

Plean Straitéiseach Strategic Plan 2006 - 2008





Gaillimh le Gaeilge

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Gaillimh.

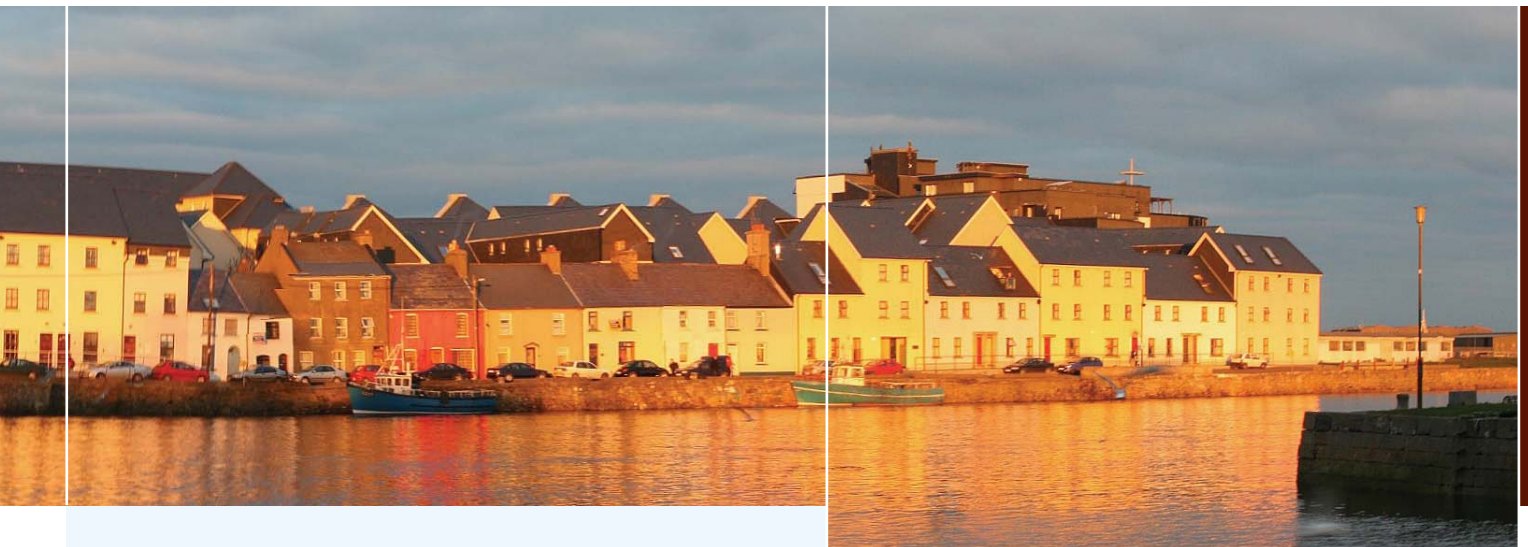
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Gaillimh le Gaeilge

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Gaillimh le Gaeilge

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Réamhfocal ón gCathaoirleach

Bunaíodh Gaillimh le Gaeilge i 1987 agus caithfear a rá nuair a dhéantar luacháil ar togra Ghaillimh le Gaeilge ar an leibhéal áitiúil ar a raibh sé dírithe gur éirigh go maith leis. Tá sé curtha ina luí ar go leor gnónna go ndéanann sé ciall an Ghaeilge a úsáid agus mar sin tá an togra tar éis cabhrú go mór le hinfheictheacht na Gaeilge sa chathair agus tá tionchar dearfach ar dhearcadh an phobail dá bharr.

Tá athrú tagtha ar an léargas atá againn ar an domhan agus ar an áit atá againn sa domhan sin. Tá borradh tráchtála na cathrach ag athrú go seasta, idir ghnóthaí ar le daoine as Gaillimh iad agus cuideachtaí idirnáisiúnta lárbhrandaithe, ach tá ról lárnach ag cumarsáid agus ag teicneolaíocht iontu ar fad. Caithfidh Gaillimh le Gaeilge a thalamh féin a sheasamh sa chathair nua seo na Gaillimhe agus an Ghaeilge a chur i láthair i gcomhthéacs gach ceann de na hearnálacha tráchtála sin mar uirlis mhargaíochta agus chumarsáide phraiticiúil agus inbhuanaithe.

Tá borradh tráchtála na cathrach ag athrú go seasta, idir ghnóthaí ar le daoine as Gaillimh iad agus cuideachtaí idirnáisiúnta lárbhrandaithe, ach tá ról lárnach ag cumarsáid agus ag teicneolaíocht iontu ar fad.

The commercial dynamic of the city is constantly shifting, with a combination of Galway-owned businesses and centrally branded international companies, but in all of which communications and technology take a central role.

Foreword by the Chairperson

Gaillimh le Gaeilge was established in 1987 and when evaluated at a local scale for which it was intended, the project must be considered a success. 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.

Galway city has changed dramatically since Gaillimh le Gaeilge was established. Our perceptions of the world and our place in it have changed. The commercial dynamic of the city is constantly shifting, with a combination of Galway-owned businesses and centrally branded international companies, but in all of which communications and technology take a central role. Gaillimh le Gaeilge must now hold their own in this new Galway city, and present the language in the context of each of these commercial sectors as a viable and practical marketing and communications tool.

Is ionann 2006-2008 agus céim nua forbartha leis an bplean straitéiseach seo, agus rinneamar iarracht aghaidh a thabhairt ar na dúshláin sin agus ar dhúshláin eile. Is deis í an tréimhse seo do chathair na Gaillimhe taca a chur faoina féiniúlachta agus faoina saintréithe níos mó ná rinne sí riamh cheana agus gníomh fhírinneach chinnte a thógáil chun í a chinntiú mar chathair dhátheangach amach anseo.

Is léir nach bhféadfaí obair mhór den chineál atá luaite sa straitéis seo a chur i gcrích gan comhoibriú ó réimse leathan daoine agus eagraíochtaí. Bíonn cabhair agus tacaíocht ar fáil i gconaí ón an Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta, ón gComhairle Cathrach, agus ónár gCairde tríd Cumann Tráchtála na Gaillimhe agus tá súil againn go mbeidh a dtacaíocht againn arís agus muid ag cur straitéis 2006-2008 i gcrích.

Go fada buan sinn.

Caitlín Nic an Ultaigh
Cathaoirleach



2006 – 2008 represents a new phase of development through this strategic plan, and we have sought to address these and other challenges. This period represents an opportunity for Galway city to embrace their identity and uniqueness with greater vigor than ever before and to take real and precise action in securing Galway's future as a bilingual city.

It is clear that the work detailed in this strategy will be impossible to implement without the support of a lot people and organisations. Support has always being forthcoming from the Department of Community Rural and Gaeltacht Affairs, Galway City Council, and Cairde Ghaillimh le Gaeilge through Galway Chamber and we hope that their support will continue in the implementation of this strategy 2006-2008.

Go fada buan sinn.

Caitlín Nic an Ultaigh
Cathaoirleach

Réamhrá

Glacadh i gcónaí le smaointe athnuachana agus meastóireachta leanúnach ó bunaíodh Gaillimh le Gaeilge i 1987. Bhí ról níos foirmiúla ag an eiteas sin i 2000, nuair a rinneadh ath-mheastóireacht ar ár seasamh i saol chathair na Gaillimhe agus nuair a chuireamar straitéis le chéile do 2001 agus do bhlianta ina dhiaidh sin. Chuir an chéim sin tús le ré nua i bhforbairt Ghaillimh le Gaeilge agus go deimhin le húsáid na Gaeilge a fhorbairt i gcathair na Gaillimhe agus le Gaillimh a chur chun cinn mar phríomhchathair dhátheangach na hÉireann. Leathnaíomar ár réimse go dtí réimsí nua den saol gnó, go háirithe tríd an scéim Cairde Ghaillimh le Gaeilge agus trí Ghradam gnó – Gradam Sheosamh Uí Ógartaigh.

Mar gheall ar chomh maith is a d'éirigh leis na scéimeanna sin Gaillimh le Gaeilge agus an Ghaeilge a thabhairt chun tosaigh i saol chathair na Gaillimhe, bhíomar ag iarraidh ath-mheastóireacht a dhéanamh arís ar ár seasamh le bliain anuas, trí phróiseas pleanála straitéiseach níos foirmiúla. Feicfear céim nua forbartha i 2006 – 2008 tríd an bplean straitéise seo, agus táimid ag iarraidh aghaidh a thabhairt ar dhúshlán de réir mar atá an pobal gnó agus pobal na cathrach i réigiún na Gaillimhe, ag fás go tapaigh ag ráta nach raibh riamh cheana ann.

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Introduction

Gaillimh le Gaeilge, since our inception in 1987, has always embraced the ideas of continual renewal and evaluation. This ethos took a more formal role in 2000 when we re-evaluated our position in Galway city life and produced a strategy for 2001-2003. This phase marked a new era in Gaillimh le Gaeilge's development, and indeed in the development of the use of the Irish language in Galway city, and its promotion as the bilingual capital of Ireland. We expanded our reach into new areas of business life through, most notably, the Cairde Ghaillimh le Gaeilge scheme, and a business Award – Gradam Sheosamh Uí Ógartaigh.

Through the success of these schemes in bringing Gaillimh le Gaeilge and the Irish language to the fore of Galway city life, we once again sought to re-evaluate our position through a more formal strategic planning process during the past year. 2006 – 2008 represents a new phase of development through this strategic plan, and we have sought to address challenges as the city and business community in the Galway region grow at a rapid and unprecedented pace.

Bhí athbhreithniú cuimsitheach ar ghníomhaíochtaí go dtí seo mar chuid den phróiseas pleanála straitéiseach don tréimhse 2006 – 2008, chomh maith le buntaighde agus taighde thánáisteach ar an timpeallacht gnó ina n-oibríonn Gaillimh le Gaeilge. Ina theannta sin, rinneadh ár struchtúir inmheánacha agus ár gnáth-oibríochtaí a athbhreithniú. Reáchtáladh roinnt seisiún de ghrúpaí fócais lena chinntiú go bhfaighfí an t-ionchur is fearr a d'fhéadfaí a fháil as cathair na Gaillimhe agus bailíodh faisnéis thábhachtach faoin margadh agus faoi chustaiméirí. Dhírigh na grúpaí fócais freisin ar dhearcaí i measc daoine aonair agus i measc eagraíochtaí i gcathair na Gaillimhe, i leith Ghaillimh le Gaeilge agus i leith na Gaeilge.

Táimid lán de chroí is d'aighe agus sinn ag bogadh i dtreo na céime rithábhachtaí sin inár bhforbairt agus i bhforbairt na Gaeilge i gcathair na Gaillimhe. Cuireann Acht na dTeangacha Oifigiúla 2003 mar aon le cur chun cinn stádas na Gaeilge mar theanga oifigiúil san AE timpeallacht dhearfach ar fáil – comhthéacs níos leithne don teanga mar aon le deiseanna nua i bhfeasacht teanga agus in úsáid na teanga. Aithníonn Gaillimh le Gaeilge na dúshláin agus na deiseanna araon a thugann na forbairtí nua sin d'úsáid na Gaeilge i gcathair na Gaillimhe agus táthar ag súil go gcuirfidh an straitéis seo leo.



The strategic planning process for the period 2006 – 2008 involved a comprehensive review of activities to date along with primary and secondary research into the business environment in which Gaillimh le Gaeilge operates. In addition, a review of our internal structures and day-to-day operations was carried out. To ensure the widest possible input from Galway city, a number of focus group sessions were held, in which key market and customer information was gathered. The focus groups also concentrated on attitudes to Gaillimh le Gaeilge and the Irish language, among individuals and organisations in Galway city.

It is with great enthusiasm that we approach this crucial stage in our development, and in the development of the Irish language in Galway city. Both the Official Languages Act 2003 and the furthering of the status of the Irish language as an official EU language provides a favourable environment - both a wider context for the language and new opportunities in language awareness and use. Gaillimh le Gaeilge recognises both the challenges and opportunities these new developments pose for the use of Irish in Galway city, and endeavour that this strategy will complement them.

