



# I DTREO STÁDAS DÁT HEANGACH DO CHATHAIR NA GAILLIMHE / TOWARDS A BILINGUAL STATUS FOR THE CITY OF GALWAY

## Achoimre Fheidhmeach / Executive Summary

Tuairisc Chomhairleach ullmhaithe ag Edgecast Media Eanáir 2013 /  
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The logo features a stylized red hand holding a white heart with the text 'BUAIL COIS AIR' inside. Below the hand, the text 'Ar do Chois i nGaillimh' is visible.

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# Réamhrá / Foreword

In 2011, choimisiúnaigh Gaillimh le Gaeilge Edgecast Media Ltd. le taighde a dhéanamh ar staid reatha na Gaeilge i nGaillimh le go bhféadfaí cur leis an taighde a rinneadh roimhe seo ar thábhacht na Gaeilge do gheilleagar na Cathrach agus chun léargas a fháil ar dhearcadh mhuintir na Gaillimhe i leith íomhá dhátheangach na Cathrach. Is é príomhchuspóir an taighde seo ná eolas a chur ar fáil a bheidh mar threoir do Ghaillimh le Gaeilge agus do pháirtithe leasmhara ábhartha eile sa Chathair agus iad ag leagan amach straitéis chun feidhm a thabhairt dá bhfís de Ghaillimh mar chathair dhátheangach - cathair ina mbeidh 'Gaeilge agus Béarla in úsáid le chéile, i slí iomlán chuimsitheach le béim ar leith ar na meáin áitiúla agus ar sheirbhísí ón earnáil phoiblí agus ina mbeidh an dá theanga le feiceáil agus le cloisteáil go forleathan ar fud na cathrach'.

Bhí próiseas cuimsitheach i gceist leis an taighde seo agus chuathas i gcomhairle le sliosamharc samplach de ghnáthphobail na Gaillimhe agus de pháirtithe leasmhara ábhartha na Cathrach. Bailíodh agus scrúdaíodh eolas ar úsáid na Gaeilge san earnáil ghnó, in eagraíochtaí poiblí, sna seirbhísí oideachais, i gcúrsaí eaglasta, in earnáil na n-ealaíon agus na siamsaíochta agus ar na meáin shóisialta. Cíoradh, freisin, na bealaí gur féidir le Cathair na Gaillimhe an tairbhe is fearr a bhaint as na forálacha reachtúla a eascraíonn as an Straitéis 20 Bliain don Ghaeilge chun an Ghaeilge sa chathair agus sa cheantar Gaeltachta máguaird a chur chun cinn.

Faoi láthair, níl aon aon fhoráil reachtúil ann faoina bhféadfaí stádas mar chathair dhátheangach a bhronnadh ar Ghaillimh. Is gá dúinn, mar sin, dul chun cinn le bunús "dlisteanach" seachas bunús "dlíthiúil" a fháil don iarracht leanúnach atá ar siúl againn le stádas dátheangach a bhaint amach do Chathair na Gaillimhe agus gach deis a thapú chun bonn láidir a chur faoi seo. Chun go dtarlóidh sé seo, cuireann an tuarascáil béim ar an tábhacht atá leis an leibhéal dátheangachas ghníomhaigh atá in úsáid i gCathair na Gaillimhe a mhéadú agus cúnaimh leanúnach a thabhairt don leibhéal ard dátheangachas atá le feiceáil agus a bhfuil cáil ar Ghaillimh dá bharr. Mar sin féin, ní chuireann seo cosc ar iarracht comhthreomhar chun an Rialtas a spreagadh le prótacal foirmiúil (ní gá gur prótacal reachtúil a bheadh ann) a chur i dtoll a chéile le go bhféadfaí stádas dátheangach a bhronnadh ar chathracha agus ar bhailte a bhaineann na critéir aontaithe amach.

In 2011, Gaillimh le Gaeilge commissioned Edgecast Media Ltd. to conduct research on the current status of the Irish language in Galway, with a view to building on the insights gained from previous research on the importance of the Irish language to the economy of the city and the attitudes of its citizens to its bilingual status.

The main aim of this report is to inform the future strategies of Gaillimh le Gaeilge, and of other key stakeholders, for the development of their vision of Galway as a Bilingual City - a city in which 'Irish and English [are used] side by side and in a fully inclusive manner, with particular emphasis on local media, services from the public sector and widespread visibility and audibility throughout the city'.

This research involved a participative process in which a sample cross section of the general public and key stakeholders in the City were consulted. Data on the use of Irish in the business sector, in public bodies, in educational services, in church services, by the arts and entertainment sector and in the media was collected and analyzed. The benefits that will accrue to Galway City and its promotion of the Irish language from the legal provisions of the 20 Year Strategy for the Irish Language are also discussed.

No legal framework exists, as yet, for formally designating Galway as a bilingual city. We must, therefore, move forward on the basis of developing a legitimate rather than a 'legal' basis for our continued promotion of Galway as a bilingual city and must avail of every opportunity to reinforce the basis for this. This report emphasizes that, for this to happen, the level of 'active bilingualism' in Galway must continue to increase and the high level of visible bilingualism for which the city is well known needs continued support. However, this does not preclude a parallel effort to encourage the Government to establish a formal (though not necessarily a statutory) protocol to enable the conferment of bilingual status on cities or towns which meet agreed criteria.

Our strategy for the future, therefore, needs, on the one hand, to focus on how to maintain current levels of passive bilingualism while increasing levels of active bilingualism, by 'activating' both people's current levels of language ability and aspirations for more



Tá sé riachtanach, dá réir sin, go mbeadh ár straitéis don todhchaí dírithe ar conas leibhéal an dátheangachais éighníomhaigh a choinneáil agus ag an am céanna, leibhéal an dátheangachais ghníomhaigh a leathnú, trí dhaoine a spreagadh le húsáid a bhaint as an gcumas teanga atá acu faoi láthair agus iad a ghríosadh i dtreo an dátheangachais. Ar an lámh eile, caithfear an feachtas – ag leibhéal náisiúnta – a bhrú chun cinn le scéim fhoirmiúil a bhunú, chun stádas dátheangach a bhronnadh ar chathracha agus ar bhailte a n-éiríonn leo an caighdeán atá leagtha síos a bhaint amach. Bheadh an coincheap deiridh seo ina spreagadh do bhailte agus do chathracha eile chun oibriú i dtreo stádas den chineál céanna a bhaint amach.

Tá pobal spleodrach Gaeilgeoirí i gCathair na Gaillimhe, agus tá tacaíocht ard don teanga ina measc, agus don dátheangachas Béarla/Gaeilge. Teastaíonn uainne i nGaillimh le Gaeilge dea-thoil i leith na Gaeilge a ghríosú, agus leas a bhaint as na buntáistí geilleagracha agus cultúrtha a bhaineann le húsáid na Gaeilge agus cur leo.

Ar ndóigh, ní féidir le Gaillimh le Gaeilge tabhairt faoin obair seo gan comhoibriú agus tacaíocht ó réimse leathan daoine agus eagraíochtaí. Bíonn cabhair agus tacaíocht le fáil i gcónaí ón Roinn Ealaíon, Oidhreacht agus Gaeltachta, ón gComhairle Cathrach, agus ón gCairde i gCumann Tráchtála na Gaillimhe. Mar sin, tógaimis le chéile i spiorad na páirtnéireachta na chéad chéimeanna eile chun aitheantas náisiúnta agus idirnáisiúnta mar chathair dhátheangach a ghnóthú do Ghailimh.

