integrate crofting-related developments to enable collaborative communities and the connection of the next generation of crofters with crofting, bringing about benefits including population retention, maintaining traditions, and resilience of our rural communities.

Community-led opportunity

We recognise the contributions that community-led cultural activity makes, through employment creation, participation and community cohesion, engendering a sense of place and increasing community confidence. Cultural community activities can be shown to add significant value to the quality of life offer within our more remote communities, supporting population retention, growth and a more resilient demographic. We will evolve our programme of capacity building support for community-led use of cultural assets, particularly where those demonstrate sustainable contributions to the tourism and creative industries sectors. We will enable talent development, increase community leadership of, and participation in, cultural activity, and support activities which develop sense of place and build community confidence. In maximising community-led cultural opportunities, we will directly contribute to increasing the resilience of our rural communities.



Dancers Rick Nodine and Jovair Longo from Bodysurf perform at the Findhorn Foundation Universal Hall.

PARTNERSHIPS

Cultural activity presents significant opportunities for social and sector growth, but requires well considered investment of our finite human and cash resource, proportionate to the benefits we can derive. In maximising benefits, we will focus our efforts with those of regional and national partners such as our local authorities and key national agencies. Locally, we will also work in partnerships with businesses, social enterprises and communities where alignment is clear, and with other partners whose activity may or may not be primarily focused on the delivery of cultural activities, but where opportunities for development initiatives within culture are apparent.

We will focus our actions and partnership investments where these generate significant, measurable impact. In reciprocal partnerships, we will share intelligence, knowledge and skills in collaboration with key stakeholders to enable informed decision making, prioritisation of initiatives and to drive greatest benefits from HIE investments.

We will lead on collaborating with partners locally and nationally to secure co-ordination of actions. For example, around audience development, support for touring arts and

production, which are a key focus of Creative Scotland, we will work in partnership to highlight opportunities, particularly those that in tandem deliver broader outcomes supportive of HIE priorities – ensuring that our region benefits from Creative Scotland’s investment in these areas. We will also contribute to policy development initiatives, together with our partners, to influence Government and partner agency policy setting and reviews. We will create new partnerships and advance existing relationships as we achieve this.

OUR APPROACH

Our objective is to achieve the greatest overall impact from our actions to enhance the cultural environment of the Highlands and Islands, and bring about transformational change across all parts of the region, including in our most remote and rural communities.

In delivering our ambitions for culture, we make the following commitments to:

- Define and Promote our cultural offer, through shared intelligence across our region, enabling alignment of actions by partners and HIE
- Influence and lead multi-agency partnerships to pro-actively take forward prioritised initiatives
- Support businesses and social enterprises committed to sustainable growth within related sectors through access to support, products and account management
- Strengthen communities, enabling cultural activities and sustainable projects which bring about community capacity building, as part of medium and long-term plans to accelerate community cultural development
- Identify and act on opportunities, together with our partners, to undertake research which informs future HIE efforts to accelerate sector growth
- Prioritise investment of our finite resources flexibly to focus on maximising the potential contribution to our four Operating Plan priorities
- Manage and review our interventions to ensure that they are and remain the most effective, impactful and additional ways to optimise economic and social benefits through culture
- Resource our commitments appropriately



Mareel, Shetland - the UK's most northerly music, cinema and creative industries centre.

OUTCOMES

As we optimise our region's cultural, heritage and creative assets, we will enable:

- **Maximisation of national and regional opportunities** realised through visibility of evidenced opportunities and strong partnerships together with complementary contributions from stakeholders where there is alignment of intent and resources.
- **Inward investment**, influenced and leveraged by HIE's own investment, which enables the development of strategic **transformational cultural infrastructure projects**, both physical and virtual, particularly where those can be realised in fragile areas. Linked to other policy outcomes below, we will deliver **enhanced regional attractiveness** which supports **population retention and growth**.
- **Partnership working**, together with account management and specialist support, to realise increasing numbers of growth businesses and social enterprises, including collectives of creative individuals, in turn leading to, **employment and wealth creation**, growth in **internationalisation** and enhanced **economic resilience**.
- Cross-sector integration, strategically aligned with community ambitions, to realise **an authentic visitor offer** which in turn generates **growth of tourism in fragile areas**.
- **Diversified communities** which are confident and supported to pursue cultural initiatives and programmes which enhance demographics, optimise opportunities and develop skills

- **Community cohesion and confidence**, realised through participation in optimisation of cultural assets, benefits our most remote, rural communities. This in turn makes a direct contribution to resilient rural communities through sustainable cultural and heritage activities, which enable participation, capacity building, enhanced cohesion and **community confidence and identity**, together with realisation of income streams through cultural activities.

ASSESSING IMPACT

A number of actions arising from this policy will be described within HIE sector route maps, area plans and directorate plans. Impacts derived from these and other bespoke actions will be collated and evaluated to inform periodic planning/policy reviews. The design of the reporting/feedback requirements will be developed to include an annual report to HIE's Board. A 'programme', HIE: Ambitious for Culture, will be set up on HIE's internal management system, so that all HIE supported, contributing financial projects and specialist advice projects can be transparently captured and recorded. A programme report will be developed so that, at any time, the impact of achievements and financial interventions supporting this policy can be prepared.

ACCOUNTABILITY

All staff have responsibility for the implementation of this policy, and therefore accountability for its effectiveness rests with HIE's Leadership Team.

ADOPTION AND REVIEW

This policy was approved by the HIE Board on 30 April, 2013. It will be reviewed periodically and the first review will be not later than February 2018.