Comhthéacs do Straitéis Ghailimh le Gaeilge 2006-2008

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A context for the
Gailimh le Gaeilge Strategy
2006-2008

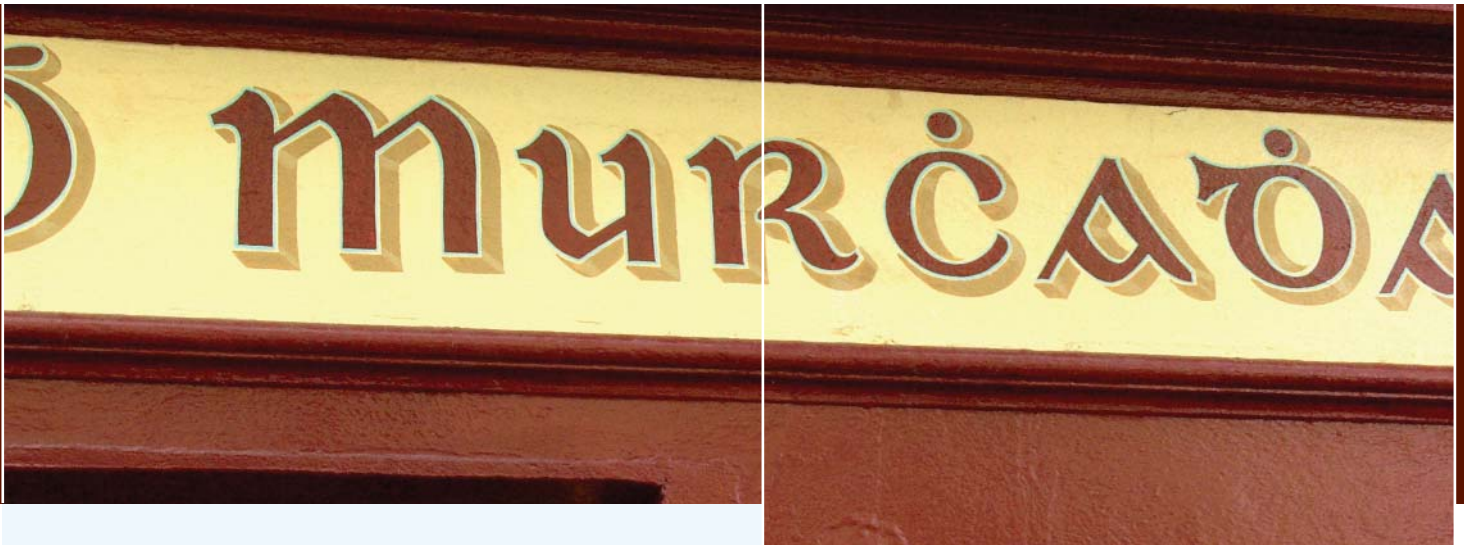
3a) Gaillimh le Gaeilge i gcomhthéacs

Bunaíodh Gaillimh le Gaeilge i 1987 chun an Ghaeilge a chur chun cinn, go háirithe mar acmhainn eacnamaíoch, i gceantar na Gaillimhe. Is éard atá faoinár gcúram ná an Ghaeilge a chur chun cinn i gcathair na Gaillimhe. Is é misean Ghaillimh le Gaeilge ná an Ghaeilge a chur chun cinn i nGaillimh ionas go mbeidh sí á húsáid níos gnáthaí mar theanga sa chathair.

Léirigh torthaí ó thuarascáil de chuid OÉ, Gaillimh, a choimisiún Gaillimh le Gaeilge i 1987, go raibh buntáiste airgeadais shuntasach ann do chathair na Gaillimhe agus dá timpeallacht ó na hidirghabhálacha stáit i nGaeltacht an chontae. Mar thoradh ar thuarascáil OÉ, Gaillimh, dhírigh Gaillimh le Gaeilge a gcuid iarrachtaí ar an bpobal gnó lena chinntiú go bhfanfadh an buntáiste eacnamaíoch sin sa réigiún. D'éirigh go maith le Gaillimh le Gaeilge cur le feiceálacht na Gaeilge laistigh den phobal gnó i nGaillimh mar aon le húsáid na Gaeilge ó lá go lá a chur chun cinn sa chathair.

Dhírigh Gaillimh le Gaeilge go mór ar chur leis an méid a bhíonn an Ghaeilge scríofa le feiceáil sa chathair agus cuireadh sin i gcríoch trí sheirbhísí aistriúcháin agus trí thacaíocht ginearálta a chur ar fáil chun cur ar chumas an phobail ghnó comharthaí, cinn litreach, biachláir dhátheangacha srl., a fhorbairt. Is é ár bpríomhfhocas go mbeadh an Ghaeilge le feiceáil – de bharr an leibhéil ard tionchair a bhaineann leis an bhfeiceálacht i gcruthú timpeallacht dhátheangach, agus de bharr chomh praiticiúil agus a bheadh sé an sprioc sin a bhaint amach le hacmhainní teoranta. D'oibríomar freisin chun úsáid na Gaeilge labhartha a chur chun cinn trínár n-imeachtaí éagsúla gnó lena n-áirítear an Lón Gnó míosúil agus imeachtaí rialta eile.

Tá triúr fostaithe go lánaimseartha ag Gaillimh le Gaeilge faoi láthair agus leagann an Bord de sheachtar Stiúrthóirí amach an polasaí. Tá Gaillimh le Gaeilge á maoiniú faoi láthair ag an Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta, ag Comhairle Cathrach na Gaillimhe agus tríd an scéim Cairde a seoladh i 2001 i gcomhar le Cumann Tráchtála na Gaillimhe. Tá Gaillimh le Gaeilge cláraithe mar chuideachta theoranta le stádas carthanachta agus dá bhri sin mar chuideachta nach do bhrabús í.



3a) Gaillimh le Gaeilge in context

Gaillimh le Gaeilge was established in 1987 with the aim of promoting the Irish language, particularly as an economic resource, in the Galway area. Our remit is to promote the Irish language in Galway city. The overriding mission of Gaillimh le Gaeilge has been the promotion of the Irish language in Galway so that the use of Irish becomes more normal in the city.

The findings from an NUIG report commissioned by Gaillimh le Gaeilge in 1987 showed a significant financial boon to Galway city and environs from the state interventions alone in the contiguous Irish speaking Gaeltacht. As a consequence of the NUIG report, Gaillimh le Gaeilge focused its efforts in the business community to ensure this economic advantage remained in the region. 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.

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 our 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. We have also worked to promote the use of the spoken language through its various business events including the monthly Lón Gnó and other regular events.

Three full time staff are currently employed by Gaillimh le Gaeilge and policy is set out by a Board of Directors, comprising 7 people. Gaillimh le Gaeilge is currently funded by the Department of Community, Rural and Gaeltacht Affairs, Galway City Council and through the Cairde scheme launched in 2001 with Galway Chamber. Gaillimh le Gaeilge is registered as a limited company with charitable status and therefore not-for-profit.

3b) Comhthéacs chathair na Gaillimhe

Tá lucht labhartha na Gaeilge i gcathair na Gaillimhe comhdhéanta de dhá ghrúpa – na daoine sin a chónaíonn agus a oibríonn sa chathair, agus na daoine sin a chónaíonn i gceantair Ghaeltachta na cathrach agus an chontae agus a oibríonn sa chathair nó a thaistealaíonn isteach sa chathair chun a ngnó / chun a siopadóireacht a dhéanamh. Dá bhí sin ní mór líon an lucht labhartha Gaeilge laistigh agus lasmuigh den chathair a chur san áireamh nuair atá tionchar na Gaeilge ar an gcathair á scrúdú. Mar a léirítear sa tábla thíos, maíonn breis agus leath de dhaonra chontae agus chathair na Gaillimhe go bhfuil siad ábalta Gaeilge a labhairt, le 14.7% agus 29.4% ag labhairt Ghaeilge go rialta sa chathair agus sa chontae faoi seach.

Chomh maith leis sin, tá sé soiléir ó bhreis agus leath na ndaoine sin a taifeadadh a dúirt go raibh siad ábalta Gaeilge a labhairt, go bhfuil líon suntasach daoine sa chathair a bhfuil ní hamháin leibhéal áirithe cumais labhartha Gaeilge acu, ach go bhfuil an dea-thoil agus an fheasacht acu maidir leis an nGaeilge freisin.

Tábla 1 – Daonra chathair agus chontae na Gaillimhe, rangaithe de réir cumas labhartha Gaeilge agus chomh minic agus a labhartar Gaeilge.
Foinse: **Daonáireamh 2002.**

	Daonra iomlán	Daoine a labhraíonn Gaeilge	Daoine nach labhraíonn Gaeilge	Níor luadh	% den daonra iomlán	% den daonra iomlán a labhraíonn Gaeilge go rialta (go seachtainiúil nó go laethúil)
Cathair na Gaillimhe	63,503	31,440	30,493	1,570	50.8	14.7
Contae na Gaillimhe	137,064	71,089	63,892	2,083	52.7	29.4



3b) The Galway city context

Galway city's Irish speakers comprise two groups – those who live and work in the city, and those who live in the Gaeltacht areas of the city and county, and either work in the city or simply travel into the city to do business / shop. Thus when examining the influence of the language on the city, figures of Irish speakers both within and outside of the city must be taken into account.

As the table below illustrates, over half of the population of Galway city and county claim an ability to speak Irish, with 14.7% in the city and 29.4% speaking Irish regularly in the city and county respectively.

Furthermore, it is clear from over half of all those recorded stating an ability to speak Irish, that there is a substantial number of people in the city with not only a certain level of Irish-speaking ability, but with the good-will and awareness of the language associated with this.

Table 1 – Population of Galway city and county, classified by ability to speak Irish and frequency of Irish spoken.
Source: **Census 2002.**

	Total population	Irish speakers	Non-Irish speakers	Not stated	% of total population	% of total population that speak Irish regularly (weekly or daily)
Galway city	63,503	31,440	30,493	1,570	50.8	14.7
Galway county	137,064	71,089	63,892	2,083	52.7	29.4

Maidir le comhthéacs mórcheantar chathair na Gaillimhe, bhí Gaillimh le Gaeilge rannpháirteach i gcoistí agus i ngrúpaí a bhí ag iarraidh go mbeadh tionchar acu ar pholsaithe ag an leibhéal cinnteoireachta. Léiríonn na polsaithe agus na pleananna reatha ag leibhéal údaráis áitiúla seasamh láidir na Gaeilge a nglactar leis i gcoitinne ar fud chathair na Gaillimhe. Is eol go mór dúinne i nGaillimh le Gaeilge an ról atá againn na polsaithe sin a chomhordú, monatóireacht a dhéanamh orthu agus tacú leo ag teacht leis an tuairim ginearálta i nGaillimh maidir le ról na Gaeilge.

Tá cuspóirí straitéiseacha a bhaineann leis an nGaeilge sa chathair faoin sprioc ghinearálta straitéiseach Gaillimh a bheith ina cathair bhriomhar chairdiúil a bhfuil greim daingean aici ar chultúr Gaelach agus ar chultúr Ceilteach agus a ghlacann le cultúir eile, sa **‘Straitéis reatha d’Fhorbairt Eacnamaíoch, Shóisialta agus Chultúrtha 2002-2012 do chathair na Gaillimhe’** – Gaillimh Beo agus Briomhar (lch52) – a chuir Bord Forbartha Cathrach na Gaillimhe i dtoll a chéile.” Is éard atá i gceist le Cuspóir 4 faoin sprioc sin ná **“aitheantas na Gaillimhe a chothú mar Lárionad an Domhain do Chultúr Gaelach agus Ceilteach lena n-áirítear Spórt, Ceol, Damhsa, béaloideas, ceird, cultúr agus teanga”**.

Is iad na gníomhaíochtaí straitéiseacha a aithníodh don chuspóir sin:

- 1 Cuibhreannas a bhunú chun forbairt lárionaid do chultúr Gaelach agus Ceilteach a chur chun cinn.
- 2 Tacú le saoráidí oideachais do cheol agus damhsa traidisiúnta a fhorbairt.



In the greater Galway city context, Gaillimh le Gaeilge has participated in committees and groups seeking to influence policies at decision-making level. The current policies and plans at local authority level reflect the strong position generally accepted throughout Galway city for the Irish language. We in Gaillimh le Gaeilge are very conscious of our role in coordinating, monitoring and supporting these policies, in keeping with the general consensus in Galway regarding the place of the Irish language.

The current **‘Strategy for Economic, Social and Cultural Development 2002-2012 for Galway city’** – Gaillimh Beo agus Briomhar (pg52) – compiled by the Galway City Development Board, contains strategic objectives relating to the Irish language in the city under the general strategic goal of being “a Vibrant friendly city which is a stronghold of Gaelic and Celtic culture while embracing other cultures.” Objective 4 under this goal is to **“foster the identification of Galway as the World Centre of Gaelic and Celtic Culture including Sport, Music, Dance, folklore, craft, culture and language”**

The strategic actions identified for this objective are:

- 1 Establish a consortium to advance the development of a centre of Gaelic and of Celtic culture.
- 2 Support the development of education facilities for traditional music and dance.