Is fúinn uile atá sé,

lognáid G. Ó Muircheartaigh, MA PhD DSc LLD  
Cathaoirleach Ghailimh le Gaeilge,  
Uachtarán/President Emeritus  
Ollscoil na hÉireann, Gaillimh.

bilingualism, and on the other hand, to progress – at national level – the campaign to establish a formal scheme which will confer “bilingual” status on cities and towns which meet approved standards. This latter concept would serve as a stimulus to encourage other cities and towns to work towards achieving such a status.

Galway City has a vibrant community of Irish speakers and support for the language is high, as is support for English/Irish bilingualism. In Gaillimh le Gaeilge, we want to harness that goodwill towards the Irish language and to build and capitalise on the economic and cultural benefits associated with its use.

Of course, Gaillimh le Gaeilge could not undertake this work without the co-operation and support of a wide range of people and organisations. The Department of Arts, Heritage and the Gaeltacht, Galway City Council and the Galway Chamber have always been there to provide help and support. Therefore, we look forward to working in partnership with these organisations and to taking the next steps together with them to gain national and international recognition for Galway as a bilingual city.

Is fúinn uile atá sé,

lognáid G. Ó Muircheartaigh, MA PhD DSc LLD  
Cathaoirleach Ghailimh le Gaeilge,  
Uachtarán/President Emeritus  
National University of Ireland, Galway.

# Admhálacha / Acknowledgements

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Go raibh maith agaibh,

Edgecast Media

The authors would like to take this opportunity to extend their thanks to several people who gave their help and time in preparing this report.

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We are much obliged to the working group of Coiste Stiúrtha Ghaillimh le Gaeilge for giving their time in putting this research together. [They are; Cathaoirleach Ghaillimh le Gaeilge, Dr. Iognáid Ó Muircheartaigh, Aindriú D'Arcy, Seán Stewart, and Uinseann Mac Thómais]

We would like to thank Seosamh Mac Donnacha, Acadamh na hOllscolaíochta Gaeilge, Ollscoil na hÉireann Gaillimh, who provided editorial advice for the report.

Go raibh maith agaibh,

Edgecast Media

AN SAILEARAI BEAG

TIQUE



# Cúlra na Tuarascála / Background to the Report

**Tá sé mar aidhm faoi leith ag an tuarascáil seo eolas a chur ar fáil a bheidh mar threoir do Gaillimh le Gaeilge agus do pháirtithe leasmhara eile sa Chathair agus iad ag leagan amach straitéis chun feidhm a thabhairt dá bhfís de Chathair na Gaillimhe mar chathair dhátheangach.**

In particular the report aims to inform the future strategies of Gaillimh le Gaeilge and of other key stakeholders, for developing their vision of Galway as a Bilingual City.

Is é príomh-mhisean Gaillimh le Gaeilge, ó bunaíodh é i 1987, tábhacht na Gaeilge d'fhorás eacnamaíoch, cultúrtha agus sóisialta na Gaillimhe a léiriú agus íomhá dhátheangach na Cathrach a chur chun cinn ar mhaithe le húsáid na Gaeilge i ngach gné de shaol geilleagrach na Cathrach a threisiú.

Choimisiúnaigh Gaillimh le Gaeilge an tuarascáil seo i 2011 chun tógáil ar thaighde a déanadh roimhe seo agus chun cur lenár dtuiscint ar thábhacht na Gaeilge d'eacnamaíocht na Gaillimhe agus léargas a fháil ar dhearcadh phobal na Gaillimhe ar íomhá dhátheangach na Cathrach. Tá sé mar aidhm faoi leith ag an tuarascáil seo eolas a chur ar fáil a bheidh mar threoir do Gaillimh le Gaeilge agus do pháirtithe leasmhara eile sa Chathair agus iad ag leagan amach straitéis chun feidhm a thabhairt dá bhfís de Chathair na Gaillimhe mar chathair dhátheangach: cathair ina mbeidh “Gaeilge agus Béarla in úsáid le chéile, i slí iomlán chuimsitheach . . . [le] béim ar leith ar na meáin áitiúla agus ar sheirbhísí ón earnáil phoiblí agus an dá theanga le feiceáil agus le cloisteáil go forleathan ar fud na cathrach (Staidéar Taiscéalaíoch ar an Dátheangachas i gCathair na Gaillimhe, Gaillimh le Gaeilge 2006).”

## Is iad seo a leanas téarmaí tagartha na Tuarascála:

- Staid teangeolaíoch chomhaimseartha na Gaeilge i gCathair na Gaillimhe a shonrú agus
- Moltaí a dhéanamh a chuideoidh le staid teangeolaíoch chomhaimseartha na Gaeilge i gCathair na Gaillimhe a neartú agus a chur chun cinn chun tacú le cás na Gaillimhe stádas dátheangach oifigiúil a bhaint amach di féin.

Tá an fhaisnéis atá curtha ar fáil sa tuarascáil seo bunaithe ar thaighde tánaisteach deisce agus ar thaighde páirce ag baint úsáide as suirbhéanna agus agallaimh.

The overriding mission of Gaillimh le Gaeilge, since its establishment in 1987, has been to articulate the importance of the Irish language to Galway's economic, cultural and social well-being and to promote the City's bilingual image with a view to increasing the use of Irish across all sectors of the economy.

This report was commissioned by Gaillimh le Gaeilge in 2011 to add to the insights gained from previous research on the importance of the Irish language to the economic well-being of Galway and on the attitudes of its citizens to its bilingual image. In particular the report aims to inform the future strategies of Gaillimh le Gaeilge and of other key stakeholders, for developing their vision of Galway as a Bilingual City: a city in which “Irish and English . . . [are used] side by side and in a fully inclusive manner, with particular emphasis on local media, services from the public sector and widespread visibility and audibility throughout the city (Exploratory Study into Bilingualism in Galway City, Gaillimh le Gaeilge, 2006).”

## The terms of reference laid down by Gaillimh le Gaeilge for the report were as follows:

- To specify the contemporary linguistic situation of the Irish Language in Galway City and
- To make recommendations that will enhance and promote the Irish Language in order to support Galway's case for Official Bilingual Status.

The findings of this report were compiled through a combination of secondary desk research and field research in the form of surveys and interviews.

ANINIAR

RESTAURANTI





# Cainteoirí Gaeilge agus Úsáid na Gaeilge i gCathair na Gaillimhe / Irish Language Users and Irish Language Usage in Galway

**Deir breis agus 75% de phobal na Gaillimhe go mbeadh stádas dátheangach tairbheach don Chathair agus aontaíonn suas le 70% gur gné thábhachtach den gheilleagar áitiúil í an Ghaeilge.**

75% of the city's population believe that official bilingual status would be beneficial to Galway and almost 70% of Galwegians agree that the Irish language is an important part of the local economy.

C ruthaíonn faisnéis na tuarascála seo próifíl de phobal Chathair na Gaillimhe, idir chainteoirí Gaeilge agus daoine nach cainteoirí Gaeilge iad, agus léiríonn sé a ndearcadh i leith na Gaeilge, a dtuairimí faoi na bacainní a fheiceann siad ar úsáid na Gaeilge agus a gcuid moltaí faoi conas déileáil leis na bacainní sin. Is eolas é seo a rachaidh chun tairbhe an phróisis chun straitéis a fhorbairt don todhchaí agus a chinntiú go mbeidh an straitéis sin dírithe ar riachtanais an spriocphobail teanga. Tá sé ríthábhachtach a rá go ndeir breis agus 75% de phobal na Gaillimhe go mbeadh stádas dátheangach tairbheach don Chathair agus aontaíonn suas le 70% gur gné thábhachtach den gheilleagar áitiúil í an Ghaeilge.