FURTHER INFORMATION

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An t-ionad as tuathal sa Ríoghachd Aonaichte a tha an sàs ann an ceòl, taigh-dhealbh agus gnìomhachasan cruthachail

TORAIÐHEAN

Fhad 's a tha sinn a' dèanamh am feum as motha de neartan cultarach, dualchais is cruthachail na roinne, cuidichidh sinn le:

- A' dèanamh am feum as motha de chothroman nàiseanta is roinneil le bhith chòrthoman nàiseanta is roinneil le bhith a' dèanamh follaiseach nan cothroman a th' ann agus le compàirtreachais làidir còmhla ri taic bhò luchd-uidhe a ni feum far an gabh ar goireasan is amasan a chur an sàs a dh'ionnsaigh an aon cheann-uidhe.
- Maoin ga cur an seilbh na roinne, air a tarraing agus air a tàladh le maoinseachadh HIE, a leigeas leinn pròiseactan bun-struchtair cultarach a ni cruth-atharrachadh aig ìre ro-innleachdail a chur air adhart, an dà chuid feadhainn fhiosagach agus fheadhainn neo-fhiosagach, gu sònraichte an fheadhainn a ghabhas cur air adhart ann an sgrìrean cugallach. Co-cheangailte ri toraidhean poiliasaidh eile gu h-ìosal, ni sinn an roinn nas tarraingiche agus cuidichidh sinn le bhith gleidheadh. Silaigh na roinne agus ga leudachadh.
- Obair chompàirt, le manaidsèaran-cunntais is taic bhò eòlaichean, a bheir dhùinn barrachd gnìomhachasan is iomairtean sòisealta a tha a' fàs, a' gabhail a-staigh còmhla de dhaoine cruthachail. Agus mar thoradh air sin, thig cosnadh is beartas, barrachd eadar-nàiseantachd agus eaconamaidh nas treasa.
- Aonadh thar earrainnean, a' freagairt gu ro-innleachdail air amasan nan coimhearsnachdan, a bheir cothroman dha-rìribh do luchd-tadhall agus mar

A' MEASADH NA BUAIÐHE

thoradh air sin chithear fàs ann an turasachd ann an sgrìrean cugallach Coimhearsnachdan eadar-dhealachaichte aig a bheil mìneachd agus a gheibh taic agus iomairtean is prògraman cultarach a chur an gnìomh a chuidicheas le deamografataidh an t-sluaigh, a ni am feum as motha de na cothroman agus a leasaicheas sgrìrean Coimhearsnachdan aonaichte is misneachail, a thig bhò bhith dol an sàs ann a bhith dèanamh am feum as motha de ar neartan cultarach, agus a bheir buannachd do ar coimhearsnachdan dùthchail as iomallaiche. Cuidichidh sinn le bhith stèidheachadh choimhearsnachdan làidir dùthchail tro gnìomhan cultarach is dùthchail a tha seasmathach, a bhrosnaicheas compàirt, leudachadh chomasan, barrachd aonaidh agus a bheir mìsneachd is fein-aithne do choimhearsnachdan, agus às an tig teachd-a-steach bhò gnìomhan cultarach.

Bidh grunn gnìomhan, a nìthear mar thoradh air a' phlana seo, air am mìneachadh sna mapaichean stiùiridh aig HIE airson nan earrainnean, na planaichean sgrìreil agus planaichean nan àrd-roinnean. Thèid buaidhean bhò na gnìomhan sin agus eile a chrùinèachadh agus a mheasadh, agus bheir sinn stiùireadh dhùinn airson planadh/ath-sgrùdadh air poiliasaidhean a nìthear bhò am gu àm. Thèid cruth nan dòighean aithris/mòlaidh a dhealbh agus

FURTHER INFORMATION

a' chlad uair.

Ghabh Bòrd HIE ris a' phoiliasaidh seo am 30 Giblean, 2013. Thèid ath-sgrùdadh bhò àm gu àm, agus feumar am poiliasaidh ath-sgrùdadh co-dhùil ron Ghearran 2018 airson

GABHAIL QS LÀIMH IS ATH-SGRÙDADH

Tha uallach air gach neach-obrach gus am poiliasaidh seo a chur an gnìomh, agus mar sin tha an t-uallach airson èifeachd a' phoiliasaidh air Sgìoba Stiùiridh HIE.

CUNNTACHALACHD

phoiliasaidh seo a thomhas. aig gnìomhan is taic-airgid a bheir taic don gus an urrainn, uair sam bith, a' bhualadh a' Thèid aithris a' phrògram a dheasachadh, chomharrachadh is a chlàradh gu fosgailte. pròiseactan le comhairle bhò eòlaichean, a HIE no a tha a' cruthachadh ionmhais, no urrainn do gach pròiseact, a gheibh taic bhò a-staigh an t-sìostaim rian aig HIE, gus an airson ar Cultair, a stèidheachadh taobh HIE. Thèid 'prògram', HIE: Àrd-amasan am bi aithisg bhiladhnaile ann airson Bòrd

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COMPÁIRTEACHAS

Gheibhear cothroman nach beag airson fás sóisealta is fás sna díofar earrainnean eaconamach tro ghníomhan cultarach, ach airson sin feumar ar goireasan daonna is iomhais a chur gu feum le cúram, agus a réir nam buannachdan a thig às. Gus a' bhuanachd as motha fhaighinn, obráichidh sinn gu h-áraidh còmhla ri ar luchd-compáirt roinneil is náiseanta, leithid na h-ughdarrasan ionadail agus na príomh bhuidhnean náiseanta. Aig íre ionadail, ní sinn obair chompáirt le gothachas, iomairtean sóisealta agus coimhearsnachdan far a bheil e soilleir gu bheil ar n-amasan a' freagairt air a chéile, agus le luchd-compáirt eile nuair a tha an obair aca gu sònraichte a' buntainn ri libhrigeadh gníomhachd chultarach, agus uaireannan nuair nach eil, ach nuair a tha e soilleir gu bheil cothroman airson iomairtean leasachaidh an lúib chultair.

Bidh ar gníomhan is ar maoineachadh compáirteach gu h-áraidh ag amas air iomairtean a bheir buaidh mhór a ghabhas tomhas. Ann an compáirteachais cho-obrachaidh, ní sinn roinn air toiniseg, eòlas agus sgliean ann an co-bhuinn ri príomh luchd-uidhe a leigas leinn co-dhúnaidhean a dheanamh le eòlas, príomhachas a chur air iomairtean iomchaidh agus a' bhuanachd as motha as urrainnear fhaighinn bho thaic HIE. Stiúirdh sinn co-obrachadh le luchd-compáirt gu h-ionadail is gu náiseanta gus an téid ar gníomhan a cho-ordanachadh. Mar

AR FEALLSANACHD

Tha e na amas dhuinn gun toir ar gníomhan a' bhuidhnean agus urrainn gus cultar na Gàidhealtachd is nan Eilean a leasachadh, agus gus cruth-atharrachadh a thoirt air gach pàirt den roinn, a' gabhail a-steach ar coimhearsnachdan as iomallaiche agus as dùthchaille.