Is é Cuspóir 5 (lch53) faoin sprioc céanna **“cur le deiseanna agus feiceálacht na Gaeilge sa chathair”**. Is iad na gníomhartha straitéiseacha a aithníodh don chuspóir sin:

- 1 Tacú le comhpháirtíochtaí a chuireann úsáid na Gaeilge chun cinn:
 - Mar acmhainn eacnamaíoch sa Chathair
 - I ngnáth-idirghníomhuithe sóisialta, cultúir agus eacnamaíocha
 - Ar chomharthaí, ar áit-ainmneacha agus i meáin amhairc eile
- 2 Tacú le deiseanna foghlama trí Ghaeilge agus sa chultúr a fhorbairt a thuilleadh, trí Naionraí, Gaelscoileanna, tríú leibhéal agus san áit oibre.

Tugann **Plean Forbartha Chomhairle Cathrach na Gaillimhe 2005-2011** (Lch 78, Caibidil 6, 6.9/Gaeltacht) aitheantas freisin don ról tábhachtach atá ag an nGaeilge i saol na cathrach i nGaillimh.

Aithníonn an Chomhairle Cathrach freisin, go “gcuireann tionchar agus oidhreacht na Gaeltachta go mór, ar shlí thábhachtach, le carachtar ar leithligh chathair na Gaillimhe agus go ndéantar áit níos saibhre di le cónaí inti nó le cuairt a thabhairt uirthi”. Ina theannta sin, luann an plean go “dtacaíonn an Chomhairle le Gaillimh le Gaeilge” agus go n-aithníonn sí “an tábhacht atá leis an teanga agus leis an gcultúr ar leithligh a bhaineann léi agus dá bhri sin tá sé mar aidhm ag an gComhairle oidhreacht na Gaeltachta a chosaint agus a chur chun cinn nuair is féidir”. I measc na bpolsaithe atá faoin gceannnteideal seo tá: “forbairt infrastuchtúir a thacaíonn le cur chun cinn oidhreacht chultúrtha agus teanga na cathrach a éascú nuair is cuí.”



“Tá poitéinseal láidir ag an gcathair a haitheantas chultúrtha dhátheangach agus an cháil atá ar an gcathair maidir le gníomhaíocht chultúrtha nuálach a fhorbairt a thuilleadh agus cur leis an gcomhoibriú tábhachtach go hidirnáisiúnta a d’fhorbair an chathair roimhe seo.”

“The city has strong potential to develop further its bilingual cultural identity and reputation for innovative cultural activity and to enhance the important collaborations internationally which the city has developed in the past.”

Objective 5 (pg53) under the same goal is to **“increase Irish Language opportunities and visibility in the city”**. The strategic actions identified for this objective are:

- 1 Support partnerships to promote the use of the Irish language:
 - As an economic resource in the City
 - In everyday social, cultural and economic interactions
 - On signage, placenames and other visual media
- 2 Support the further development of learning opportunities in Irish language and culture, through Naionraí, Gaelscoileanna, third level and in the workplace.

Galway City Council’s Development Plan 2005-2011 (pg 78, Chapter 6, 6.9/Gaeltacht) also acknowledges the important role the Irish language has in Galway city life.

The City Council also recognises that the Gaeltacht influence and heritage “makes an important contribution to the distinctive character of Galway city and makes it a more enriched place to live and visit” Furthermore, the plans states that “the Council supports Gaillimh le Gaeilge” and “recognises the importance of the language and the distinctive associated culture and therefore aims to protect and promote the Gaeltacht heritage where possible.” Among the policies under this heading are: “facilitate the development of infrastructure where appropriate which supports the promotion of the cultural and linguistic heritage of the city.”

Chomh maith leis sin, tá sé soiléir go n-aithníonn an **'Report on the Irish Nominations for the European Capital of Culture 2005'** a d'eisigh an Painéal Roghnúcháin do Phríomhchathair Cultúir na hEorpa 2005, an poitéinseal a thugann an Ghaeilge don chathair – go bhfuil féidearthachtaí tábhachtacha á gcur ar fáil de bhíri go bhfuil pobal Gaeilge agus pobal Béarla sa chathair. De réir dealraimh feiceann an painéal an Ghaeilge mar ghné lárnach forbartha d'fhorbairt chultúir agus teanga na cathrach amach anseo – go bhfuil “poitéinseal láidir ag an gcathair a haitheantas chultúrtha dhátheangach agus an cháil atá ar an gcathair maidir le gníomhaíocht chultúrtha nuálach a fhorbairt a thuilleadh agus cur leis an gcomhoibriú tábhachtach go hidirnáisiúnta a d'fhorbair an chathair roimhe seo.”



Furthermore, the **'Report on the Irish Nominations for the European Capital of Culture 2005'** issued by the Selection Panel for the European Capital of Culture 2005 clearly recognise the potential the Irish language brings to the city – “the fact that the city consists of two language communities offers important possibilities.” The Irish language is apparently viewed by the panel as a central aspect for the future linguistic and cultural development of the city – “The city has strong potential to develop further its bilingual cultural identity and reputation for innovative cultural activity and to enhance the important collaborations internationally which the city has developed in the past.”

Taighde & Anailís

4

1
2

Research &
Analysis



Thug Gaillimh le Gaeilge faoi eagraíocht agus stádas (oifigiúil agus neamhoifigiúil araon) na Gaeilge i gcathair na Gaillimhe agus timpeall ar an gcathair a scrúdú agus meastóireacht a dhéanamh orthu mar chuid den phroiséis pleanála straitéiseach do 2006-2008.

4a) Timpeallacht Sheachtrach

Bhíomar ag lorg go scrúdófaí ár dtimpeallacht sheachtrach i gcomhthéacs Ghaillimh le Gaeilge féin mar aon le comhthéacs na Gaeilge sa chathair. Chuathas ina bhun seo den chuid is mó, trí ghrúpaí fócais a réachtáil thar thréimhse 2 lá. Roghnaíodh grúpaí fócais mar mheán oiriúnach taighde mar go bhfuil siad solúbtha agus go ndéantar ceisteanna a phlé, rud a bhí fiúntach, dar linn, nuair a bhí nádúr na Gaeilge agus Ghaillimh le Gaeilge i gcathair na Gaillimhe á phlé. Roghnaíodh rannpháirtithe bunaithe ar a ngairm nó bunaithe ar an mbaint a bhíonn acu le heagraíocht nó le pobal faoi leith. Ó tháinig Gaillimh le Gaeilge ar an bhfód, táthar ag obair ar mheascán de thionchar straitéiseach a imirt ar pholasaí ón mbarr anuas agus obair bhunaidh ón mbun aníos trí theagmháil leis an bpobal gnó. Dá bhrí sin, bhí sé ríthábhachtach go ndéanfaí ionadaíocht ar an dá ghrúpa sa taighde agus go mbeadh na grúpaí comhdhéanta de dhaoine a raibh teagmháil acu le Gaillimh le Gaeilge agus a raibh eolas acu ar Ghaillimh le Gaeilge roimhe sin, chomh maith leis na daoine sin nach raibh teagmháil acu roimhe sin le Gaillimh le Gaeilge.



As part of the strategic planning process for 2006-2008, Gaillimh le Gaeilge undertook, to examine and evaluate the organisation and the status (both official and unofficial) of the Irish language in Galway city and it's region.

4a) External Environment

We sought to examine our external environment in the context of both Gaillimh le Gaeilge itself and the language in the city. This was undertaken mainly through conducting focus groups over a period of 2 days. Focus groups were chosen as a suitable research medium as they offer flexibility and discussion in relation to questions, which we deemed valuable when discussing the nature of the language and Gaillimh le Gaeilge in Galway city. Participants were chosen on the basis of their profession, or association with a particular organisation or community. Gaillimh le Gaeilge have worked, since our foundation, on a combination of strategic top-down policy influencing, and bottom-up ground work through contact with the business community. Therefore, it was imperative that both groups would be represented in the research, and that the groups would consist of people with prior contact and knowledge of Gaillimh le Gaeilge, as well as those with no prior contact.

4b) Bonn Cliant

I lathair na huaire, is ón bpobal gnó i nGaillimh a thagann cliaint de chuid Ghaillimh le Gaeilge den chuid is mó – rud a bhí ar eolas i gcoitinne ag na rannpháirtithe sa taighde. Mar sin féin, bhí tuairim láidir ann go bhféadfadh Gaillimh le Gaeilge cur leis an tionscal turasóireachta, tionscal nach raibh ina ábhar fócais lárnach le blianta beaga anuas, agus go bhféadfadh an tionscal turasóireachta leas a bhaint as Gaillimh le Gaeilge. Léirigh na rannpháirtithe gur thug siad deiseanna fáis faoi deara a d'fhéadfadh a bheith sa réimse sin, go háirithe trí oibriú i réimse na margáochta turasóireachta niche i éineacht le bratchomhlachtaí ar nós Fáilte an Iarthair.

Is í an scéim 'Cairde Ghaillimh le Gaeilge', a seoladh i 2001, an príomhshlí a úsáideann Gaillimh le Gaeilge le tacaíocht a fháil dár ngníomhaíochtaí. Faoi láthair, tá breis agus 100 ball Cairde ann atá scaipthe sna catagóirí ballraíochta éagsúla. Bíonn baill Cairde ann as gach earnáil ghnó i gcathair na Gaillimhe, lena n-áirítear seirbhísí miondíolacháin, seirbhísí airgeadais mar aon leis na hearnálacha turasóireachta agus fáilteachais, iompair agus corparáideach.

Nuair a pléadh gníomhaíochtaí a d'fhéadfadh a bheith ann amach anseo, bhíodhas go mór den tuairim gur chóir go mbainfeadh Gaillimh le Gaeilge triail as tionchar a bheith acu ar dhaoine óga agus gur chóir go

mbeadh baint éigin acu leis an earnáil oideachais / Gaelscoileanna agus le daoine óga mór le rá. Cé nach bhfuil an bonn cliant sin faoina gcúram i lathair na huaire agus nach bhfuil sé d'acmhainn ag Gaillimh le Gaeilge é a bheith faoina gcúram, tá sé soiléir go bhfuil scóp sa réimse sin do ghníomhaíocht agus d'fhorbairt.

Ba é an tuairim cheannasach deiridh a bhain leis an mbonn cliant le linn na taighde, ná go bhfeictear Gaillimh le Gaeilge mar éascaitheoir agus mar chóras tacaíochta do na daoine sin nach bhfuil líofa i nGaeilge – táthar den tuairim go bhfuil an meon “an deis triail a bhaint as rud” mar bhuntáiste láidir a fhailtíonn roimh daoine agus is buntáiste é a léiriú an difríocht atá idir Gaillimh le Gaeilge agus grúpaí eile a chuireann an Ghaeilge chun cinn.

...táthar den tuairim go bhfuil an meon “an deis triail a bhaint as rud” mar bhuntáiste láidir a fhailtíonn roimh daoine...

...the “freedom to have a go” attitude is seen as a strong welcoming asset...

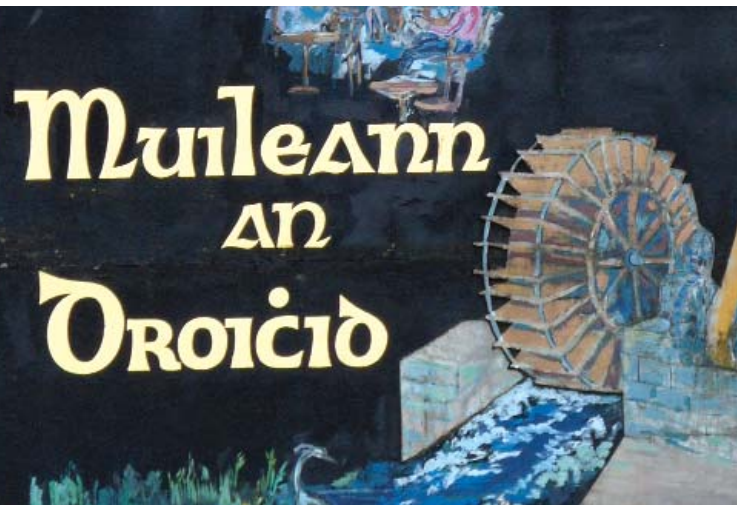
4b) Client Base

Gaillimh le Gaeilge currently draws its clients primarily from the business community in Galway – which was generally known among research participants. However, there was a strong opinion that Gaillimh le Gaeilge could benefit and contribute to the tourism industry, which has not been a central focus in recent years. Participants indicated that they saw potential opportunities for growth in this area, particularly in working with umbrella bodies such as Ireland West Tourism in the area of niche tourism marketing.