Léiríu amháin ar an tábhacht atá le straitéis, mar atá luaite thuas, a fhorbairt chun deiseanna labhartha Gaeilge a chruthú agus a threisiú do phobal na Cathrach, is ea, gur cainteoirí Gaeilge iad 45.09% den phobal ach nach labhraíonn ach 29% acu Gaeilge ar bhonn laethúil. Ina theannta sin, titeann an céatadán seo go dtí 6.3% nuair a fhágtar iad siúd a labhraíonn Gaeilge laistigh den chóras oideachais amháin as an áireamh. Tá sé seo fíor, in ainneoin go ndeir 84% acu go n-úsáidfeadh siad Gaeilge níos minicí dá gcuirfeadh daoine eile tús leis an gcomhrá i nGaeilge.

Is líon suntasach iad an méid daoine le Gaeilge agus Béarla atá ina gcónaí i gCathair na Gaillimhe (46% de phobal na Cathrach atá 3 bliana d'aois nó níos sinne). Tá raon cumais éagsúla i labhairt agus i scríobh na Gaeilge ag na daoine seo. Tá tuiscint mhaith acu ar thábhacht eacnamaíoch agus chultúrtha na Gaeilge don Chathair agus tá siad ar an eolas faoi na hiarrachtaí atá déanta le roinnt blianta leis an nGaeilge a dhéanamh níos suntasaí i dtimpeallacht theangeolaíoch na Cathrach. Ina ainneoin seo, tá an claonadh atá acu chun Gaeilge a úsáid i bhfad níos annaimhe ná mar a bheifí ag súil leis, i bhfianaise na spéise agus an chumais atá acu inti.

Is iomaí sin cúis atá leis seo, ar a n-áirítear an easpa muiníne a bhíonn ag daoine as a gcumas Gaeilge féin agus go mbraitheann siad gur beag é cumas teanga an phobail go ginearálta. Is minic go gcruthaíonn an easpa muiníne seo suíomh ina mbraitheann daoine míchompórdach, cúthaileach agus aiféalach, faoina n-iompar teanga – de bharr

The findings of this study regarding the profile of those who speak Irish and those who do not, plus their attitudes towards the Irish language, their perceived barriers to its use and proposals to overcome these barriers, provide valuable insights which can serve to inform the process of developing a strategy for the future and ensure that such a strategy is client focussed. Crucially, more than 75% of the city's population believe that official bilingual status would be beneficial to Galway and almost 70% of Galwegians agree that the Irish language is an important part of the local economy.

The importance of developing a strategy for helping to sustain and create more Irish-speaking opportunities for the people of Galway, can be gleaned from the fact that in a city in which 45.09% of the population can speak Irish, only 29% of Irish speakers claim to speak Irish on a daily basis, with this percentage falling to 6.3% when those who speak Irish within the education system only are excluded. This is the case despite the fact that 84% of them strongly agreed that they would be more likely to use Irish if someone else initiated the conversation.

Galway has a significant number of English-Irish bilinguals (46% of the city's population aged 3 years and over) who are competent to varying degrees in both spoken and written Irish. They have a high level of awareness of the economic and cultural importance of the language to the city and have a keen awareness of the efforts made in recent years to make Irish a visible element of the bilingual landscape of the city. However, their propensity to use Irish is much less than would be expected, given their declared level of interest and ability.

The reasons for this are many and include a lack of confidence which people feel, both individually and collectively, when using Irish. This can often lead to a sense of embarrassment, awkwardness and self-consciousness - both because the other person may not understand and because the speaker fears correction from a more competent speaker. Thus, there is a need to create 'safe spaces' or 'safe linguistic conventions', which will encourage both competent Irish speakers and those of limited Irish-language ability to use Irish in a wider range of contexts.



# Cainteoirí Gaeilge agus Úsáid na Gaeilge i gCathair na Gaillimhe / Irish Language Users and Irish Language Usage in Galway

go mb'fhéidir nach dtuigfidh an duine eile iad nó de bharr go bhfuil inní orthu go gceartóidh daoine eile, a bhfuil Gaeilge níos fearr acu, a gcuid Gaeilge. Dá bhrí sin, tá gá le 'spásanna sábháilte' agus 'comhghnásanna teanga sábháilte' a chothú, a spreagfaidh daoine a bhfuil togha na Gaeilge acu agus daoine atá ar bheagán Gaeilge le Gaeilge a úsáid níos minicí agus í a úsáid sna háiteanna sin nach n-úsáidtear í faoi láthair.

If these barriers to Irish language usage could be overcome, there is significant scope to increase the level of 'active bilingualism' in Galway, by converting those who never speak Irish into infrequent users of the language and by getting those who do speak it to use it on a more frequent basis.

**Tá go leor deiseanna chun leibhéal an 'dáttheangachais ghníomhaigh' i nGaillimh a ardú, trí dheiseanna a chur ar fáil do na daoine nach labhraíonn Gaeilge riamh chun í a úsáid anois agus arís, agus iad siúd a labhraíonn Gaeilge a spreagadh chun úsáid níos rialta a bhaint aiste.**

Dá bhféadfaí na baic seo ar úsáid na Gaeilge a threascairt, chruthódh sé go leor deiseanna chun leibhéal an 'dáttheangachais ghníomhaigh' i nGaillimh a ardú, trí dheiseanna a chur ar fáil do na daoine nach labhraíonn Gaeilge riamh chun í a úsáid anois agus arís, agus iad siúd a labhraíonn Gaeilge a spreagadh chun úsáid níos rialta a bhaint aiste.

There is significant scope to increase the level of 'active bilingualism' in Galway, by converting those who never speak Irish into infrequent users of the language and by getting those who do speak it to use it on a more frequent basis.

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do it!*  
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fein e

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# Íomhá Dhátheangach Chathair na Gaillimhe / Galway's Bilingual Image

**Thuairiscigh 53% de na gnólachtaí a ghlac páirt sa taighde go bhfuil comharthaíocht dhátheangach éigin in úsáid acu ar an láthair ghnó agus luaigh 67% acu go n-úsáideann siad Gaeilge in ábhar scríofa a bhaineann lena ngnólacht.**

53% of companies who participated in this research reported that they have some level of bilingual signage at their premises and 67% stated that they used Irish in text or literature about their business.

Léiríonn an taighde seo go bhfuil an úsáid a bhaintear as comharthaí Gaeilge ar shiopaí agus ar ghnólachtaí eile i nGaillimh ar cheann de na rudaí is mó a chruthaíonn íomhá dhátheangach don Chathair. Thuairiscigh 53% de na gnólachtaí a ghlac páirt sa taighde go bhfuil comharthaíocht dhátheangach éigin in úsáid acu ar an láthair ghnó agus luaigh 67% acu go n-úsáideann siad Gaeilge in ábhar scríofa a bhaineann lena ngnólacht. Ina theannta sin, léirigh staidéar a rinneadh ar na príomhshráideanna gnó i lár na Cathrach agus i mBóthar na Trá go bhfuil 60 gnólacht le leibhéal suntasach de chomharthaíocht dhátheangach in úsáid acu ag feidhmiú sna limistéir ghnó seo. Tugann cainteoirí Gaeilge agus daoine nach cainteoirí Gaeilge iad, araon, suntas don chomharthaíocht dhátheangach seo, agus aithníonn gnólachtaí in eamail na turasóireachta agus an fháilteachais gur uirlis luachmhar mhargaíochta í an chomharthaíocht dhátheangach seo agus go dtarraingíonn sí aird dhearfach na gcuairteoirí a thagann go dtí an Chathair.