Ann a bhith coileanadh ar n-àrd-amasan airson cultair, tha na geallaidhean a leanas againn:

- Minich is cuir air adhart ar cothroman cultarach, tro eòlas co-roinnte air feadh na roinne, a' leigeas le HIE is ar luchd-compáirt obrachadh a dh'ionnsaigh nan aon amasan
- Tha e na amas dhuinn gun toir ar gníomhan a' bhuidhnean agus urrainn gus cultar na Gàidhealtachd is nan Eilean a leasachadh, agus gus cruth-atharrachadh a thoirt air gach pàirt den roinn, a' gabhail a-steach ar coimhearsnachdan as iomallaiche agus as dùthchaille.
- Ann a bhith coileanadh ar n-àrd-amasan airson cultair, tha na geallaidhean a leanas againn:
- Minich is cuir air adhart ar cothroman cultarach, tro eòlas co-roinnte air feadh na roinne, a' leigeas le HIE is ar luchd-compáirt obrachadh a dh'ionnsaigh nan aon amasan
- Roghnaich príomhachasan airson cur an earrainnean
- Seilbh ar goireasan críochnach ann an dòigh shùbailte feuch an cuir iad chun na h-ìre as motha as urrainn dhaibh ris na cèithir príomhachasan sa Phlana Gníomh againn
- Stiúir is sgrùd an taic a bheir sinn seachad gus deanamh cinnteach gu bheil e cho éifeachdach, buadhach agus torrach agus a bu chòir dha a bhith ann a bhith cruthachadh bhuanachdan eaconamach is sóisealta tro chultar Comharraich taic is ionmhas iomchaidh airson ar geallaidhean

Dannsairean Rick Nodine agus Jovarr Longo bho Bodysurf a' dannsa aig Talia Coitcheann Buidheann Inbhir Eireann





Carn-cumhne Gleann Fhionghain aig Ceann Loch Seile

air maireachdailn sna coimhearsnachdan sa bheil iad a' tachairt. Cuirtear cudrom gu h-àraidh air far an daingnich dlleab sam bith seasmhachd is comasan ar coimhearsnachdan as iomallaiche is as dùthchaille.

Cothrom a thabhb dualchais

Faadaidh neartan dualchais, an dà chuid faicsinneach agus do-bheantainn, buaidh mhòr a thoir air an iomhaigh a th' aig coimhearsnachd, roinn no dùthach. Thùige seo, cha do rinneadh am feum as motha a b' urrainnear de neartan cultarach ar roinne a thaobh mar a dh'fhaodadh iad cuir ri cho tarraingeach 's a tha an roinn, cho fìor chudromach agus a tha iad agus deanamh cinnteach gum bi turas sònraichte is susbainteach aig luchd-tachdail nar roinn, agus mar dhòigh gus sealltainn na diofar choimhearsnachdan eadar-dhealichte a th' againn san roinn. Obrachidh HIE còmhla

Cothrom a thabhb Gàidhlig

Tha Gàidhlig mar neart sònraichte do dh'Alba gu h-àraidh airson HIE far a bheiltear ga bruidhinn mar chànan coimhearsnachd fhathast, anns na h-eileanan agus anns an taobh an iar. Bheir rannasachadh, a nì HIE air Luach a' Ghàidhlig mar So-Mhaoin

Eaconamach is Sòisealta stiùireadh dhuinn air far a bheir sinn seachad taic agus mar a nì sinn feum den neart air leth a tha seo. Bheir e iomradh na buannachdan sòisealta is eaconamach agus stiùiridh air mar a bheir sinn taic do sheirbheisean leasachaidh Gàidhlig san àm ri teachd. Cuidichidh e sinn gu fogail air na pròiseactan a fhuair taic bhuanim mu thràth agus thig piseach air an obair a nì ar manaidsearan-cunntais.

Cothroman ann an croitearachd

Chan fhaighear croitearachd ach air a' Ghàidhealtachd agus sna h-Eileanan. Mar thoradh air an seòrsa còir-fearainn seo, obrachidh daoine còmhla agus iad a' cumail rian air an fhearann agus cha deantar feum ro mhòr den talamh, bidh an t-àiteachas a' freagairt air an tìr agus bidh buannachdan ann a thaobh bì-iomadachd. Tha pàirt mòr aige ann a bhith gleidheadh cultar na Gàidhlig agus a cuid dhuilichaintean, agus e na dhòigh-beatha le ceangal làidir ris an talamh agus far am bi barrachd is aon obair aig daoine. Mar sin, thathar a' coimhead air croitearachd mar ghnìomh cultarach e fhèin. Cumaidh sinn oirn a' toirt taic do bhith leasachadh choimhearsnachdan croitearachd, ag obair còmhla ri coimhearsnachdan gus am bi leasachaidhean croitearachd fighte a-steach don choimhearsnachd agus gus an dean an ath ghinealach de chroitearan ceangal ris an fhearann. As an sin, thig buannachdan, mar a' gleidheadh sluagh, a' cumail suas cleachdaldhean, agus a' cruthachadh choimhearsnachdan dùthchail a tha làidir.

Cothroman air an stiùireadh le coimhearsnachdan

Tha sinn a' tuigsinn an diofar a nì gnìomhachd chultarach a tha air a stiùireadh le coimhearsnachdan: tha e a' cruthachadh chosnaidhean, tha coimhearsnachdan aonaichte is compàirteach ann, nì e ceangal eadar daoine is an t-àite far a bheil iad a' fuireach agus bheir e misneachd don choimhearsnachd. Cuiridh gnìomhan chultarach ann an coimhearsnachdan gu mòr ri dòigh-beatha nan coimhearsnachdan as iomallaiche againn, agus cuidichidh sin le bhith cumail sluagh agus fas sna coimhearsnachdan. Thèid taic a thoirt do choimhearsnachdan airson iomairtean a chultarach a stiùireadh agus bheir sinn taic do ghnìomhachd a nì ceangal eadar daoine is àiteachan agus a bheir misneachd do choimhearsnachdan. Ann a bhith gabhail nas urrainnear de chothroman air an stiùireadh le coimhearsnachdan, bidh sinn a' cur ri inleachd is spionnadh ar coimhearsnachdan dùthchail.