The primary vehicle used by Gaillimh le Gaeilge to generate support for our activities is the 'Cairde Ghaillimh le Gaeilge' scheme launched in 2001. There are currently over 100 Cairde members spread across the various membership categories. Cairde members are drawn from all business sectors in Galway city including, retail, financial services, hospitality and tourism, transport and the corporate sector.

When potential future activities were discussed, there was a significant belief that Gaillimh le Gaeilge should be attempting to influence young people, and that there should be some involvement in the education / Gaelscoileanna sector and with youth celebrities. Although this client base is currently beyond the resources and remit of Gaillimh le Gaeilge, it is clear that there is scope for activity and development in this area.

The final dominant sentiment regarding client base during the research was the view that Gaillimh le Gaeilge is seen as a facilitator and support system for those not fluent in the language – the “freedom to have a go” attitude is seen as a strong welcoming asset, and one which has differentiated Gaillimh le Gaeilge from other language promoters.



4c) Seasamh Iomaitheach

Níl bhíonn Gaillimh le Gaeilge in iomaíocht dhíreach le haon eagraíocht Ghaeilge mar gur fearr le Gaillimh le Gaeilge a bheith dírithe ar dhátheangachas a éascú laistigh den phobal gnó i nGaillimh. Tá caidreamh maith oibre idir Gaillimh le Gaeilge agus eagraíochtaí eile Gaeilge atá i mbun oibre i nGaillimh. Maoiniú ón rialtas an príomhghné iomaíochta atá ann; bíonn Gaillimh le Gaeilge i iomaíocht leis an iliomad eagraíocht ar fud na tíre i gcomhair maoinithe.

4d) Margadh

Oibríonn Gaillimh le Gaeilge go príomha laistigh den phobal gnó i gcathair na Gaillimhe. Tá an margadh mór, ábhairín sealadach agus tacaíonn sé le gníomhaíochtaí de chuid Gaillimh le Gaeilge den chuid is mó. Dhirígh Gaillimh le Gaeilge go dtí seo ar an earnáil miondíolacháin, go mór mhór chun úsáid na Gaeilge scríofa a éascú agus a chur chun cinn. D'éirigh le Gaillimh le Gaeilge cuidiú le cur leis an líon comharthaí dhátheangacha ar Shráid na Siopaí, agus tá comharthaí dhátheangacha ar taispeáint anois i mbreis agus 30 siopa ar an sráid sin. Mar sin féin áfach, tá athrú tobann tagtha ar nádúr an ghnó miondíolacháin i gcathair na Gaillimhe le 5-7 mbliana anuas, agus tá go leor gnólachtaí áitiúla tar éis dúnadh, agus tá sreangsiopaí náisiúnta agus idirnáisiúnta tagtha ina n-áit. Cruthaíonn an treocht nua seo dúshlán nua – ní féidir go minic teacht go héasca ar an duine a dhéanann cinntí maidir le hamharcdhioltóireacht agus comharthaí i gcás roinnt cuideachtaí móra agus saincheadúnais, agus is minic nach n-athróidh cuideachtaí móra ilnáisiúnta a gcomharthaí / a ngníomhaíochtaí margaíochta chun an Ghaeilge a ionchorprú de bharr rialacháin dhochta ón gceanncheathrú chorparáideach. Tá sé i gceist againn aghaidh a thabhairt ar an dúshlán nua seo trí oibriú i gcomhar le húdaráis áitiúla chun úsáid na Gaeilge i ngnó a spreagadh. (féach lch. 22).



4c) Competitive Position

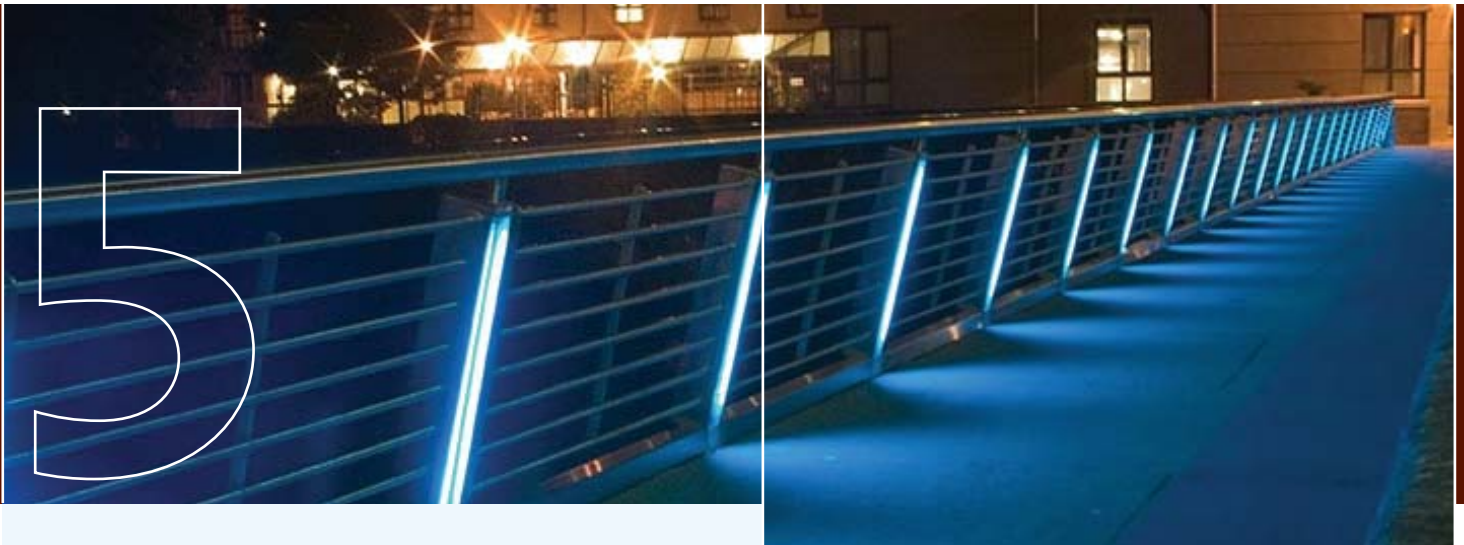
Gaillimh le Gaeilge does not directly compete with any Irish language organisations preferring to remain focused on facilitating bilingualism within the business community in Galway. Gaillimh le Gaeilge has a good working relationship with Irish language organisations working in Galway. The key aspect of competition is the area of government funding; Gaillimh le Gaeilge competes with many organizations nationally for funding.

4d) Market

Gaillimh le Gaeilge operates primarily within the business community in Galway city. The market is large, somewhat transient and largely supportive of the activities of Gaillimh le Gaeilge. To date Gaillimh le Gaeilge has focused on facilitating the retail sector, in particular, to promote and facilitate the use of the written form of the language. Gaillimh le Gaeilge has been successful in facilitating increased bilingual signage in Shop Street with close to 30 shops displaying bilingual signage on that particular street. However, the nature of retail business in Galway city has changed rapidly in the last 5-7 years, with many local businesses closing to make way for international and national chains. This trend poses a new challenge – for some large companies or franchises the decision-maker on visual merchandising and signage is often not easily accessible, and often large multi-national companies will not adapt their signage / marketing activities to incorporate the language, because of strict regulations from corporate headquarters. We seek to address this new challenge by working in partnership with local authorities to encourage the use of Irish in business (see page 22).

Ár bhFís don Ghaeilge i gCathair na Gaillimhe

Tá ár bhfís do Gaillimh le Gaeilge fite fuaite lenár bhfís don Ghaeilge i gcathair na Gaillimhe, agus feicimid go mbraitheann siad araon ar a chéile – agus nach féidir teacht ar cheann acu gan an ceann eile agus nach féidir ceann a bhaint amach gan an ceann eile a bhaint amach.



Our Vision for Irish in Galway City

Our vision for Gaillimh le Gaeilge is intertwined with our vision for Irish in Galway city, and we envisage them both to be interdependent on each other – neither being accessible or achievable without the other.

SEO Í ÁR BHFÍS:

Tá léirmhíniú comhaontaithe maidir le dhátheangachas ag Gaillimh le Gaeilge agus ag geallsealbhóirí lárnacha i nGaillimh agus oibríonn Gaillimh le Gaeilge leis na geallsealbhóirí sin chun forbairt leanúnach Chathair na Gaillimhe mar chathair dhátheangach a leagan amach. Cuireann stádas dhátheangach na Gaillimhe le mórtas cine agus le féiniúlacht mhuintir na Gaillimhe, cuireann sé le híomhá na Gaillimhe agus le féinmheas mhuintir na Gaillimhe. Tá sochair shóisialta agus sochair ábhartha ag baint le stádas dhátheangach na Gaillimhe freisin.



OUR VISION IS AS FOLLOWS:

Gaillimh le Gaeilge shares an agreed interpretation of bilingualism with key stakeholders in Galway, and works with those stakeholders to chart the on-going development of Galway City as a bilingual city. The bilingual status of Galway instills in the citizens of Galway a sense of identity and pride, enhances the image of Galway, and the self esteem of its citizens. Measurable material and social benefits also derive from the bilingual status of Galway.

Príomhthosaíochtaí Straitéiseacha 2006 – 2008

Agus torthaí na taighde agus aiseolas na ngrúpaí fócais á thógáil san áireamh againn, agus i bhfianaise fis threorach agus spriocanna straitéiseacha Gaillimh le Gaeilge tá straitéis trí bheangán forbartha againn

a) a shaothróidh caidrimh le geallsealbhóirí lárnacha na cathrach chun stádas dhátheangach oifigiúil a dhaingniú,
b) a leanfaidh ar aghaidh ag spreagadh agus an tacú leis an bpobal gnó lena chinntiú go bhfeicfear, go gcloisfear agus go labharfar an Ghaeilge, agus

c) a shaothróidh tacaíocht don Ghaeilge i measc phobal chathair na Gaillimhe.

Chun go bhféadfar ár bhfis a bhaint amach, tá sé ar intinn againn ár dtosaíochtaí straitéiseacha a chur ar aghaidh ag an am céanna ionas go mbainfear amach an fheiceálacht is mó agus is féidir, agus chun na hathruithe riachtanacha ó thaobh dearcaí agus iompar a fheidhmiú i measc mhuintir na Gaillimhe ionas go mbeidh ciall le dhátheangachas ó lá go lá.

6

Key Strategic Priorities 2006 – 2008

Taking into consideration the research finding and the focus group feedback, and in light of Gaillimh le Gaeilge's guiding vision and strategic goals, we have developed a three prong strategy which will

- cultivate relationships with key city stakeholders to secure official bilingual status,
- continue to encourage and support the business community to ensure that the language is seen, heard and spoken, and
- cultivate support for the Irish language among the community of Galway city.

To achieve our vision we intend advancing our strategic priorities simultaneously in order to attain maximum visibility and effect the necessary attitudinal and behavioural change amongst the citizens of Galway to make bilingualism meaningful on a day to day basis.

Spriocanna Straitéiseacha

Tá trí sprioc straitéiseacha lárnacha leagtha síos ag Gaillimh le Gaeilge don tréimhse 2006 – 2008. Is spriocanna iad sin a bhraitheann ar a chéile agus is féidir iad a chatagóiriú mar seo a leanas:

- 1 **Stádas Dhátheangach**
- 2 **An Ghaeilge a ‘normalú’**
- 3 **Úinéireacht**

Spriocanna Straitéiseacha

6.1 Stádas Dhátheangach Oifigiúil a bhaint amach do chathair na Gaillimhe

Tá Gaillimh le Gaeilge ag obair ó 1987 le go mbeidh an Ghaeilge mar chuid fheiceálach agus mar dhlúthchuid den saol i gcathair na Gaillimhe. Dá mbainfí stádas dhátheangach oifigiúil amach, dhaingneofaí seasamh na Gaeilge sa chathair agus chomh maith leis sin bheadh cathair na Gaillimhe difriúil ó áit ar bith eile sa tír agus ar domhan, agus í mar áit uathúil le stádas aitheanta speisialta.