Cuireann an saothrú eacnamaíoch a easraíonn as gníomhaíochtaí na meán Gaeilge go mór le geilleagar Chathair na Gaillimhe agus soláthraíonn siad seirbhísí tábhachtacha trí mheán na Gaeilge do phobal Gaeilge na Cathrach, agus, i gcás TG4, do chéatadán suntasach den chuid sin de phobal na Cathrach atá gan Ghaeilge.

I gcás na meán réigiúnach agus áitiúil eile, áfach, is beag i ndáiríre, an méid ábhar a fhoilsíonn siad agus a chraolann siad i nGaeilge nó go dátheangach. Is easnamh mór é seo sna hiarrachtaí chun íomhá de Ghailimh mar chathair dhátheangach a chruthú. Moltar go láidir sa tuarascáil seo go rachfar i gcomhairle leis na príomhpháirtithe leasmhara i dtionscal na cumarsáide sa Chathair, go háirithe iad siúd a thacaíonn le hobair Ghailimh le Gaeilge cheana féin, agus go bhféachfar le straitéis faoi leith a fhorbairt i gcomhar leo chun spás faoi leith a chruthú don Ghaeilge sna meáin chumarsáide áitiúla agus réigiúnacha. Is cóir an obair seo a bheith ina gné lárnach den straitéis chun forbairt inbhuanaithe a dhéanamh ar Ghailimh mar chathair dhátheangach.

The prominent use of Irish language signs on shops and businesses in Galway is proven within this study to play a significant and effective role in promoting Galway's image as a bilingual city. Of the 63 businesses surveyed for this study 53% reported that they have some level of bilingual signage at their premises and 67% stated that they used Irish in text or literature about their business. A visual mapping exercise of the city centre and Salthill 'High Streets' has registered over 60 businesses with substantial levels of bilingualism in their signage. The signage has a high visibility among both users and non-users of the Irish language and businesses in the hospitality sector recognise its value as a marketing tool and a positive differentiating feature for visitors.

The operations of Irish language media outlets are an important element of the City's economic activity and provide important services to Galway's Irish-speaking community and, in the case of TG4, to a significant proportion of the city's broader English-speaking community.

However, the Irish-language and bilingual output of other regional and local media outlets is low. Thus an important element in the creation of a bilingual landscape for Galway is missing. It is strongly recommended in this report that a media strategy, based on soundings from the main media stakeholders in the city, many of whom already support the work of Gaillimh le Gaeilge in several ways, should be a key element of future plans for the sustainable development of Galway as a bilingual city.



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# Anailís Earnála ar an nGaeilge i gCathair na Gaillimhe / A Sectoral Analysis of Irish in Galway

**Tá sé tábhachtach, áfach, go gcruthófar cúinsí inar féidir leis an úsáid dhromchlach seo fás agus forbairt, trí ‘spásanna sábháilte’ – ‘sábháilte’ don ghnólacht agus ‘sábháilte’ do na custaiméirí atá sásta Gaeilge a labhairt – a chruthú di. Is cóir aird faoi leith a thabhairt ar an gceist seo i straitéisí Ghaillimh le Gaeilge don todhchaí.**

Creating a ‘safe space’ – ‘safe’ for the business and its employees and ‘safe’ for the Irish speaking client - for this superficial level of linguistic engagement to occur and grow has to be given serious attention in the future strategies of Gaillimh le Gaeilge.

## Úsáid na Gaeilge san Earnáil Ghnó

Is gné uathúil de shaol Chathair na Gaillimhe í an méid úsáide a bhaineann gnólachtaí na cathrach as an nGaeilge ina gcuid cumarsáide. Ina theannta sin, tuigeann an lucht gnó luach na Gaeilge don gheilleagar áitiúil agus dá gcuid gnónna féin agus ní bhraitheann siad go bhfuil costas ina bhac ar sheirbhísí trí mheán na Gaeilge a chur ar fáil ar bhonn níos leithne.

Is léir go dtuigeann muintear na Gaillimhe (iad siúd ar chainteoirí Gaeilge iad agus iad siúd nach labhrann Gaeilge, araon) a bhfuil déanta ag an lucht gnó le roinnt blianta leis an dátheangachas a chur chun cinn sa Chathair. Ina ainneoin sin, ní léir go mbíonn cainteoirí Gaeilge ag éileamh mórán seirbhíse trí mheán na Gaeilge ón lucht gnó. Ardaíonn sé seo ceisteanna casta a bhaineann le nósanna agus noirm theanga atá fadbhunaithe agus is bac an-mhór é ar iarrachtaí chun leibhéal inbhuanaithe dátheangachais a chruthú i measc phobal na Cathrach.

Is léir go bhfuil lucht gnó na Gaillimhe sásta tabhairt faoina thuilleadh úsáide a bhaint as an nGaeilge ina gcuid gnóanna. I gcásanna áirithe is úsáid ag leibhéal siombalach agus dromchlach amháin a bheidh i gceist leis seo. Tá sé tábhachtach, áfach, go gcruthófar cúinsí inar féidir leis an úsáid dhromchlach seo fás agus forbairt, trí ‘spásanna sábháilte’ – ‘sábháilte’ don ghnólacht agus ‘sábháilte’ do na custaiméirí atá sásta Gaeilge a labhairt – a chruthú di. Is cóir aird faoi leith a thabhairt ar an gceist seo i straitéisí Ghaillimh le Gaeilge don todhchaí.

## Úsáid na Gaeilge in Eagraíochtaí Poiblí

Cé go bhfuil iarrachtaí suntasacha déanta le roinnt blianta a chur in iúl don phobal céard iad na seirbhísí a chuireann eagraíochtaí poiblí ar fáil trí mheán na Gaeilge, léiríonn torthaí an tsuirbhé a rinneadh mar chuid den staidéar seo go bhfuil drogall fós ar chainteoirí

## The use of the Irish Language in the Business Sector

The extent to which businesses in Galway communicate through Irish is a unique feature of the city. Business owners appreciate the value of the language to the local economy and their own operations and do not look upon cost as a barrier to making Irish language services more widely available.

It would appear that the majority of the people of Galway (both Irish-speakers and non-speakers of Irish) are aware of the extent to which the business sector acts to promote bilingualism. None the less, there does not appear to be a significant demand by Irish-Speakers for Irish-medium services from the business sector. The reasons for this are complex and stem from long standing linguistic norms. It none the less poses a serious challenge to further efforts at creating a sustainable level of societal bilingualism in the city.

Ultimately Galway businesses appear willing to conduct more of their business through the medium of Irish. This may only be at a symbolic and superficial level in some cases, but creating a ‘safe space’ – ‘safe’ for the business and its employees and ‘safe’ for the Irish-speaking client - for this superficial level of linguistic engagement to occur and grow has to be given serious attention in the future strategies of Gaillimh le Gaeilge.