A' MINEACHADH NAN COTHROMAN AGAINN

Tha mòran cothroman anns na nearthan cultarach ar sgìre. Seo iad gu h-ìosal:

Cothroman sna gnìomhachasan cruthachail

Ann an roinn seo, tha iarratas ann airson susbaint a tha fìor mhath, agus teicneòlas a' leigeil le daoine a bhith ùr-ghnàthachadh agus ann a bhith a' cruthachadh is a' sgaolleadh stuth. Ged a tha an teicneòlas a' leigeil leis an neach-tionnsgain chruthachail smachd a ghabhail air barrachd mheuran den t-siostam solarachaidh, tha sinn a' faicinn a' chothruim do HIE is a luchd-compàirt taic a thoirt don roinn gus frithealadh air feumalachdan a thaobh sgliean. 'S iad na cothroman mòra san earrainn seo: a' dèanamh cinnteach gum bi susbaint fìor bharrachd ann, gun dèanar am feum de mhodhan libhrigidh a thoirt ann mu thràth, agus gun cruthaichear cothroman ùra, an ùibh sin, a' gluasad bhò margaidèan mòra gu beag, agus mar a tha dleastanasan an neach chruthachail ag atharrachadh gu bhith gabhail a-steach reic. Thèid ar taic mu choimeilim phròiseactan le comas soirbheachadh sna fo-earrainnean seo: sgrìon/craoladh, ceòl, sgrìobhadh/folliseachadh, fasan/adach fìghe agus clùird. 'S e cothrom air leth a th' anns an ath Ìre den bhann-leathan, a bhios ga thabhan, do na gnìomhachasan cruthachail, agus cuidichidh sinn ar luchd-dèiligidh gus Ìan bhuanachd fhaitginn às. Bheir sinn

taic seachad dhan roinn chruthachail a thaisbeanadh gu h-eadar-nàiseanta.

Cothroman ann an Turasachd

Tha cothrom ann obrachadh còmhla ris a' gnìomhachas turasachd gus an roinn a' leasachadh ri linn ar neartan a thaobh na tìre, dualchas, cànan is seann-chleachdaidhean sna sgìrean iomallach againn. Am measg nan raointean air am bithear a' cur cudrom tha: turasachd mara, a' brosnachadh barrachd cheanglaichean coimeirsealta eadar gnìomhachdan turasachd tionnsgalach a ni e. Faodaidh dearbhadh a' bhathair, ceanglaichean làidir ri àiteachan, agus gu sònraichte ag innse an atharrachadh mòr a ni an roinn seo airson a' Ghàidhealtachd agus na h-Èileanan.

Cothroman roinneil/thar earrainnean

'S dòcha gur e an cothrom as follaisiche a th' ann a thaobh cultair thar diofar earrainnean, 's e na tachartasan is na fèisean. Chaidh am poilieasaidh aig HIE a thaobh thachartasan is fèisean ath-sgrùdadh mu dheidh ann an 2009, agus tha sin a-nis air fhìghe a-steach don phoilieasaidh seo, HIE: Ard-amasan airson ar Cultair. Fhad 's a tha sinn a' cuidachadh le bhith dèanamh cruth-atharrachadh air an ùiread as urrainn do thurasachd chultarach cur ri soirbheachadh na roinne, bheir sinn ar taic do thachartasan is fèisean a tha cudromach aig Ìre roinneil le buannachdan eaconomach is sòisealta a ghabhas tomhas agus le buaidh a tha

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Cothroman a thaobh biadh is deoch

Gu math tric, tha dlùth dhàimh eadar dualchas, cleachdaidhean is cultar agus na dòighean anns am bi biadh is deochan

gan dèanamh is gan gabhail. Tha an roinn Biadh is Deoch a' tabhann seòrsachan bìdh sònraichte, air an deasachadh le daoine sglieil agus gu tric air an toirt seachad ann an suidheachaidhean traidiseanta. Th cothrom ann cultar a chleachdadh gus barrachd luach a chruthachadh, mar eisimpleir, tuilleadh bìdh le Comharra Tìre Dionta (PGI) - barrachd chompanaidhean a' cruthachadh iomhaigh shònraichte dhaibh fhèin le barrachd comais innse mu na ceanglaichean eadar am bathar aca, an t-àite agus na daoine a ni e. Faodaidh dearbhadh a' bhathair, ceanglaichean làidir ri àiteachan, agus gu sònraichte ag innse an atharrachadh mòr a ni an roinn seo airson a' Ghàidhealtachd agus na h-Èileanan.

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Cothroman roinneil/thar earrainnean

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Taigh-Stail Highland Park, Arcaibh

PRÍOMHACHASAN HIE - A THA STIÚIREADH THORADHÉAN CULTARACH



Mar thoradh air an dealbh tharsaing gu h-árd, gabhadh clár (gu h-íosal) a chruthachadh le gearr-chunntas air raoinnean gníomhachd sónráichte agus na builean a thathar an dúil fhaicinn:

COTHROMAN ROINNEIL - GNÍOMHAN IS BUILEAN



A' SÒNRACHADH COTHROMAN CULTARACH AR ROINNNE

Tha sinn a' toirt aithne do agus a' cur luach air farsaingeachd ghnìomhan cultarach, agus tha sinn a' cur fàilte air a' mhìneachadh fharisain aig UNESCO air 'cultar' mar: "seata de dh'fhearan sònrachta, spioradail, nìtheil, eanchainneil is co-cheangailte ri faireachdainnean a bhios aig comann-sòisealta no buidheann shòisealta, a' gabhail a-steach, chan e dìreach ealain is litreachas, ach dòighean-beatha, dòighean gus a bhith beò còmhla, luachan moralta, dualchas is creideamh." (UNESCO, 2011)

- A' toirt taic do ghnìomhachasan is tomairtean sòisealta na amasan aca airson fàs a dhealbhadh agus a thoirt gu buil
- A' neartachadh choimhearsnachdan is sgìrean dùbhlanaich
- A' leasachadh roinnean soirbheachail, gu h-àraidh cothroman sònrachta don sgìre
- A' stèidheachadh sgìre farpaiseach agus nas lugha de charbon