Gníomhartha:

- 1.1 Réamhstaidéar a choimisiúnú maidir le féidearthacht dhátheangachais i gcathair na Gaillimhe
- 1.2 Fís de Ghaillimh dhátheangach a aithint
- 1.3 Dhátheangachas a éascú trí eochair-eagraíochtaí
- 1.4 An branda ‘Gaillimh Dhátheangach’ a neartú
- 1.5 Lárionad a fhorbairt don Ghaeilge agus do chultúr na Gaeilge



Strategic Goals

Gaillimh le Gaeilge have set three key strategic goals for the period 2006 – 2008. These are interdependent goals and can be categorized as follows:

- 1 **Bilingual Status**
- 2 **“Normalisation” of the Irish language**
- 3 **Ownership**

Strategic Goals

6.1 The achievement of Official Bilingual Status for Galway city

Gaillimh le Gaeilge have worked since 1987 in making the Irish language a visible and integral part of Galway city life. The achievement of official bilingual status would solidify the position of the language in the city, as well as setting Galway city apart both nationally and internationally as a unique place with a special recognised status.

Actions:

- 1.1 Commission an exploratory study into feasible bilingualism in Galway city
- 1.2 Identify the vision of a bilingual Galway
- 1.3 Facilitate bilingualism through key organisations
- 1.4 Strengthen the ‘Bilingual Galway’ brand
- 1.5 Develop a Centre for Irish language and culture

Spriocanna Straitéiseacha

6.2 An Ghaeilge a 'normalú' i gcathair na Gaillimhe de réir a chéile

Tá sé mar aidhm ag Gaillimh le Gaeilge go dtarlóidh sé go mbeidh an Ghaeilge le cloisteáil, le feiceáil agus á húsáid i gcathair na Gaillimhe mar ghnáthchuid de shaol na cathrach. Tá sé i gceist againn atmaisféar de normalú teanga a bhunú don Ghaeilge de réir a chéile agus go nglacfar leis an nGaeilge agus go mbeidh súil leis an nGaeilge i saol bríomhar na cathrach. Síneann normalú isteach i ngach cuid den chathair agus bíonn tionchar aige ar gach gné de shaol na cathrach – ó bheith ag ceannach builín go teach a cheannach. Is éard a bheidh i gceist leis ná an Ghaeilge a úsáid trí shreanga uile an tsaoil, ó leibhéal an ghnó go leibhéal an phobail agus ón leibhéal poiblí go dtí an leibhéal príobháideach. Ní hé go bhfuil sé i gceist go mbeadh an Ghaeilge éigeantach, ach go nglacfaí leis an nGaeilge mar ghnáthchuid de shaol na Gaillimhe nuair a fheicfead í, nuair a chloisfead í agus nuair a labharfar í. Is laistigh de thimpeallacht normálaithe teanga a shamhlaíonn Gaillimh le Gaeilge cothú agus fás sláintiúil na Gaeilge.

Gníomhartha:

- 2.1 Normalú a chur chun cinn trí mhodhanna scríofa
- 2.2 Normalú a chur chun cinn trí mhodhanna cloistúisceana
- 2.3 Normalú a chur chun cinn trí mhodhanna labhartha
- 2.4 Normalú a chur chun cinn trí mhodhanna leictreonacha

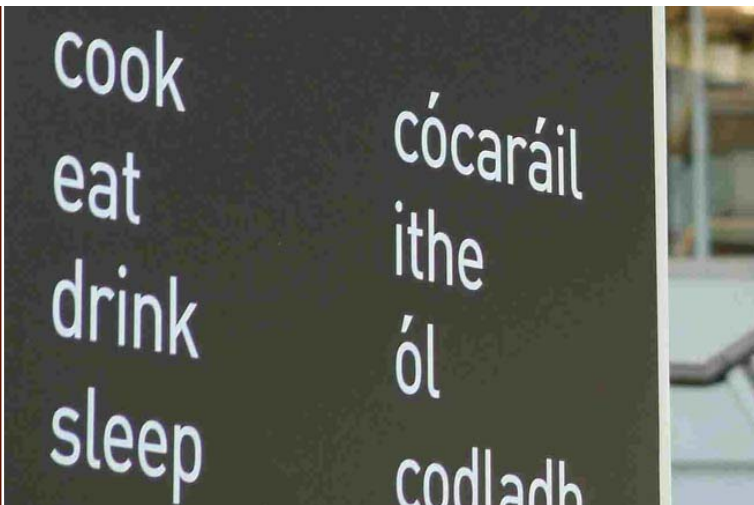
Spriocanna Straitéiseacha

6.3 Úinéireacht an phobail den Ghaeilge a fhorbairt i gcathair na Gaillimhe

Tá dlúthnasc ag úinéireacht an phobail den Ghaeilge leis an sprioc normalaithe agus samhailítear go bhfuil sin mar ghné riachtanach d'úsáid na Gaeilge sa chathair. Ní amháin go gceadóidh sé do mhuintir na Gaillimhe agus dóibh sin a oibríonn agus a chónaíonn sa chathair níos mó mórtais a bheith acu agus níos mó sásamh a bhaint as gné dhátheangach uathúil a gcathair agus taitneamh a bhaint asti mar gur leo féin í, ach chuirfeadh an tuiscint gurb iad féin úinéirí na teanga, an comhtháthú idir an pobal a labhraíonn Gaeilge agus an pobal trí chéile, chun cinn freisin.

Gníomhartha:

- 3.1 Comhoibriú le grúpaí eile a fhorbairt agus a neartú
- 3.2 An leibhéal cumarsáide leis an bpobal a mhéadú agus a chothabháil
- 3.3 Cur ina luí ar phobal na cathrach gur leo Gaillimh le Gaeilge



Tá sé mar aidhm ag Gaillimh le Gaeilge go dtarlóidh sé go mbeidh an Ghaeilge le cloisteáil, le feiceáil agus á húsáid i gcathair na Gaillimhe mar ghnáthchuid de shaol na cathrach.

Gaillimh le Gaeilge aim to reach a stage in Galway city life where the sound of the language, it's visibility, and it's use are all part of normal everyday city life.

Strategic Goals

6.2 The gradual 'normalisation' of the Irish language in Galway city

Gaillimh le Gaeilge aim to reach a stage in Galway city life where the sound of the language, it's visibility, and it's use are all part of normal everyday city life. We aim to gradually establish an atmosphere of linguistic normalisation for the language, in which it is accepted and expected in the city's vibrant life. Normalisation reaches into all city environs and effects every aspect of city living – from the purchasing of a loaf of bread to the buying of a house. It entails the movement of the language through all strands of life, from business to community level, from public to private level. It is not the compulsory use of the language, but rather the acceptance upon seeing, hearing and speaking the language as a normal and expected part of Galway life. It is within an environment of linguistic normalisation that Gaillimh le Gaeilge envisage the healthy growth and nurturing of the language.

Actions:

- 2.1 Pursue normalisation by written means
- 2.2 Pursue normalisation by aural means
- 2.3 Pursue normalisation by oral means
- 2.4 Pursue normalisation by electronic means

Strategic Goals

6.3 Develop community ownership of the language in Galway city

A sense of community ownership of the language is intricately linked to the goal of normalisation, and considered to be an essential aspect of the use of the language in the city. Not only would it allow Galwegians and those living and working in the city to enjoy a greater sense of pride and enjoyment in the unique bilingual aspect of their city, and to enjoy it as their own, but a sense of ownership of the language would also further the cohesion between the Irish-speaking community and the community at large, and allow for greater enhancement of the normalisation of the language in the city.

Actions:

- 3.1 Develop and strengthen co-operation with other groups
- 3.2 Maintain and expand level of communication with the community
- 3.3 Expand sense of ownership of Gaillimh le Gaeilge

6.1 Sprioc Straitéiseach 1 – Stádas Dhátheangach oifigiúil a dhaingniú do chathair na Gaillimhe

Tabharfaidh stádas dhátheangach oifigiúil aird náisiúnta agus idirnáisiúnta ar Ghailimh mar áit uathúil le bheith i do chónaí ann agus le cuairt a thabhairt uirthi. Treiseoidh sé cáil na Gaillimhe mar áit ina mbíonn grá don chultúr dúchais, do na healaíona, don cheol agus don teanga agus ina bhfuil fiúntas leo, áit ina n-aithníonn na daoine an áit as ar tháinig siad agus cad atá tábhachtach dóibh agus an chathair ag forbairt amach anseo.

Is fis ilghnéitheach í fis de chathair dhátheangach agus bíonn tionchar ag an dátheangachas ar gach gné de shaol na cathrach, leis an dá theanga in úsáid taobh le taobh, le comhaitheantas agus le comhstádas. Is ag dhátheangachas físe a bhíonn an tionchar is mó – gnólachtaí ag úsáid comharthaí dhátheangacha, comharthaí bóthair dhátheangacha srl. Go dtí seo bhí Gaillimh le Gaeilge ag lorg go ndíreofaí ar an ngné sin den dhátheangachas mar go mbaineann sin amach an tionchar físe is fearr.

Ionchorpraíonn dhátheangachas leibhéal d'úsáid chlostuisceana agus leibhéal d'úsáid labhartha an dá theanga – agus an dá theanga á labhairt agus á gcloisteáil go rialta thart timpeall. Dá réir sin, gné inmhianaithe de dhátheangachas oifigiúil ná go mbeadh seirbhís ar fáil sa dá theanga san earnáil phoiblí agus san earnáil phríobháideach araon.

Samhlaíonn Gaillimh le Gaeilge cur chuige cuimsitheach chun stádas dhátheangach oifigiúil a bhaint amach do chathair na Gaillimhe. Áirítear ann, riachtanais agus uailmhianta na cathrach i ndáil le dhátheangachas oifigiúil a aithint, tacaíocht chuideachtaí agus eagraíochtaí a chothú, branda a chruthú agus lárionad don Ghaeilge agus do chultúr na Gaeilge a fhorbairt. Braitheann sé freisin ar na spriocanna straitéiseacha eile úinéireachta agus normalú de réir a chéile, agus ní féidir é a bhaint amach mura ndéanfar dul chun cinn sna réimsí sin.



6.1 Strategic Goal 1 – To secure official Bilingual Status for Galway city

Official bilingual status will draw national and international attention to Galway as a unique place to live and visit. It will strengthen Galway's reputation as a place in which native culture, arts, music and language are cherished and valued, with recognition by it's people of where they have come from and what they hold important as the city develops into the future.

The vision of a bilingual city is multi-faceted, and draws on all aspects of city life, with both languages used side by side, with equal recognition and status. It's greatest impact lies in visual bilingualism – the use of bilingual signage by business, bilingual road signage etc. Gaillimh le Gaeilge have sought to concentrate on this aspect of bilingualism to date, as it achieves the greatest visual impact.

Bilingualism also incorporates a level of aural and oral use of both languages –with both languages being spoken and heard naturally in the environment. Consequentially, service in both the public and private sector in both languages is a desirable aspect of official bilingualism.

Gaillimh le Gaeilge envisage a multi-pronged approach to achieving official bilingual status for Galway city. It involves identifying the needs and wants of the city regarding official bilingualism, nurturing the support of companies and organisations, building a brand, and developing a centre for Irish language and culture. It is also dependent on the other strategic goals of gradual normalisation and ownership, and cannot be achieved without progress in these areas.

6.1 Sprioc Straitéiseach 1 - *Gníomhartha:*

1.1 Réamhstaidéar a choimisiúnú maidir le féidearthacht dhátheangachais i gcathair na Gaillimhe

Aithneoidh an staidéar seo sainmhíniú de dhátheangachas a bheidh indéanta do chathair na Gaillimhe trí bhunthaighde agus trí thaighde tháinaisteach. Is próiseas uilechuimsitheach a bheidh ann ina rachfar i gcomhairle le sampla de dhaoine ón bpobal agus de gheallseabhóirí lánacha sa chathair agus ina mbeidh constaicí praiticiúla agus impleachtaí sóisialta, cultúir, eacnamaíocha agus polaitiúla san áireamh i gcomhthéacs réigiúnach, náisiúnta agus idirnáisiúnta. Samhlaítear go ndéanfaidh cuideachta taighde ghairmiúil neamhspleách an staidéar sin.