## The use of the Irish Language in Public Sector Bodies

Although considerable progress has been made in recent years in making clear what services public organisations provide to clients through the medium of Irish, the results of our survey suggest that there is still a considerable reluctance amongst Irish speakers to avail of the opportunity to deal with public services through the medium of Irish. The reasons for this are complex. It stems in part from a perception that Irish medium services will be more difficult to access and/or will not lead to an equally satisfactory result as those

# Anailís Earnála ar an nGaeilge i gCathair na Gaillimhe / A Sectoral Analysis of Irish in Galway

**D'fhéadfadh Gaillimh le Gaeilge dul i gcomhairle le heagraíochtaí poiblí a bhfuil seirbhísí á soláthar acu sa Chathair agus a iarraidh orthu seirbhísí faoi leith a roghnú agus iad a chur chun cinn mar 'Sheirbhísí Eiseamláireacha' trí mheán na Gaeilge.**

One possibility Gaillimh le Gaeilge could pursue with public service organisations actively engaging with the city of Galway, would be to identify a number of 'Flagship' services which they propose to offer through the medium of Irish and to focus in the short to medium term on making Irish - speakers aware of those services and increasing the uptake of them.

Gaeilge glacadh leis na deiseanna atá ar fáil gnó a dhéanamh le heagraíochtaí poiblí trí mheán na Gaeilge. Tá cúiseanna casta leis seo. Eascraíonn sé, i bpáirt, as an tuiscint atá ag daoine go mbíonn iarracht bhreise i gceist le seirbhísí a fháil trí mheán na Gaeilge agus/nó nach mbíonn an toradh ar sheirbhísí a fhaightear trí mheán na Gaeilge chomh sásúil céanna leis an toradh a bhíonn ar sheirbhísí trí mheán an Bhéarla. Eascraíonn sé freisin as noirm theanga fhadbhunaithe a fhágann go mbíonn go leor cainteoirí Gaeilge (cé nach mbíonn siad ar fad) níos muiníní agus níos compordaí ag déileáil le háisíneachtaí agus seirbhísí áirithe de chuid an Stáit trí mheán an Bhéarla, fiú nuair is í an Ghaeilge a dteanga dhúchais.

Is ceist an-chasta í an cheist seo a bhfuil gá le tuilleadh taighde a dhéanamh uirthi chun tuiscint níos fearr a fháil ar an dinimic shochtheangeolaíoch atá i gceist léi. Rogha amháin a bhféadfadh Gaillimh le Gaeilge tabhairt faoi is ea dul i gcomhairle le heagraíochtaí poiblí a bhfuil seirbhísí á soláthar acu sa Chathair agus a iarraidh orthu seirbhísí faoi leith a roghnú agus iad a chur chun cinn mar 'Sheirbhísí Eiseamláireacha' trí mheán na Gaeilge. D'fhéadfaí ansin díriú sa ghearr- agus sa mheántréimhse ar chainteoirí Gaeilge a chur ar an eolas faoi na seirbhísí seo agus an t-éileamh orthu a ardú.

## An Ghaeilge i Seirbhísí Oideachais na Gaillimhe

Den 12,392 dalta bunscoile agus iar-bhunscoile atá i gCathair na Gaillimhe tá 2,013 (16%) ag fáil a gcuid oideachais trí mheán na Gaeilge agus tá fáil ar oideachas trí mheán na Gaeilge, a bheag nó a mhór, ag gach leibhéal oideachais sa Chathair.

Tá an céatadán daltaí a leanann ar aghaidh lena gcuid iar-bhunoideachais trí mheán na Gaeilge sa Chathair íseal go maith, áfach. Bheadh sé indéanta, ach tabhairt faoi ar bhonn pleanáilte, i gcomhthéacs an pholasáí náisiúnta rogha a bheith ar fáil do thuismitheoirí

services accessed through the medium of English. But it also stems from well-established linguistic norms which result in many (though not all) Irish-speakers being more confident and more comfortable dealing with certain agencies and their services through the medium of English, even when their first language is Irish.

While this is a complex area and further research is needed to give a better understanding of the linguistic dynamics at work in this situation, one possible avenue that Gaillimh le Gaeilge could pursue with public service organisations actively engaging with the city of Galway, would be to identify a number of 'Flagship' services which they propose to offer through the medium of Irish and to focus in the short to medium term on making Irish-speakers aware of those services and increasing the uptake of them.

## The Irish Language in the Education Services of Galway

Of the 12,392 primary and second level students in Galway 2,013 (16%) receive their education through the medium of Irish and access to education through the medium of Irish is available to some degree at all levels in the City.

However, the percentage of primary students continuing their Irish-medium education at second level is relatively low. It is likely that a planned approach, within the context of a national policy of giving parents educational choice and the objectives of the 20 Year Strategy for the Irish Language, could lead to the establishment of further Irish-medium second level schools in parts of Galway not currently serviced by such schools, and thus lead to an increased participation in Irish medium education at second level.

The presence of a large cohort of Gaeltacht and Irish-speaking students at GMIT and NUI, Galway is an important element of Galway's Irish-speaking population. At NUI, Galway ,

1 Tá 22% de dhaltai bunscoile na Cathrach ag freastail ar bhunscoileanna lán-Ghaeilge agus tá 8% de na daltaí iar-bhunoideachais ag fáil a gcuid oideachais trí mheán na Gaeilge.

1 22% of primary school students receive their education through the medium of Irish and 8% of second-level students receive their education through the medium of Irish.



# Anailís Earnála ar an nGaeilge i gCathair na Gaillimhe / A Sectoral Analysis of Irish in Galway

**Déanann 11% den 17,000 mac léinn a fhreastalaíonn ar Ollscoil na hÉireann, Gaillimh staidéar ar an nGaeilge nó trí mheán na Gaeilge le linn a dtréimhse ollscolaíochta.**

At NUI, Galway, approximately 11% of the University's 17,000 students study Irish or through the medium of Irish as part of their third level studies.

maidir leis an gcineál oideachais a roghnaíonn siad dá leanaí agus i gcomhthéacs chuspóirí na Straitéise 20 Bliain don Ghaeilge, scoileanna iar-bhunoideachais a bhunú sna ceantair sin i gCathair na Gaillimhe nach bhfuil scoileanna iar-bhunoideachais lán-Ghaeilge ar fáil iontu faoi láthair, agus, ar an mbealach seo, an leibhéal rannpháirtíochta san iar-bhunoideachas lán-Ghaeilge sa Chathair a ardú.

Is cuid an-tábhachtach de phobal Gaeilge Chathair na Gaillimhe iad na mic léinn le Gaeilge agus na mic léinn Ghaeltachta a fhreastalaíonn ar Institiúid Teicneolaíochta na Gaillimhe-Mhaigh Eo agus Ollscoil na hÉireann, Gaillimh. Déanann 11% den 17,000 mac léinn a fhreastalaíonn ar Ollscoil na hÉireann, Gaillimh staidéar ar an nGaeilge nó trí mheán na Gaeilge le linn a dtréimhse ollscolaíochta.