Ann a bhith deasachadh a' phoileasaidh seo, a bheir stiùir aonachta air mar a bheir HIE taic do chultar air feadh na roinne, chaidh beachdachadh air mar a dh'fhreagras ro-innleachdan HIE air amasan ar luchd-compàirt aig a bheil uallach cuidreachd airson na roinne seo agus mar a bhios na HIE airson faireachdainnean a bhios aig comann-sòisealta no buidheann shòisealta, a' gabhail a-steach, chan e dìreach ealain is litreachas, ach dòighean-beatha, dòighean gus a bhith beò còmhla, luachan moralta, dualchas is creideamh." (UNESCO, 2011)

Air a bheillear a' cur cudrom:

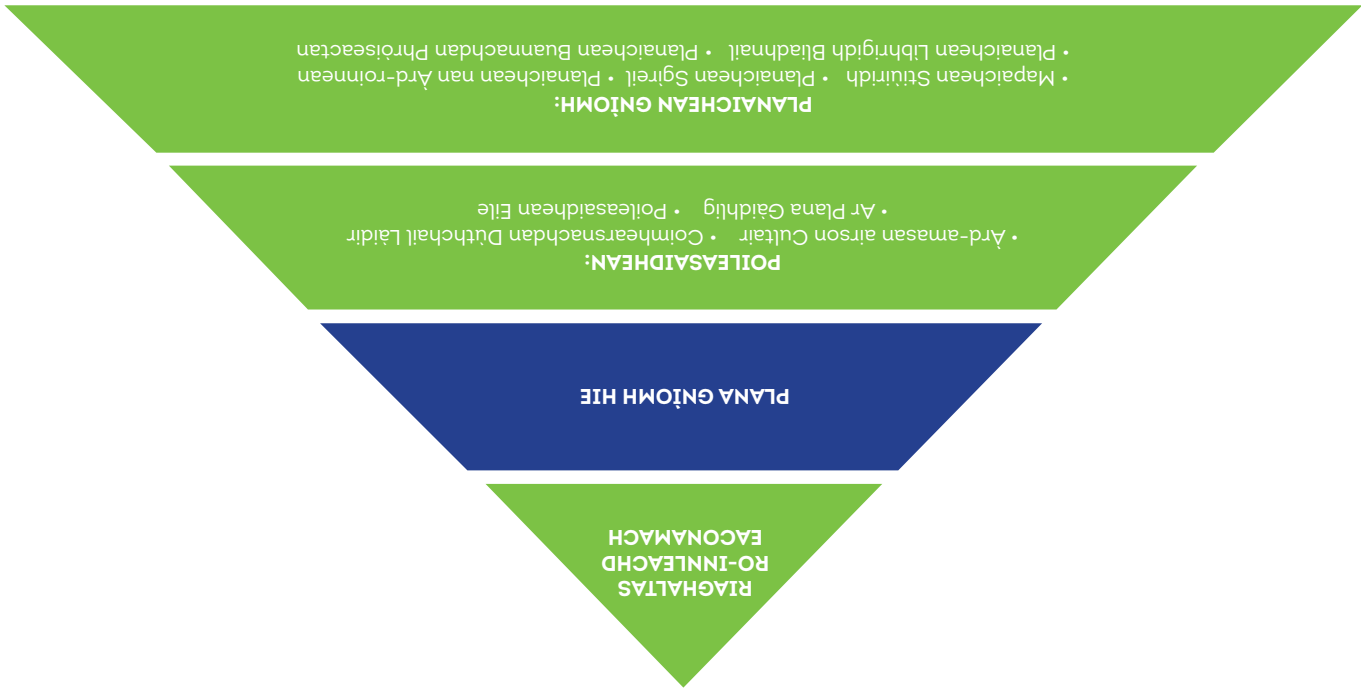
'S e Hebridean Jewellery, sàr-eòlaiche seudrach stèidhte ann an Uibhist a Deas



HIE agus cultar
– ro-innleachdan iomchaidh

Ann an Phlana Gnìomh HIE 2012-2015, tha mìneachadh ann de na toraidhean a th' againn airson na sgrìre. Tha ar Plana Gnìomh ag innse na modhan obrach againn airson nan roinnean far a bheil fàs, agus sinn a' dèanamh am feum as motha de ar neartan cultarach tro na gnìomhachasan cruthachail, roinn a' bhith is na dìbhe, agus roinn na turasachd. Tha e cuideachd ag innse mar a bheir HIE taic do choimhearsnachdan gus an dèan iad làn fheum de ar neartan cultarach gus coimhearsnachdan a neartachadh agus gus am bi na sgrìrean dùbhlach againn nas tarraingiche agus nas seasmhaiche.

Tha am poileasaidh seo, HIE: Àrd-amasan airson ar Cultair, còmhla ri feadhainn eile leithid Coimhearsnachdan Dùthchail Làidir, agus ar Plana Gàidhlig 2012-15, a' nochdadh amasan ar Plana Gnìomh agus tha iad a' stiùireadh ar gnìomhan, a' gabhail a-steach an fheadhainn a chithear nar Mapaidhean Stiùiridh airson Roinnean far a bheil Fàs, Planaidhean Sgiobaidhean Sgrìreil, Planaidhean nan Àrd-roinnean, agus Planaidhean Lìbhrigidh Bliadhnaile eile. Dh'fhàodar an sealltainn ann an cruth mar seo a rèir prìomhachais:



Ri linn sgrùdaidhean nan Ughdarasan Ionadail, chaidh teannachadh air seirbheisean mar na seirbheisean do thòrr de dhreuchdan nan oifigearan leasachaidh cultarach, agus ùghdarasan ionadail a' cur prìomhachas air caiteachas san àm ri teachd. Ge-tà, tha ùghdarasan ionadail air a bhith gu math gnìomhach ann a bhith cur an sàs modhan ùra gus taic a chumail ri leasachaidhean cultarach. Chaidh am Bòrd Ro-innleachdail airson Cultar na Gàidhealtachd a' steidheachadh airson ro-innleachd chultarach a' chruthachadh is a chur an gnìomh airson roinn Comhairle na Gàidhealtachd. Dh'fhàodar gun tig cothroman eile airson co-obrachadh, gu h-àraidh nuair a thèid leasachaidhean ro-innleachdail ùra a chruthachadh, mar eisimpleir mar a tha na seirbheisean sòisealta is slànate a' gluasad gu bhith moiladh taic air a stiùireadh leis an neach fhèin agus seirbheisean a tha nas pearsanta.