1.2 Fís chomhaontaithe de Ghaillimh dhátheangach a aithint

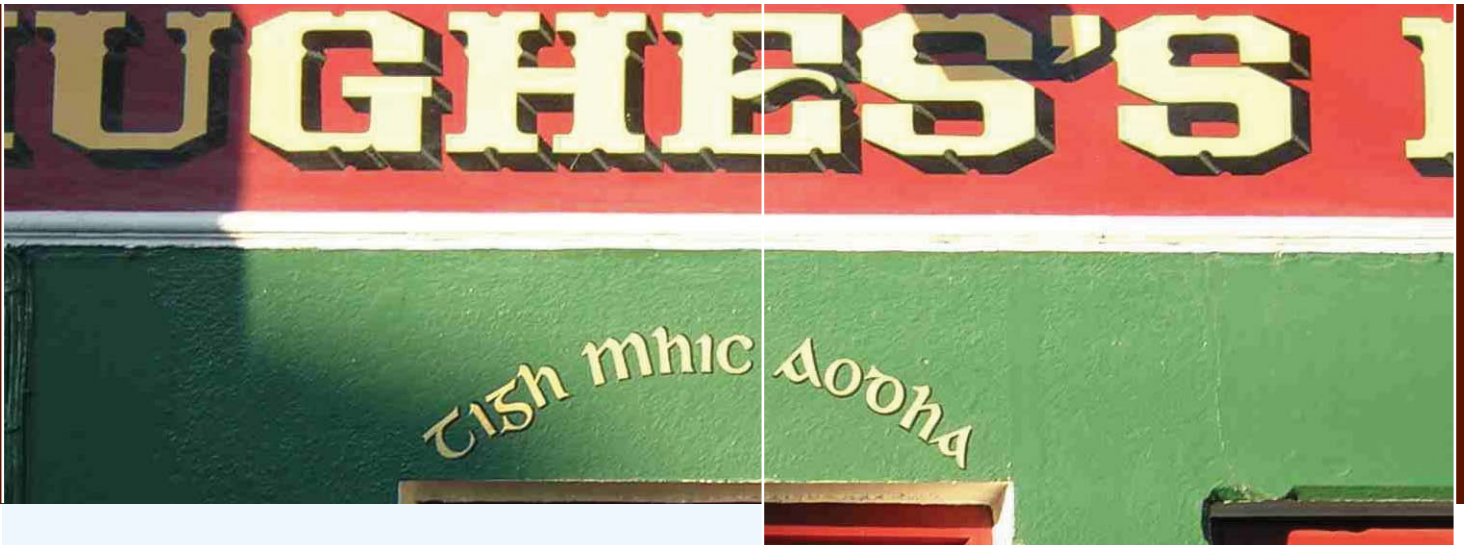
Is gné lánach agus riachtanach de stádas dhátheangach a bhaint amach don chathair é a bheith in ann cathair dhátheangach a aithint le féachaint uirthi – conas a mbreathnódh sé agus cén tionchar a bheadh aige ar an saol i gcathair na Gaillimhe. Ligfidh sé don phobal gnó agus don phobal i gcoitinne an coincheap a thuiscint agus cheadódh sé fóram oscailte agus trédhearcach i gcomhair plé agus uilchuimsitheachta.

1.3 Dhátheangachas a éascú trí eochair-eagraíochtaí

Samhlaíonn Gaillimh le Gaeilge go mbeidh tacaíocht agus rannpháirtíocht raon eagraíochtaí agus gníomhaireachtaí sa chathair riachtanach chun an sprioc sin a bhaint amach. Áirítear leis sin tacaíocht ó bhrateagraíochtaí, ó ghrúpaí pobail, ó údaráis áitiúla agus ó phobal ginearálta chathair na Gaillimhe.

1.4 An Branda Dhátheangach a neartú

Tá Gaillimh bunaithe go daingean go náisiúnta agus go hidirnáisiúnta araon aici féin mar chathair Ealaíne agus Cultúir agus cuidíonn an branda dhátheangach a thuilleadh leis an gcáil sin. Bhí an tuairim sin le sonrú arís agus arís eile sna grúpaí fócais a bhí ag rá gur ‘íonann an Ghaeilge agus na healaíona agus Gaillimh’ agus go bhfuil an Ghaeilge agus na healaíona mar chuid den mhéid ‘atá le tairiscint ag Gaillimh’. Cuireann sé leis na ceantair Ghaeltachta timpeall na cathrach agus treisítear iad agus cuirtear comhthéacs ar fáil le go mbeidh deis ag saol teanga bríomhar na cathrach forbairt. Chomh maith leis sin, cuireann brandáil na Gaillimhe mar lárionad dhátheangach sármhaith le tarraingteacht na cathrach mar cheann scríbe uathúil do chuariteoirí.



6.1 Strategic Goal 1 - *Actions:*

1.1 Commission an exploratory study into feasible bilingualism in Galway city

This study, through primary and secondary research, will identify a definition of bilingualism that will be feasible for Galway city. It will be an inclusive process in which both a sample of members of the public and key stakeholders in the city will be consulted, taking into account practical obstacles and social, cultural, economic and political implications, in a regional, national and international context. It is envisaged that this study will be conducted by an independent professional research company.

1.2 Identify an agreed vision of a bilingual Galway

The visual identification of a bilingual city – what it would look like and how it would effect life in Galway city – is a central and vital aspect of gaining bilingual status for the city. It will allow the business community and the public at large to understand the concept, and allow for an open and transparent forum of discussion and inclusion.

1.3 Facilitate bilingualism through key organisations

Gaillimh le Gaeilge envisage that the support and participation of a range of organisations and agencies in the city is essential to realise this goal. This includes the support of umbrella organisations, community groups, local authorities and the broader community of Galway city.

1.4 Strengthen the 'Bilingual Galway' brand

Galway has positioned itself firmly both nationally and internationally as a city of the Arts and Culture, and the bilingual brand complements this reputation further. This sentiment was echoed repeatedly during the focus groups, reiterating the language and the arts being “synonymous with Galway”, and part of “what Galway has to offer”. It enhances and reinforces the Gaeltacht areas around the city, and provides a context for the vibrant linguistic life of the city to flourish. The branding of the city as a bilingual centre of excellence also augments the attraction of Galway as a unique destination for visitors.

6.1 Sprioc Straitéiseach 1 - *Gníomhartha: (ar lean)*

1.5 Lárionad don Ghaeilge agus do chultúr na Gaeilge a fhorbairt

Tá Lárionad don Ghaeilge agus do Chultúr an Gaeilge a bhunú san áireamh ag Gaillimh le Gaeilge sa sprioc straitéiseach seo agus samhlaimid go gcuirfeadh sé go mór le stádas na Gaeilge i gcathair na Gaillimhe chomh maith le saoráid uile-aimsire a chur ar fáil ar feadh na bliana d'áititheoirí mar aon le turasóirí. Tá an t-ionad atá molta ag Gaillimh le Gaeilge comhsheasmhach le haidhmeanna agus le spriocanna straitéiseacha Bhord Forbartha Cathrach na Gaillimhe, mar atá léirithe thuas [féach lgh. 9].

Is é Cuspóir 4 (lch52) sa 'Straitéis d'Fhorbairt Eacnamaíoch, Shóisialta agus Chultúrtha 2002-2012 do Chathair na Gaillimhe' ná "aitheantas na Gaillimhe mar Lárionad don Chultúr Gaelach agus don Chultúr Cheilteach, lena n-áirítear Spórt, Ceol, Damhsa, Béaloideas, ceird, culture agus teanga, a chothú".

Beidh an Ghaeilge lárnach don fhorbairt sin, agus cruthófar lárionad sármaith chun taighde a dhéanamh ar an nGaeilge agus ar Chultúr na Gaeilge, mar aon leis an ábhar sin a chur ar taispeáint agus a chur i láthair. Cuirfidh an lárionad oidhreacht chultúr na Gaillimhe agus

timpeallacht na Gaillimhe chun cinn a thuilleadh, agus beidh Gaeltacht na Gaillimhe, go háirithe, mar acmhainn chun na críocha sin.

Samhlaítear go gcuideodh an lárionad sin go mór le Gaillimh a chur chun cinn mar phríomhchathair dhátheangach na hÉireann agus go gcuirfeadh sé feabhas ar úsáid na Gaeilge san earnáil ghnó agus aird a tharraingt air sin, lena n-áirítear forbairt Scéim Cairde Ghaillimh le Gaeilge agus Gradam Gnó Sheosamh Uí Ógartaigh. Meastar freisin go gcuirfeadh sé go mór le tarraingt na cathrach do thurasóirí mar thimpeallacht uathúil dhátheangach inar féidir leo fíor eispearas phearsanta a fháil ar an nGaeilge agus ar chultúr na Gaeilge san áit is fearr a bhfuil sé.



6.1 Strategic Goal 1 - *Actions: (continued)*

1.5 Develop a Centre for Irish language and culture

Gaillimh le Gaeilge include in this strategic goal the establishment of a Galway Centre for Irish Language and Culture, which we envisage would greatly add to the status of Irish in Galway city, as well as providing a weather proof all year round facility for residents and visitors alike.

The centre proposed by Gaillimh le Gaeilge is consistent with the aims and strategic goals of the Galway City Development Board, as illustrated above [see page 9].

Objective 4 (pg52) in the 'Strategy for Economic, Social and Cultural Development 2002-2012 for Galway city' is to "foster the identification of Galway as the World Centre of Gaelic and Celtic Culture including Sport, Music, Dance, folklore, craft, culture and language".

The Irish language will be central to this development, creating a centre of excellence for research, display and presentation of Irish Culture and the Irish language. The centre will further enhance the cultural heritage of Galway and its environment, drawing in particular on the Galway Gaeltacht as a resource towards this end.

It is envisaged that this centre would greatly assist in promoting Galway

as the bilingual capital of Ireland, and would enhance and draw attention to the use of Irish in the business sector, including the development of the Cairde Ghaillimh le Gaeilge Scheme and the Gradam Sheosamh Uí Ógartaigh Business Award. It is also expected that it would add greatly to the appeal of the city for tourists as a unique bilingual environment where they can truly have a personal Irish linguistic and cultural experience.

6.2 Sprioc 2 – Normalú na Gaeilge i gcathair na Gaillimhe a chur chun cinn trí mhodhanna scríofa, clostuisceana, leictreonacha agus labhartha.

2.1 Normalú de réir a chéile a chur i gcrích trí mhodhanna scríofa:

Tá Gaillimh le Gaeilge den tuairim gur dlúthchuid agus gur gné riachtanach í an Ghaeilge a bheith le feiceáil i ngnáth-thírdhreach cathrach chun gnáth-timpeallacht dhátheangach a chruthú. Is é ár dtaithe ó thámgamar ar an bhfód i 1987 go mbíonn daoine níos mó ar a gcompóird an Ghaeilge a úsáid agus go mbíonn siad níos claonta í a úsáid de réir mar a bhreithnítear gur gnáthiompar é sin i dtimpeallacht ar léir gur timpeallacht dhátheangach í.

Teastóidh comhoibriú agus tacaíocht ón bpobal gnó chomh maith leo siúd nach raibh an Ghaeilge in úsáid acu mar ghnáthchleachtas roimhe seo, chun go bhféadfar cur leis an líon comharthaí Gaeilge. Tá bearta ar nós tacaíocht ó Chomhairle Cathrach na Gaillimhe agus eolas a sholáthar do dhearthóirí, do chlódóirí srl. i measc na dtionscnamh a d'fhéadfadh an-spreagadh a thabhairt don sprioc seo.

Go dtí seo d'éirigh go maith le Gaillimh le Gaeilge cur leis an nGaeilge scríofa a bhíonn le feiceáil sa chathair tríd an bpobal gnó a spreagadh le comharthaí dhátheangacha agus comharthaí Gaeilge a chur suas ar shráideanna na cathrach agus ar thosach siopaí chomh maith leis an nGaeilge a bheith ar stáiseanóireacht, ar bhiachláir, i bhfógraíocht srl.