## Úsáid na Gaeilge i Seirbhíse Eaglasta Chathair na Gaillimhe

Tá paróistí na Gaillimhe tacúil don Ghaeilge agus bíonn siad sásta seirbhísí eaglasta a chur ar fáil trí mheán na Gaeilge nuair a éilíonn daoine sa pharóiste iad. Tá an cumas ag beagnach 50% de na paróistí na príomhseirbhísí eaglasta a chur ar fáil trí Ghaeilge, agus nuair nach féidir leo, is iondúil go mbíonn siad sásta socrúithe speisialta a dhéanamh chun gur féidir an Ghaeilge a úsáid ag ócáidí eaglasta faoi leith. Cuirtear seirbhísí eaglasta ar fáil trí mheán na Gaeilge ar bhonn rialta i 22% de na paróistí. Deir ionadaithe na bparóistí a chuireann na seirbhísí seo ar fáil, áfach, go mbíonn líon na ndaoine a fhreastalaíonn orthu íseal. Tá an taithí seo an-chosúil le taithí na hearnála poiblí agus na hearnála gnó – eadhon, tá bearna shuntasach le brath idir ionchais na ndreamanna sin a chuireann seirbhísí trí Ghaeilge ar fáil agus ionchais na ndaoine atá ceaptha feidhm a bhaint as na seirbhísí sin. Chun an bharna seo a threascart sa réimse eaglasta is gá dul i gcomhairle le gréasáin Ghaeilge na Cathrach chun a fháil amach cén cineál seirbhísí eaglasta a theastaíonn uathu agus a mbeidh siad sásta freastal orthu go rialta, agus cén t-am agus cén áit.

approximately 11% of the University's 17,000 students study Irish or through the medium of Irish as part of their third level studies.

## The Use of the Irish language in Church Services in the City

Parishes in Galway are supportive of the Irish language and are happy to provide church ceremonies through the medium of Irish when parishioners request them. Up to 50% of parishes have the capacity to provide the main religious ceremonies through the medium of Irish, and where this is not the case they are generally happy to make special arrangements to facilitate the use of Irish on special occasions. Religious services through the medium of Irish are provided on a regular basis in 22% of parishes. However, Church representatives involved in providing such services say that participation by the public in them has generally been poor. This reflects the experience of public sector and business sector organisations - there is a disparity of expectations between those providing Irish-medium services and those who are expected to avail of such services. Resolving this disparity will require further consultation with Irish-speaking networks in the city, to enquire as to the type, timing and location of Irish-medium church services in which they could participate on a regular basis.



# Anailís Earnála ar an nGaeilge i gCathair na Gaillimhe / A Sectoral Analysis of Irish in Galway

**De bhrí go bhfeidhmíonn eagraíochtaí agus féilte ealaíne mar shuaitheantais a chuireann le híomhá Chathair na Gaillimhe tá sé fíorthábhachtach go mbeadh tacaíocht ar fáil dóibh chun an oiread úsáide agus is féidir a bhaint as an nGaeilge ina gcumarsáid mhargaíochta**

As arts groups and festivals serve as flagships for the Galway brand it is particularly important that they are supported in making greater use of the Irish language in their communications.

## Úsáid na Gaeilge in Earnáil na nEalaíon agus na Siamsaíochta

Tá na heagraíochtaí ealaíne agus siamsaíochta i nGaillimh tiomanta don dátheangachas agus aithníonn siad chomh luachmhar agus atá an nGaeilge dá bpobal éisteachta agus féachana. Tá sé suntasach go ndeir 69% de na heagraíochtaí san earnáil seo go reáchtálann siad imeachtaí Gaeilge: drámaí, coirmeacha ceoil, seónna agus srl. mar chuid dá gclár imeachtaí. De bhrí go bhfeidhmíonn eagraíochtaí agus féilte ealaíne mar shuaitheantais a chuireann le híomhá Chathair na Gaillimhe tá sé fíorthábhachtach go mbeadh tacaíocht ar fáil dóibh chun an oiread úsáide agus is féidir a bhaint as an nGaeilge ina gcumarsáid mhargaíochta. De bharr go dtuigeann siad luach na Gaeilge dá gclair agus dá bpobal éisteachta agus féachana, agus gur mhaith leo feabhas a chur ar an úsáid a bhaineann siad as an nGaeilge laistigh de na laincísí buiséid atá orthu, is léir go mbainfeadh eagraíochtaí san earnáil seo tairbhe as seirbhísí comhairleoireachta teanga ar nós na seirbhíse a chuireann Gaillimh le Gaeilge ar fáil don lucht gnó. Is cóir freisin, tacaíocht a chur ar fáil dóibh chun na mór imeachtaí Gaeilge a reáchtálann siad mar chuid dá gclár imeachtaí a threisiú agus a phoibliú ar bhonn níos leithne.

## Úsáid na Gaeilge ar na Meáin Shóisialta

Is beag úsáid a bhaineann gnólachtaí na Gaillimhe as an nGaeilge ar na meáin shóisialta. Ar an lámh eile, nuair a scagadh sampla de chuntais phearsanta ar Twitter a raibh Galway nó Gaillimh luaite ina n-ainm léiríodh go raibh céatadán suntasach acu, 46%, a d'úsáid Gaeilge san ábhar a chraol siad – agus go raibh 14% acu a d'úsáid go leor Gaeilge san ábhar a craoladh.

Cé go n-úsáideann 28% de dhaoine i nGaillimh a bhfuil cuntas Facebook acu Gaeilge éigin ar a leathanaigh Facebook, is iondúil gur úsáid shiombalach nó dhromchlach a bhíonn i gceist leis an úsáid sin. De na leathanaigh Facebook a ndearnadh monatóireacht orthu

## The Use of the Irish Language in the Arts and Entertainment Sector

Arts and entertainment organisations in Galway are committed to the idea of bilingualism and recognise the value of the language to their communities and audiences. Impressively, 69% of the arts sector organisations canvassed reported that they include Irish language activities: plays, concerts, shows, etc. in their events programmes. As arts groups and festivals serve as flagships for the Galway brand it is particularly important that they are supported in making greater use of the Irish language in their communications. Given their appreciation of the value of the language to their clients and communities, and their awareness of the need for improvement within tight budgetary constraints, it is clear they would benefit from advisory services similar to those provided by Gaillimh le Gaeilge to businesses. This should include support for the continued inclusion of flagship Irish language activities in their events programmes and increasing the visibility of such activities.

## Measuring the use of Irish in Social Media

Use of social media through the medium of Irish by Galway businesses is virtually non-existent. On the other hand analysis of a cross-section of personal Twitter accounts having either Galway or Gaillimh in their name showed that while 54% had no Irish content, a surprising amount – 46% – do, and 14% of these Twitter accounts use a significant amount of Irish in their Twitter traffic.

While 28% of Galway's individual Facebookers use Irish in some form on their Facebook page this usage is mainly of a superficial nature and none of the pages monitored had a content rate in Irish of greater than 5%. None the less, 20% of Galway Facebook users list their place of residence as Gaillimh rather than Galway, which would appear to signify their support for Irish and/or for the bilingual nature of Galway city.

# Anailís Earnála ar an nGaeilge i gCathair na Gaillimhe / A Sectoral Analysis of Irish in Galway

don staidéar seo ní raibh níos mó ná 5% den ábhar ar aon cheann acu i nGaeilge.

Os a choinne sin, cuireann 20% de na Gaillimhgh a bhfuil cuntas Facebook acu Gaillimh seachas Galway síos mar an áit a bhfuil cónaí orthu, rud a léiríonn, b'fhéidir, a dtacaíocht don Ghaeilge agus d'íomhá na Gaillimhe mar chathair dhátheangach.