Tha e na phrìomhachas do HIE a bhith cumail sùil air agus a' toirt buaidh air leasachaidhean a dh'fhàodar a bhith ann a thaobh BBC ALBA/MG ALBA agus siatalan TBh didseatach Albannach ùra sam bith, agus fògaidh sinn dòighean gus am bi a' bhuidh a th' aca air an roinn seo cho mòr 's as urrainn. An lùib sin, bheir sinn taic do bhith leudachadh lìonraidh de chompanaidhean riochdachaidh agus taic do bhun-structar a bheir dhuinn prògraman barrachd.

Dh'fhoillsich Maoin Dualchais a' Chrannchuir (MDC) am frèam ro-innleachdail aca airson 2013-18 as-t-samhradh 2012. 'S e MDC a' phrìomh bhuidheann maoinneachaidh airson pròiseactan dualchais, agus chaidh an sòras maoinneachaidh aca a leudachadh gu mòr às dèidh do mar a chaidh maoinneachadh a' Chrannchuir a roinn às dèidh nan Geamannan Ollimpiagach. Tha MDC ann an Alba daonnach air a bhith freagairt gu math air amasan HIE, agus sin follaiseach bhò mar a bhios iad tric a' toirt taic do coimhearsnachdan iomallach far am bi maoinsearan-cunnantais HIE ag obair.

Tha Na Ro-innleachdan Nàiseanta airson nan Gnìomhachasan Cruthachail aig an Rìaghaltais a sealltainn cho cudromach agus a tha an earrainn, gu sònraichte na cothroman a th' ann airson malairt eadar-nàiseanta agus buannachdan eile don dùthaich. Tha iad ag aithneachadh gum fiodhadh taic is cuid-eachadh a dh'aona-bhuanachd do roinn nan gnìomhachasan cruthachail. Tha iad cuideachd ag innse mu dhùiligheadasan a thaobh chothroman air ionmhas, sgiilean a bharrachd a tha dhìth agus mar a dh'fheumar lìonraidhean is còmhlan dhaingeann a bhrosnachadh agus modhan-obrach nas aonaichte a phroibreachadh sa ghnìomhachas.

Air a' Ghàidhealtachd agus sna h-Eileanan, 's iad na fì fo-earrainnean comharraichte ann an uaine as motha as urrainn soirbheachadh a rèir sgrùdadh a rinn eadh taobh a-staigh HIE air dè na h-earrainnean as motha a dh'fhaodadh buaidh eaconamach is sòisealta a thoirt air an roinn.

Tha Alba Chruthachail (AC) na prìomh bhuidheann chom-pàirt aig HIE: Chaidh a stèidheachadh ann an 2010, agus 's i a' bhuidheann leasachaidh nàiseanta airson nan ealain, 'an sgrìon' agus nan gnìomhachasan cruthachail; ghabh i òs làimh na dìeastanasan is rianan obrach aig Comhairle Ealain na h-Alba agus Sgrìon na h-Alba. Tha e mar uallach air AC maoinachadh bhò Rìaghaltais na h-Alba agus An Crannchur Nàiseanta a chur an seilbh phrìvèiseactan gus an ro-shealladh is cinn-uidhe aice a chòileanadh mar a chithear san phlana gnìomh 2011-14 aice. Bidh AC a' dèanamh aithris do Rùnaire a' Chabineit airson Cultar is Cùisean air an Taobh A-muigh, bidh iad a' co-òrdanachadh phoileasaidhean leasachaidh airson an roinn,

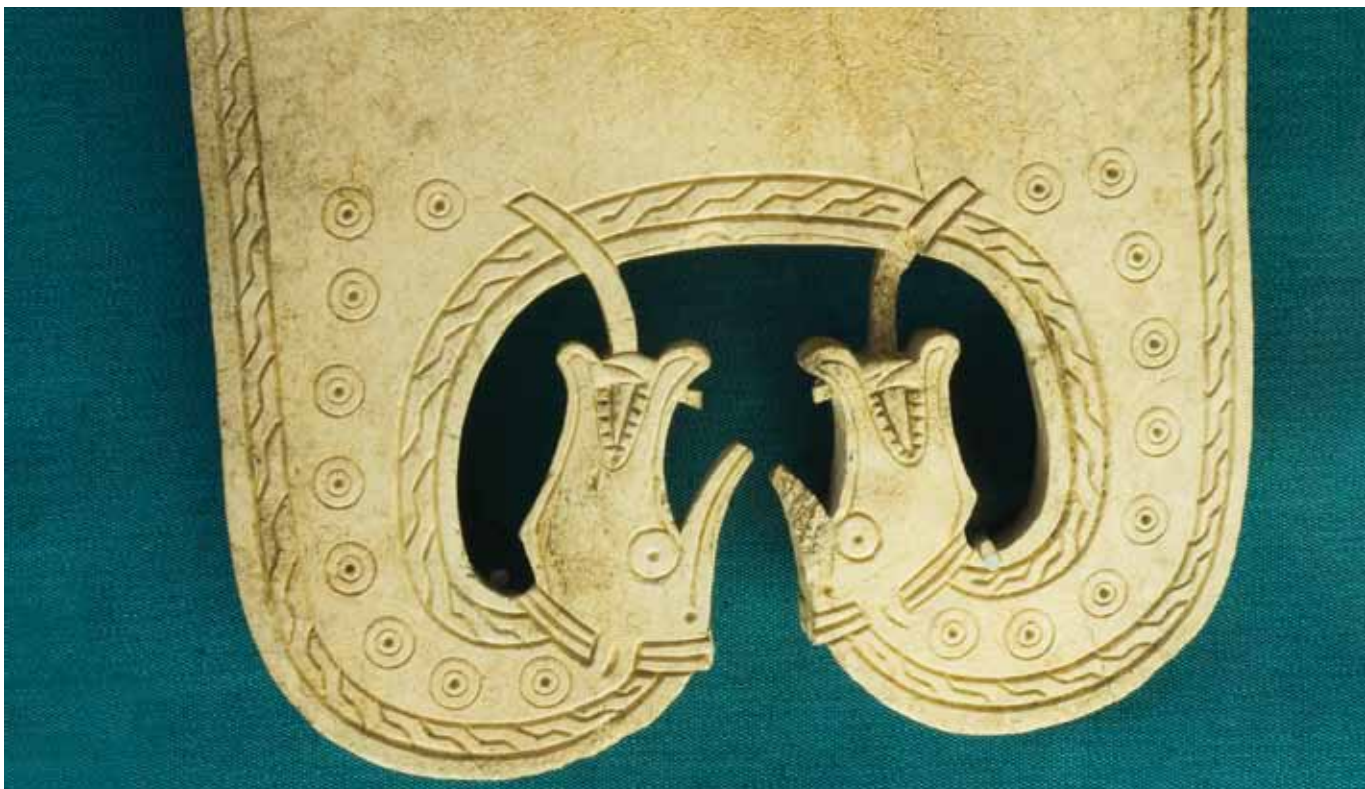
Dleastanasan is raointean obrach ar luchd-compàirt