Tá sé tugtha faoi deara againn agus sinn ag déileáil le cuideachtaí áitiúla, náisiúnta agus cuideachtaí ilnáisiúnta i ndáil leis an nGaeilge a úsáid i ngnó, go bhfuil dea-thoil agus cion ollmhór ann don Ghaeilge agus go bhfuiltear sásta í a úsáid ach na córais thacaíochta riachtanacha a bheith ar fáil. Mar sin féin, tá nádúr an ghnó agus tírdhreach ghnó na cathrach athraithe go mór le 15 bliana anuas. Tá cur chuige Ghaillimh le Gaeilge bualadh le húinéirí gnó go pearsanta agus na sochair / féidearthachtaí maidir le húsáid na Gaeilge a phlé sách seanaimseartha anois agus miondioltóirí ilnáisiúnta go fairsing sa chathair. Bhí orainn ár gcur chuige a leasú mar go bhfuil ionaid oscailte ag cuideachtaí móra sa chathair. Go minic ní féidir teacht ar an duine a dhéanann cinntí sna cuideachtaí móra sin agus ní chuirtear comharthaí corparáideacha lárnaigh in oiriúint do chraobhacha na Gaillimhe mar gheall ar an slí a oibríonn cuideachtaí den sórt sin agus chomh mór is atá siad. Cruthaíonn sé sin dúshlán nua do Ghaillimh le Gaeilge, mar go mbíonn na cuideachtaí móra sin in áiteanna an-fheiceálach a bhfuil an-tionchar ag baint leo.



6.2 Goal 2 – To enable the normalisation of the Irish language in Galway city through written, aural, electronic and oral means.

2.1 Pursue Gradual Normalisation by written means:

Gaillimh le Gaeilge consider the visibility of the language in the normal city landscape to be an integral and necessary aspect of creating a normal bilingual environment. It is our experience since inception in 1987 that people are more comfortable and inclined to use the language, as it is considered 'normal' behaviour in a visibly-bilingual environment. Increasing the amount of bilingual signage involves the cooperation and support of the business community, and the engagement of the wider business community that have not used the language as normal practice in the past. Measures such as the support of Galway City Council and the provision of information to designers, printers etc. are among the initiatives that could provide a great boost to this goal.

Gaillimh le Gaeilge has been successful in increasing the visibility of the written language in the city through encouraging the business community to erect Irish and bilingual signs on city streets and shopfronts, as well as on stationery, menus, in advertising etc. We have found that, through dealing with local, national and multinational companies regarding the use of Irish in business, that there is an enormous amount of goodwill and fondness for the

language, and a willingness to use it, provided the necessary support systems are available. However, the nature of business and the business landscape of the city has changed dramatically in the last 15 years. Gaillimh le Gaeilge's approach of meeting business owners personally and discussing the benefits / possibilities of using Irish has become somewhat out-dated with the expansion of multi-national retailers into the city. Larger companies opening outlets in the city have meant that we have had to adapt our approach, and the pace and size at which such companies operate often means that the decision-maker is unreachable, or that central corporate signage will often not be adapted for Galway branches. This creates new challenges for Gaillimh le Gaeilge, as these large companies are often in places of high impact and visibility.

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. The Coiste works in association with Galway City Council and provides Irish names for new housing estates in Galway city. Names are provided in the context of the local area, features of the landscape, and local history, and draws on the vast tradition and wealth of Irish placenames.

6.2 Sprioc Straitéiseach 2 - *Gníomhartha: (ar lean)*

Ceann de na piosaí oibre scríofa Gaeilge sa timpeallacht is feiceálaí agus is mó tionchair ar éirigh go maith leis ná obair An Choiste Logainmneacha. Oibríonn an Coiste i gcomhar le Comhairle Cathrach na Gaillimhe agus cuireann an coiste ainmneacha Gaeilge ar fáil d'eastáit thithíochta nua i gcathair na Gaillimhe. Cuirtear ainmneacha ar fáil atá i gcomhthéacs an cheantair áitiúil, mar aon le gnéithe den tírdhreach agus stair áitiúil agus tógtar iad as traidisiún agus saibhreas ollmhór na logainmneacha Gaeilge.

Áirítear comharthaí, stáiseanóireacht, biachláir, fógraíocht, bróisiúir, cora poist srl. ar normalú trí mhodhanna scríofa.

2.2 Normalú de réir a chéile a chur i gcrích trí mhodhanna clostuisceana:

Bíonn tionchar mór láithreach agus éifeachtach nuair a chloistear an Ghaeilge. Tá Gaillimh le Gaeilge ag iarraidh gnólachtaí a spreagadh le Gaeilge a úsáid ar a gcuid callairí agus sna fógraí a bhíonn le cloisteáil. Mar sin féin, tá an ghné sin de mhargaíocht san earnáil tráchtála ag athrú go tapa agus níl Gaillimh le Gaeilge in ann leanúint le cur chun cinn úsáid na Gaeilge trí mhodhanna clostuisceana de bharr brú i réimsí eile agus de bharr teorainn a bheith ar acmhainní. Is gné lárnach de thimpeallacht dhátheangach í áfach, agus is gné í ar chóir go mbreithneofaí í mar ghné lárnach do dhátheangachas i ngnó.

2.3 Normalú de réir a chéile a chur i gcrích trí mhodhanna leictreonacha:

Tá leibhéal ard feasachta ann le bliain anuas maidir le hinfhaighteacht agus sochair an leathanbhanda de bharr go bhfuil fáil níos mó agus níos mó ar an leathanbhanda agus go bhfuil cathair na Gaillimhe mar cheantar uirbeach sonrath don líonra leathanbhanda.

Cuireann an t-ardú atá tagtha ar láithreach ghréasáin gnólachtaí na Gaillimhe deis ar fáil an Ghaeilge a úsáid ar an gcomhéadan sin. Féadfaidh gnólachtaí na Gaillimhe iomhá dhátheangach a chur in iúl go héifeachtach agus a mbranda mar chuideachta Gaillimheach nó mar chuideachta atá lonnaithe i nGaillimh a neartú trí chuideachtaí a spreagadh lena gcuid láithreán gréasáin a athrú go héasca, e.g. ceanteidil a bheith dhátheangach.

Rinne Gaillimh le Gaeilge dhátheangachas ar láithreán ghréasáin chuideachtaí a chur chun cinn tríd an tSeirbhís 'Gaeilge i nGnó' agus i ngnáth-theagmháil le gnólachtaí, ach níltear imithe ina bhun sin mar thionscnamh neamhspleách le háird dírithe ar láithreán ghréasáin amháin.



6.2 Strategic Goal 2 - *Actions: (continued)*

Normalisation by written means encompasses signage, stationery, menus, advertising, promotional material, brochures, mailshots etc.

2.2 Pursue gradual normalisation by aural means:

The effect of aural exposure to the Irish language is immediate and generates a high impact. Gaillimh le Gaeilge have sought to encourage businesses to use Irish on their tannoys and in their aural advertising. However, this aspect of promotion and marketing in the commercial sector is rapidly changing, and Gaillimh le Gaeilge, due to pressures in other areas and limited resources, have been unable to maintain the pace in promoting the use of Irish by aural means. It is, however, a central aspect of a bilingual environment, and one which should be considered central to bilingualism in business.

2.3 Pursue normalisation by electronic means:

The increasing availability of broadband, and Galway city as a specific metropolitan area for the broadband network, means that there has been a high level of awareness over the last year regarding the availability and benefits of broadband.

The increase in web-presence of Galway businesses presents an opportunity for the use of Irish on this interface. By encouraging companies to easily adapt their websites, e.g. making headings bilingual, Galway businesses can effectively communicate a bilingual image, and strengthen their brand as a Galway company, or a company based in Galway.

The promotion of bilingualism on company websites has been conducted by Gaillimh le Gaeilge through the 'Irish in Business' Service and in normal contact with businesses, but has not to date been undertaken as an independent initiative with concentration on websites alone.

6.2 Sprioc Straitéiseach 2 - *Gníomhartha: (ar lean)*

2.4 *Normalú de réir a chéile a chur i gcrích trí mhodhanna labhartha:*

Is cinnte gurb í sin an ghné de normalú is deacra a fheidhmiú agus a thomhas. Tá Gaillimh le Gaeilge ag lorg go mbainfí normalú amach maidir leis an nGaeilge labhartha mar thoradh ar mhodhanna agus ar ghníomhaíochtaí agus imeachtaí eagraithe ag Gaillimh le Gaeilge – imeachtaí míosúla neamhfhoirmiúla gnó agus sóisialta. Is éiteas a fháiltíonn roimh Ghaeilgeoirí mar aon le daoine nach Gaeilgeoirí iad agus a spreagann na daoine sin a bhfuil spéis acu sa Ghaeilge a bheith rannpháirteach cibé leibhéal líofachta atá acu, é éiteas na n-imeachtaí sin. Tugadh aitheantas don éiteas sin sna grúpaí fócais mar gné luachmhar agus fiúntach agus léirigh na rannpháirtithe feasacht ar an dearcadh cairdiúil ‘bain triail as’.



Ó thainig Gaillimh le Gaeilge ar an bhfód in 1987 chuireamar an smaoineamh chun cinn go leanúnach, maidir leis an nGaeilge agus íomhá dhátheangach chathair na Gaillimhe a bheith in úinéireacht an phobail.

Gaillimh le Gaeilge have continually, since our foundation in 1987, promoted the idea of community ownership of the language and of the bilingual image of Galway city.

6.2 Strategic Goal 2 - *Actions: (continued)*

2.4 Pursue gradual normalisation by oral means:

This is certainly most difficult aspect of normalisation to implement and to measure. Gaillimh le Gaeilge have sought to achieve normalisation of spoken Irish in Galway city as a result of other means, and of activities and events organised by Gaillimh le Gaeilge – casual monthly business and social events. The ethos of these events is one which welcomes both Irish and non-Irish speakers, and which encourages those interested in the language to participate, no matter what their level of fluency is. This ethos was acknowledged in the focus groups as valuable and worthwhile, with participants showing awareness of the friendly ‘have a go’ attitude.

6.3 Sprioc 3 – ‘Úinéireacht’ an phobail den Ghaeilge a shaothrú i bpobal na cathrach

Ó thainig Gaillimh le Gaeilge ar an bhfód in 1987 chuireamar an smaoineamh chun cinn go leanúnach, maidir leis an nGaeilge agus íomhá dhátheangach chathair na Gaillimhe a bheith in úinéireacht an phobail. Ní amháin go ndaingnítear mórtais áitiúil maidir leis an nGaeilge agus maidir leis an gcathair mar áit dhifriúil uathúil, ach go dtugtar deis freisin don phobal baint a bheith acu leis an teanga agus í a úsáid ar leibhéal neamhfhoirmiúil. Ní mór do Ghaillimh le Gaeilge oibriú ‘ar an talamh’ le pobal na cathrach leis an sprioc sin a bhaint amach. Braithfidh mar a éireoidh leis sin ar mar a éireoidh le réimsí eile ach beidh gá le sraith gníomhartha ar leith le go mbainfeadh torthaí dearfacha amach.

3.1 Comhoibriú le grúpaí eile a fhorbairt agus a neartú

Caitheadh Gaillimh le Gaeilge an comhoibriú agus an déileáil a bhíonn acu leis an Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta, le Comhairle Cathrach na Gaillimhe, le Cumann Tráchtála na Gaillimhe agus leis an bpobal gnó a fhorbairt agus a neartú. Ba chóir do Ghaillimh le Gaeilge caidrimh a fhorbairt agus a neartú freisin le pobail na Gaeltachta, go mór mhór na pobail Ghaeltachta sin timpeall chathair na Gaillimhe.

D’fhéadfaí é sin a bhaint amach i gcomhar leis na hOifigigh Gaeilge i gComhairle Chontae na Gaillimhe agus i gComhairle Cathrach na Gaillimhe agus trína heagraíochtaí ina bhfuil Gaillimh le Gaeilge páirteach. Áirítear orthu sin:

- Bord Forbartha Cathrach na Gaillimhe
- Fóram Pobail Chathair na Gaillimhe
- Grúpa Turasoireachta Cathrach agus Chontae na Gaillimhe
- Coiste Polasaí Straitéiseach Áineasa, Taitneamhachta & Cultúir
- Grúpa Ealaíon agus Cultúir Bhord Forbartha Cathrach na Gaillimhe



6.3 Goal 3 – Cultivate a sense of community ‘ownership’ of the Irish language in the city community

Gaillimh le Gaeilge have continually, since our foundation in 1987, promoted the idea of community ownership of the language and of the bilingual image of Galway city. While it instills a sense of local pride in the language and in the city as a different and unique place, it also allows the community to become involved in the language, and engage with it at an informal level. Gaillimh le Gaeilge must work ‘on the ground’ with the city community towards the achievement of this goal. Its success is linked to success in other areas but will require a distinct set of actions to achieve positive outcomes.

3.1 Develop and strengthen co-operation with other groups

Gaillimh le Gaeilge must develop and strengthen the co-operation and associations they have with the Department of Community, Rural and Gaeltacht Affairs, Galway City Council, Galway Chamber of Commerce and Industry, as well as the business community. Gaillimh le Gaeilge should also develop and strengthen relationships with the Gaeltacht communities, especially those around Galway city.