**Cuireann 20% de na Gaillimhgh a bhfuil cuntas Facebook acu Gaillimh seachas Galway síos mar an áit a bhfuil cónaí orthu, rud a léiríonn, b'fhéidir, a dtacaíocht don Ghaeilge agus d'íomhá na Gaillimhe mar chathair dhátheangach.**

20% of Galway Facebook users list their place of residence as Gaillimh rather than Galway, which would appear to signify their support for Irish and/or for the bilingual nature of Galway city.

Feidhmíonn na meáin shóisialta mar chuid thábhachtach de thírdhreach teangeolaíoch na Gaillimhe agus cuireann siad leis an íomhá sin ar an gcaoi chéanna agus a chuireann an chomharthaíocht agus na meáin chraolta agus chlóite leis. Mura mbíonn feiceálacht ag an nGaeilge sa chumarsáid ar na meáin shóisialta a bhaineann le Cathair na Gaillimhe beidh sé níos deacra íomhá dhátheangach na Cathrach a chothú. Dá bhrí sin, ba chóir straitéis a bheartú chun a chinntiú go mbeidh láithreach shuntasach ag cainteoirí Gaeilge agus ag eagraíochtaí Gaeilge ar na meáin shóisialta, agus chun daoine agus eagraíochtaí eile i nGaillimh a spreagadh chun úsáid a bhaint as an nGaeilge ina gcumarsáid ar na meáin shóisialta. Is cóir freisin, úsáid a bhaint as deiseanna margaíochta na meán sóisialta chun margaíocht a dhéanamh ar Chathair na Gaillimh mar chathair dhátheangach.

Social media are an important part of the bilingual landscape of Galway, in much the same way as bilingual signage and bilingual media are. If Irish is not a visible element of the social media traffic that pertains to Galway, the city's image as a Bilingual City will be harder to maintain. Thus a strategy should be developed to ensure that Irish-speaking individuals and Irish-language organisations have a strong presence in social media, that other Galway based individuals and organisations are encouraged to use Irish to some extent in their social media traffic, and, finally, to insure that the marketing possibilities that are inherent in social media are pursued to market Galway as a bilingual city.

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# An Comhthéacs Náisiúnta: Impleachtaí na Straitéise 20 Bliain don Ghaeilge / The National Policy Context: Implications of the 20 Year Strategy for the Irish Language

**Tá forálacha sa Straitéis 20 Bliain don Ghaeilge agus san Acht Gaeltachta, 2012, chun bailte, ceantair agus pobail faoi leith a ainmniú mar 'Líonraí Gaeilge', mar 'Bhailte Seirbhíse Gaeltachta' nó mar 'Limistéir Phleanála Teanga Ghaeltachta' (Ailt 7, 9 agus 11, Acht na Gaeltachta, 2012). Tabharfar faoi thionscnaimh phleanála teanga spriocdhírthe sna limistéir a bheidh ainmnithe faoi na forálacha éagsúla seo. Tá cás ann go bhféadfaí feidhm a thabhairt do chuid de na forálacha seo, nó dóibh ar fad, i gcás Chathair na Gaillimhe, i dtaca leis an gCathair ina hiomláine, le ceantair faoi leith laistigh den Chathair agus le ceantair faoi leith ar imeall na Cathrach. Is cúis inní é, mar sin, go bhféadfadh forálacha an Achta mearbhall a chruthú de bharr go bhféadfadh codanna éagsúla den Chathair a bheith ag feidhmiú faoi fhorálacha éagsúla agus go mbeadh dúbláil iarrachta, struchtúir, agus costais i gceist. Is gá, dá réir sin, don Roinn Ealaíon, Oidhreachta agus Gaeltachta a shoiléiriú conas a fheidhmeofar forálacha éagsúla an Achta do Chathair na Gaillimhe agus don limistéar máguaird, agus sa chás go mbeidh scéimeanna ag teacht salach ar a chéile, conas a dhéanfar é sin a bhainistiú.**

The Strategy and the Gaeltacht Act, 2012, makes provision for the designation of specific towns, areas, and communities as either 'Irish Language Networks', 'Bailte Seirbhíse Gaeltachta', or 'Gaeltacht Language Planning Areas'. Clearly Galway is well positioned towards taking full advantage of these measures.

**T**á sé mar chuspóir ag an Straitéis 20 Bliain don Ghaeilge tacaíocht a chur ar fáil do ghníomhaíochtaí pleanála teanga, laistigh agus lasmuigh den Ghaeltacht, araon. Tá forálacha sa Straitéis agus san Acht Gaeltachta, 2012, chun bailte, ceantair agus pobail faoi leith a ainmniú mar 'Líonraí Gaeilge', mar 'Bhailte Seirbhíse Gaeltachta' nó mar 'Limistéir Phleanála Teanga Ghaeltachta' (Ailt 7, 9 agus 11, Acht na Gaeltachta, 2012). Tabharfar faoi thionscnaimh phleanála teanga spriocdhírthe sna limistéir a bheidh ainmnithe faoi na forálacha éagsúla seo. Tá cás ann go bhféadfaí feidhm a thabhairt do chuid de na forálacha seo, nó dóibh ar fad, i gcás Chathair na Gaillimhe, i dtaca leis an gCathair ina hiomláine, le ceantair faoi leith laistigh den Chathair agus le ceantair faoi leith ar imeall na Cathrach. Is cúis inní é, mar sin, go bhféadfadh forálacha an Achta mearbhall a chruthú de bharr go bhféadfadh codanna éagsúla den Chathair a bheith ag feidhmiú faoi fhorálacha éagsúla agus go mbeadh dúbláil iarrachta, struchtúir, agus costais i gceist. Is gá, dá réir sin, don Roinn Ealaíon, Oidhreachta agus Gaeltachta a shoiléiriú conas a fheidhmeofar forálacha éagsúla an Achta do Chathair na Gaillimhe agus don limistéar máguaird, agus sa chás go mbeidh scéimeanna ag teacht salach ar a chéile, conas a dhéanfar é sin a bhainistiú.

De bharr a bhfuil déanta ag Gaillimh le Gaeilge ó bunaíodh é, is féidir le Cathair na Gaillimhe lánbhuntáiste a bhaint as na forálacha reachtúla seo. Tá an saineolas agus an *locus standi* ag Gaillimh le Gaeilge, chun tabhairt faoi na tionscnaimh atá molta sa Straitéis 20 Bliain don Ghaeilge agus chun tacaíocht a chur ar fáil agus oibriú i gcomhar leis an Roinn Ealaíon, Oidhreachta agus Gaeltachta i gcur i bhfeidhm na moltaí seo.

**T**he 20 Year Strategy for the Irish Language seeks to create a supportive framework for language planning activities, both within the Gaeltacht and its surroundings. The Strategy and the Gaeltacht Act, 2012, makes provision for the designation of specific towns, areas, and communities as either 'Irish Language Networks', 'Bailte Seirbhíse Gaeltachta', or 'Gaeltacht Language Planning Areas' (Sections 7, 9 & 11, Gaeltacht Act, 2012) for the purposes of undertaking more targeted language planning initiatives within them. Either or all of these designations could be applied to the City of Galway, or to areas within or contiguous to the city.

Given this fact, there is some cause for concern that Galway could end up with a plethora of language planning schemes leading to duplication or triplication of efforts, structures and costs. There is a need therefore for the Department of Arts, Heritage and the Gaeltacht to clarify how each or any of the schemes will be applied to Galway City and its hinterland and how any overlap will be managed.