Ghearran 2009 às leth Ughdarrasan Ionadail, am Fosglaan Gnìomhachais, Leasachadh Sgiilean na h-Alba, Alba Chruthachail agus an Rìaghaltais - a chruthachadh gus barrachd co-obrachaidh a bhrosnachadh eadar buidhnean poblach gus taic a chumail ris na Gnìomhachasan Cruthachail.

Chuir a' bhuidheann leasachaidh nàiseanta airson roinn an dualchais, Taighean-tasgaidh is Gailearaidhean na h-Alba, an ro-innleachd còig gu deich bliadhna aca air bhog ann an 2012, agus iad ag iarraidh: structar a stèidheachadh airson earrainn an dualchais ann an Alba agus maoinachadh a tharraig thuice; a' bhuaidh a th' aig taighean-tasgaidh a leudachadh agus an dèanamh nas seasmhach; ceanglaichean coimhearsnachd a neartachadh, agus seallaidhean crùinneil a chruthachadh de chrùinneachaidhean is cultar na h-Alba. Tha na h-armasan seo a' co-threagairt air mar a tha HIE a' miannachadh gun tèid roinn na turasachd a mheudachadh agus gun tèid ar sgiore a leasachadh mar àite tarraingeach agus sònraichte.

Chuir a' bhuidheann leasachaidh nàiseanta choimhearsnachdan. leasachaidhean cultarach is a' neartachadh air prìomhachasan HIE - gu sònraichte; innleachdail aca a' freagairt gu math is sòisealta, agus tha na h-armasan ro-roinn airson cur air adhart fàs eaconamach a' tuisinn cho cudromach agus a tha an an sàs sa phrìvèiseas leasachaidh. Tha AC agus nì iad cinnteach gu bheil luchd-ealain

An Scar Plaque' ann an Taigh-Tasgaidh Arcaibh





Luchd cluich Féis Bhias aig Cùirt an Aodainn, Inbhir Nis

CO-THACSA NAN COTHROMAN AIG HIE

Fàs is cultar

Tha Ro-innleachd Eaconamach an Rìghaltais (RER) a' dealbh bun-fhrèam do HIE agus a dhleasanasan a thaobh cultair. Cuideachd, san Fhrèam Coileanaidh Nàiseanta tha comharran coileanaidh air am bi am poiliasaidh seo a' tarraing agus e a' mìneachadh nan cothroman aig HIE, nam measg tha:

- Barrachd compàirt ann an cultar
- Thoir piseach air làraichean eachdraidheil na h-Alba
- Thoir piseach air cùl na h-Alba

San sgrùdadh aig Ekos, Sgrùdadh air na Gnìomhachasan Cruithachail – Aithisg do HIE

(Màrt 2011), thathar a' sealltainn gu bheil mu 16,297 daoine ag obair sna gnìomhachasan cruithachail air a' Ghàidhealtachd agus sna h-Eileanan; le 2,193 gnòthachasan san earrainn eaconamach seo, tha £318m 'luach iomlan a bharrachd' (GVA) ann mar thoradh orra agus tha luach-malairt £739m ann gach bliadhna. A' gabhail ris na stàtan-tomhais seo, dh'fhacadh gu bheil 7% de luach eaconamaidh iomlan na Gàidhealtachd is nan Eilean a' tighinn bho earrainn nan gnìomhachasan cruithachail is obair co-cheangailte ris, tha HIE den bheachd gu bheil sin cudromach agus sinn a' sìor choimhead airson cothroman agus maoin a chur an seilbh na h-earrainn eaconamaich seo.

San sgrùdadh, Sgrùdadh air Buidhean Eaconamach: Dòigh gus Buidh Eaconamach nan Ealain is nan Gnìomhachasan Cruithachail ann an Alba a Mheasadh (Ògmhios 2012), a rinn Alba Chruthachail o chionn ghoirid an compàirt le lomarit na h-Alba, air mar a chuirteas na h-Ealain is na Gnìomhachasan Cruithachail ri eaconamaidh na h-Alba, chaidh a chomharrachadh gun robh 16 o-earrainnean san 'earrainn':

Cùird	Dealbhadair eachd	Film is bhidio	Geamnan coimpiutair
Fasan is aodach fhigte	Rèidio is telebhisean	Dualchas	Foghlam cultarach
Sgrìobhadh is foillseachadh	Ceòl	Ealain leirsime	Ailtireachd
Bathar-bog/foillseachadh eileagtronigeach	Cleasachd (a' gabhail a-staigh dannsa)	Sanasachd	Dealbhachadh

Fo-earrainnean nan Ealain is nan Gnìomhachasan Cruithachail (Sgrùdadh air Buidhean Eaconamach 2012)

HIE: ÀRD-AMASAN AIRSON AR CULTAIR

IOMAIRT NA Gàidhealtachd
S. NAN EILEAN

DEALBH FARSAING

Tha Iomairt na Gàidhealtachd 's nan Eilean (HIE) ag aithneachadh gu bheil cultair luachmhor is sònraichte againn, a tha comasach air fàs a chur air adhart agus cur ris na h-amasan againn - gum bi barrachd dhaoine a' fuireach, ag obair, ag ionnsachadh agus a' cur am beartas fhèin dhan a' Ghàidhealtachd agus sna h-Eileanan. Tha sinn ag amas gun toir na nì sinn a' bhuidh as motha agus an saoghal cultarach na Gàidhealtachd is nan Eilean a' leasachadh agus gun glèidh an sgrì a cùil mar àite soirbheachail is cruthachail, le cultair brìghmhor is feartan nach fhàighear ann an àite sam bith eile.