This could be achieved in association with the Irish Language Officers in Galway City and County Council and through the organisations where Gaillimh le Gaeilge currently participate. They include:

- City Development Board
- Galway Community Forum
- Galway City and County Tourism group
- Strategic (Arts and Culture) Policy Committee
- Galway City Development Board’s Arts and Culture Group

6.3 Sprioc Straitéiseach 3 - *Gníomhartha: (ar lean)*

3.2 An leibhéal Cumarsáide leis an bpobal a mhéadú agus a chothabháil

Tá cumarsáid leanúnach agus rannpháirtíocht an phobail i gcoitinne rithábhachtach chun an sprioc seo a bhaint amach. Cuireann scéim Cairde Ghaillimh le Gaeilge ár gcumas dlúth-theagmháil a bheith againn leis an bpobal gnó (cé gur ar bhonn foirmiúil a bhíonn sé), agus leis an bpobal i gcoitinne ar leibhéal áirithe, ach d'fhéadfaí an scéim a leathnú agus d'fhéadfadh poitéinseal níos fearr fáis agus forbartha a bheith aige ag teacht leis an sprioc sin thuasluaite.

3.3 Cur ina luí ar phobal na cathrach gur leo Gaillimh le Gaeilge

Cuireann scéim Cairde Ghaillimh le Gaeilge deis iontach ar fáil leis an smaoineamh maidir le hionchur ginearálta agus úinéireacht i nGaillimh le Gaeilge a leathnú, chomh maith le páirtíochta chothú ina fhorbairtagus ina ghníomhaíochtaí. B'fhéidir go ligfeadh leathnú na scéime do bhaill (nó baill atá ar leibhéal faoi leith – cara maith, dlúthchara srl) moltaí a dhéanamh agus aiseolas a thabhairt i ndáil lenár n-obair agus lenár ngníomhaíochtaí. Ní amháin go bhfeabhsódh an rannpháirtíocht sin cur chun cinn na Gaeilge a chur ina luí ar an bpobal ach go n-aireadh daoine níos móina gcuid de phobal dhátheangach freisin.



6.3 Strategic Goal 3 - *Actions: (continued)*

3.2 Maintain and expand level of Communication with the community

Continual communication and involvement with the community at large is imperative to the realisation of this goal. The Cairde Ghaillimh le Gaeilge scheme has enabled close contact (although on a formal basis) with the business community, and to some level the wider community, but this scheme could be expanded and has greater potential for growth and development in line with this goal.

3.3 Expand sense of Ownership of Gaillimh le Gaeilge

The Cairde Ghaillimh le Gaeilge scheme provides great potential to expand the idea of general input and sense of ownership into Gaillimh le Gaeilge and its direction and activities. The expansion of the scheme could, perhaps, allow members (or members of a particular level – cara maith, dlúthchara etc.) to give feedback and suggestions regarding our work and activities. This level of involvement would not only enhance the sense of ownership of the community in the promotion of the language, but also give an enhanced sense of being part of a bilingual community.

Feidhmiú

Plean Feidhmithe 2006 – 2008

Tá straitéis Ghaillimh le Gaeilge bunaithe ar chur chuige trí bheangán i leith an mhargaidh, an bhoinn cliant agus geallsealbhoirí lárnacha eile. Tá sé d'aidhm ag an straitéis aitheantas oifigiúil a dhaingniú do Ghaillimh mar chathair dhátheangach agus ag an am céanna a chinntiú go mbeidh tacaíocht phobail leathan ann do thionscnamh den sórt sin, rud ann féin ar chóir dó comhthéacs a chruthú do sheirbhísí trí Ghaeilge laistigh den phobal gnó i nGaillimh. Beidh tionchar ag an bhfócas atá ar an bpobal gnó comharthaí dhátheangacha a éascú agus ag an mbéim atá curtha ar scríobh agus ar labhairt na Gaeilge ar ghníomhaíocht ag an leibhéal oifigiúil sa chathair chomh maith leis an bpobal cathrach i gcoitinne.

De bhrí go bhfuil na spriocanna straitéiseacha idirnasctha, tá cinneadh déanta againn na spriocanna ar fad a chur ar aghaidh ag an am céanna chun an tionchar is mó is féidir a bhaint amach.



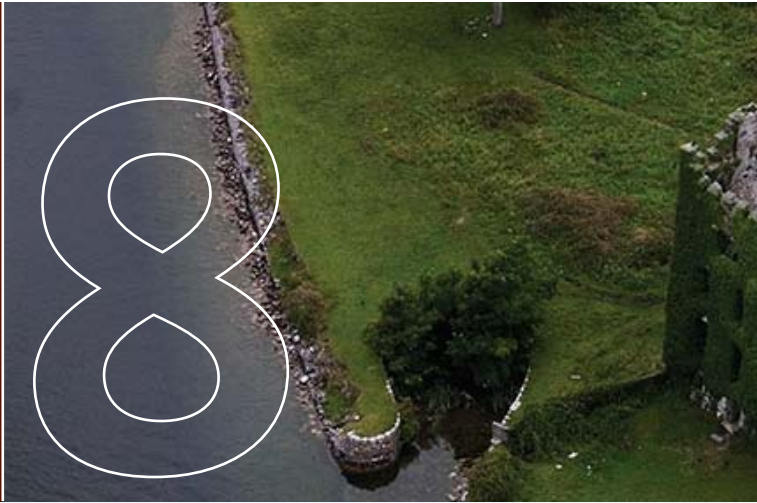
Implementation

Implementation Plan 2006 – 2008

Gaillimh le Gaeilges strategy is based on a three-prong approach to the market, client base and other key stakeholders. It aims to secure official recognition for Galway as a bilingual city, while at the same time ensuring that broad community support exists for such an initiative, which in turn should create a context for services in Irish within the business community in Galway. The focus on the business community to facilitate bilingual signage, and an emphasis on the written and spoken word will both impact upon, and be impacted by, activity at official level in the city, as well as the broader city community.

Given the interconnectedness of the strategic goals, we have decided to advance all goals simultaneously for maximum impact.

An Bord Stiúrthóirí agus an Fhoireann



Board of Directors
and Staff

Bord Stiúrthóirí

Caitlín Nic an Ultaigh (Cathaoirleach)	Ceannasaí Bainistíochta, Acadamh na hOllscolaíochta Gaeilge, Ollscoil na hÉireann, Gaillimh
Andrew D'Arcy	Ceannasaí Forbartha, Institiúid Teicneolaíochta na Gaillimhe Mhaigh Eo, Gaillimh
Pádraig Ó Beaglaoich	Iar-Phríomhoifigeach an státseirbhís
Joe Greaney	Stiúrthóir, WESTBIC
Tomás Breathnach	Timire Gaeilge, Coistí Gairmoideachais Chontae agus Chathairna Gaillimhe
Máire Mhic Aodha	Comhordaitheoir Réigiúnda Banc na hÉireann
Pádraic Ó Ráighne	Feidhmeannach Margaíochta, TG4

(Bhí Dr Peadar Ó Flatharta, Cathaoirleach Ghailimh le Gaeilge 1987-2004, ina Chathaoirleach le linn an phróiseas pleanála straitéiseach agus chuir sé leis an bhfís agus leis an straitéis)

An Fhoireann

Brid Ní Chonghóile	Feidhmeannach
Helen Nic Gabhann	Bainisteoir Tograí
Micheál Ó Ceallaigh	Riarthóir Oifige



Board of Directors

Caitlín Nic an Ultaigh (Chairperson)	Ceannasaí Bainistíochta, Acadamh na hOllscolaíochta Gaeilge, National University of Ireland, Galway
Andrew D'Arcy	Head of Development, Galway Mayo Institute of Technology, Galway
Pádraig Ó Beaglaoich	Retired Principal Officer, Civil Service
Joe Greaney	Director, WESTBIC
Tomás Breathnach	Timire Gaeilge, Galway City and County VEC
Máire Mhic Aodha	Regional Coordinator, Bank of Ireland
Pádraic Ó Ráighne	Marketing Executive TG4

(Dr Peadar Ó Flatharta, Chairman of Gaillimh le Gaeilge 1987-2004, was Chairman throughout the strategic planning process and contributed greatly to the vision and strategy)

Staff

Brid Ní Chonghóile	Executive
Helen Nic Gabhann	Project Manager
Micheál Ó Ceallaigh	Office Administrator

Rannpháirtithe

An Roinn Gnóthaí Pobail Tuaithe agus Gaeltachta	Uinseann Mac Thomáis
An Roinn Gnóthaí Pobail Tuaithe agus Gaeltachta	Breandán Ó Suilleabháin
An Post	Peadar Ó Conaill
Bus Éireann	Ray Mac Donnacha
Banc na hÉireann	Máire Mhic Aodha
Conradh na Gaeilge	Peadar Mac Fhlannachadha
Druid Theatre	Fergal McGrath
Ernst & Young	Éamon Ó Seibhleáin
Féile Ealaíon na Gaillimhe	John Crumlish
Galway Bay FM	Sinéad Ní Neachtain
Comhairle Cathrach na Gaillimhe	Christy Kelly
Comhairle Cathrach na Gaillimhe	Michael Burke

Comhairle Cathrach na Gaillimhe	An Comhairleoir, Catherine Connolly
Comhairle Cathrach na Gaillimhe	Breandán Ó hEaghra
Comhairle Contae na Gaillimhe	Pat Gallagher (Bainisteoir Contae)
Comhairle Contae na Gaillimhe, (An Rannóg Fiontair)	Ann Mallaghan
Cumann Tráchtála na Gaillimhe	Michael Coyle
Cumann Tráchtála na Gaillimhe	Maeve Joyce
Galway City Tribune / Connacht Tribune	Bernie Ní Fhlatharta
Fóram Pobail Cathrach na Gaillimhe	Brendan Smith
Institiúid Teicneolaíochta na Gaillimhe – Mhaigh Eo	Marion Coy
Gold Finch Signs	John Herrick
Hewlett-Packard Galway Ltd.	Rory O'Connor



Focus group participants

An Post	Peadar Ó Conaill
Bus Éireann	Ray Mac Donnacha
Bank of Ireland	Máire Mhic Aodha
Conradh na Gaeilge	Peadar Mac Fhlannachadha
Druid Theatre	Fergal McGrath
Galway Arts Festival	John Crumlish
Galway Bay FM	Sinéad Ní Neachtain
Galway City Council	Christy Kelly
Galway City Council	Michael Burke
Galway City Council	Catherine Connolly
Galway City Council	Breandán Ó hEaghra
Galway County Council	Pat Gallagher (County Manager)

Galway County Council, Enterprise Dept.	Ann Mallaghan
Galway Chamber	Michael Coyle
Galway Chamber	Maeve Joyce
Galway City Tribune / Connacht Tribune	Bernie Ní Fhlatharta
Galway City Community Forum	Brendan Smith
Galway Mayo Institute of Technology	Marion Coy
Gold Finch Signs	John Herrick
Hewlett-Packard Galway Ltd.	Rory O'Connor
JSL Stewart Ltd.	Seán Stewart
Junior Chamber Ireland	Eugene Garvin
Murtagh & Co. Accountants	Bernadette Murtagh

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National Irish Bank / Network Galway	Carmel Brennan Forde
Renvyle House Hotel	John Coyle
Séamus Mac Coitir	Séamus Mac Coitir
TG4	Pádraic Ó Ráighne
Zhivago Records / Heart of Galway Association	Joe Carroll

Gabhaimid buíochas leis na daoine sin ar fad a chuir leis an bpróiseas ach ar mian leo nach luafáí a n-ainm.



Michael D. Higgins, T.D.	Michael D. Higgins, T.D.
National Irish Bank / Network Galway	Carmel Brennan Forde
Séamus Mac Coitir	Séamus Mac Coitir
TG4	Pádraic Ó Ráighne
Zhivago Records / Heart of Galway Association	Joe Carroll
Renvyle House Hotel	John Coyle

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Gach ceart ar cosaint

Ní ceadmhach aon chuid den fhoilseachán seo a atáirgeadh, a chur i gcomhad athfhála ná a tharchur ar aon mhodh ná slí, bíodh sin leictreonach, meicniúil, bunaithe ar fhótachóipeáil, ar thaifeadadh nó eile, gan cead scríofa a fháil roimh ré ón bhfoilsitheoir.

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