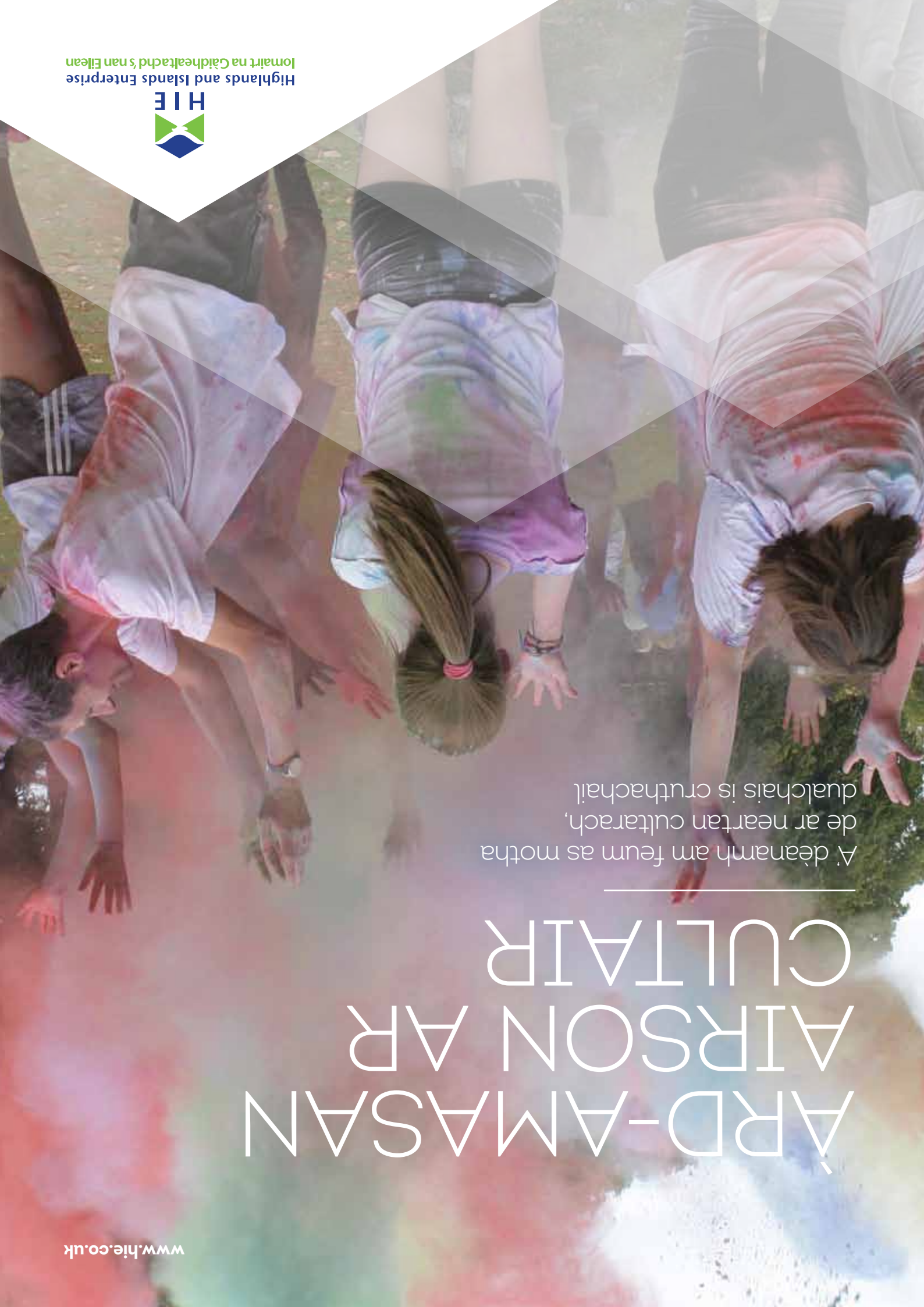
- Ag innse nan cothroman a th'ann airson HIE agus cleasachasan ar luchd-compàirt
- A' mìneachadh nan cothroman cultarach aig a bheil comas fàs eaconamach is sòisealta a thoirt gu buil nar sgrì
- A' mìneachadh mar a tha nan cothroman air feadh a' Ghàidhealtachd is nan Eilean air innse mu mar a bheir sinn taic do ar luchd-compàirt, agus sinn ag obrachadh còmhla agus cur ri cultar air feadh na sgrì
- A' mìneachadh nan dòighean aig HIE, an co-bhuinn ri ar luchd-compàirt, agus am feum as motha a dhèanamh de ar neartan cultarach
- Ag innse mar a tha a' bhuidheann againn an dà chuid sùbailte agus neo-eisimeileach agus feum a dhèanamh de na cothroman airson fàs a gheibhear an lùib cultair
- A' sònrachadh dòigh gus builean a thomhas a bheir stiùireadh air ath-sgrùdaidhean air poiliasaidhean a bhios ann san àm ri teachd

am poiliasaidh seo a dheasachadh agus e:

Ri linn nan amasan seo - agus òrdugh bho Rìaghaltais na h-Alba tro Ro-inleachd Eaconamach an Rìaghaltais (RER) a tha ag iarraidh air HIE fàs a bharrachd a chur air adhart ann am prìomh raointean agus coimhearsnachdan a neartachadh - chaidh

Féis Bhias - Tachartas cudromach eadar-nàiseanta a' comharrachadh ceòl traidiseanta agus Gàidhlig, a' gabhail àite air feadh na Gàidhealtachd a h-uile bliadhna.





ÀRD-AMASAN AIRSON AR CULTAIR

A' dèanamh am feum as motha
de ar neartan cultarach,
dualchais is cruthachail



Highlands and Islands Enterprise
Iomairt na Gàidhealtachd's nan Eilean