Clearly Galway is well positioned towards taking full advantage of these measures. Gaillimh le Gaeilge, through its own strategies and activities to date, has both expertise and *locus standi* in relation to the initiatives proposed in the 20 Year Strategy and is therefore well positioned to support and work with the Department of Arts, Heritage and the Gaeltacht in its implementation of these proposed initiatives.

BARDAS NA SAILLIME



Carrchlós  
Car Park



Fáiltiú  
Reception



# Tátail agus Moltaí / Conclusions and Recommendations

**Chun go mbeidh an t-áiteamh gur cathair dhátheangach í Cathair na Gaillimhe bailí i súile an phobail is gá leibhéal an dátheangachais ghníomhaigh sa Chathair a bhuanú agus a leathnú.**

For Galway's declaration of itself as a bilingual city to have legitimacy in the eyes of the Public, it must maintain and increase its current levels of active bilingualism.

Is é príomhtháil na tuarascála seo, go bhfuil leibhéal ard dátheangachais éighníomhaigh i gCathair na Gaillimhe, léirithe, mar shampla, sa gcumas ard sa dá theanga atá le fáil i measc phobal na Cathrach, an tóir atá acu ar mheáin chumarsáide na Gaeilge, a bhfeasacht agus a ndearcadh i leith comharthaíocht dhátheangach agus i leith tábhacht na Gaeilge do shaol cultúrtha agus eacnamaíoch na Cathrach. Ina ainneoin sin, áfach, tá leibhéal an dátheangachais ghníomhaigh, eadhon, an claonadh i measc an phobail chun comhrá gan dua a dhéanamh i nGaeilge nó i meascán de Bhéarla agus Gaeilge, in iliomad comhthéacs sóisialta, níos ísle ná mar a bheifí ag súil leis.

Faoi láthair, níl aon fhoráil reachtúil ann faoina bhféadfaí stádas dlíthiúil mar chathair dhátheangach a bhronnadh ar Chathair na Gaillimhe. In éagmais bunús reachtúil den chineál sin is gá dul chun cinn ar an mbunús go bhfuiltear ag iarraidh bonn 'dlísteanaich' seachas bonn 'dlíthiúil' a chruthú don stádas dátheangach atá ag an gcathair - eadhon, go bhfuiltear ag seasamh leis an áiteamh gur Cathair Dhátheangach í Cathair na Gaillimhe ar an mbunús go bhfuil fianaise dhóthanach ar fáil a dheimhniú gur áiteamh réasúnta é an t-áiteamh sin.

Chun go mbeidh an t-áiteamh gur cathair dhátheangach í Cathair na Gaillimhe bailí i súile an phobail is gá leibhéal an dátheangachais ghníomhaigh sa Chathair a bhuanú agus a leathnú. Chuige seo, áfach, is gá noirm shochtheangeolaíochta fhadbhunaithe a athrú - rud nach féidir a dhéanamh gan straitéis fhadbhreathnaitheach a fheidhmiú thar thréimhse fiche go tríocha bliain. Is é aidhm na moltaí a dhéantar sa tuarascáil seo, bunús a leagan síos sna cúig bliana amach romhainn dá leithéid de straitéis. Chuige seo, moltar tionscnaimh a bhfuil sé mar chuspóir acu sraith gníomhaíochtaí a chur sa siúl a chruthóidh deiseanna breise úsáide Gaeilge sna hearnálacha éagsúla a phléitear sa tuarascáil seo.

Moltar gurb é aidhm na straitéise don todhchaí, leibhéal an dátheangachais éighníomhach sa Chathair a bhuanú, agus, ag an am céanna, leibhéal an dátheangachais ghníomhaigh a leathnú, trí dhaoine a spreagadh chun úsáid a bhaint as an gcumas Gaeilge atá acu ar mhaithe leis na mianta atá acu i leith an dátheangachais a fhíorú.

The key conclusion of this study, is that while there is a high level of passive bilingualism in Galway, as can be gauged, for example, from people's level of bilingual ability, their consumption of Irish language media, and their awareness of and attitude to bilingual signage and the importance of Irish to the cultural and economic life of the city, the level of 'active bilingualism' i.e. the propensity of people to converse with ease in either Irish or English in a broad range of social situations and domains, is still relatively low.

As yet, no single legal framework exists for establishing Galway as a bilingual city on a statutory basis. In the absence of such a 'legal' framework the city must move forward on the concept of developing a legitimate rather than a 'legal' basis for the city's bilingual status i.e. ensuring that sufficient tangible factors exist to support a self-determined assertion of bilingual status.

For Galway's declaration of itself as a bilingual city to have legitimacy in the eyes of the public it must maintain and increase its current levels of active bilingualism. Increasing the propensity for active bilingualism, however, involves changing sociolinguistic norms, which must be seen as a longer term strategy sustained over a period of 20 to 30 years. The aim of the following recommendations is to set the basis for such a strategy over the next five years by providing an outline of possible initiatives that can be undertaken to provide a series of activities that will provide tangible opportunities for increased use of Irish across all sectors.

The strategy for the future, therefore, needs to focus on how to maintain current levels of passive bilingualism while increasing levels of active bilingualism, by 'activating' both people's current levels of language ability and aspirations for more bilingualism.

Initially, therefore, it is suggested that the focus should be on creating more visible opportunities for language usage and creating an atmosphere in which both Irish-speakers and non-speakers of Irish feel comfortable in signalling their willingness to use Irish outside of the 'assured situations' in which they currently use the language. The following recommendations seek to provide ways in which Gaillimh le Gaeilge can achieve these outcomes in a sustainable and manageable way, over the next number of years.

# Tátail agus Moltaí / Conclusions and Recommendations



**Faoi láthair, níl aon fhoráil reachtúil ann faoina bhféadfaí stádas dlíthiúil mar chathair dhátheangach a bhronnadh ar Chathair na Gaillimhe. In éagmais bunús reachtúil den chineál sin, is gá dul chun cinn ar an mbunús go bhfuiltear ag iarraidh bonn 'dlisteanach' seachas bonn 'dlíthiúil' a chruthú don stádas dátheangach atá ag an gcathair.**

As yet, no single legal framework exists for establishing Galway as a bilingual city on a statutory basis. In the absence of such a 'legal' framework the city must move forward on the concept of developing a legitimate rather than a 'legal' basis for the city's bilingual status.

Moltar, freisin, go dtabharfar tús áite do chruthú deiseanna úsáide Gaeilge a mbeidh fáil éasca orthu agus atmaisféar a chruthú ina mbraithfidh cainteoirí Gaeilge agus iad siúd nach labhraíonn Gaeilge faoi láthair ar a gcompord ag tabhairt le fios go bhfuil siad toilteanach Gaeilge a úsáid lasmuigh den chomhthéacs 'sábháilte' ina n-úsáideann siad Gaeilge go hiondúil. Cuirtear na moltaí seo a leanas ar fáil mar threoir do Ghaillimh le Gaeilge agus iad i mbun na hoibre seo, ar bhealach tomhaiste agus stuama, sna blianta amach romhainn.

## **Céimeanna chun an bunús dlisteanach atá ag an áiteamh gur cathair dhátheangach í Cathair na Gaillimh a threisiú**

**Moltar go rachfaidh Gaillimh le Gaeilge i gcomhar leis na páirtithe leasmhara ábhartha chun na céimeanna seo a leanas a ghlacadh ar mhaithe le stádas dlisteanach na Gaillimhe mar chathair dhátheangach a threisiú:**

- Gaillimh a ainmniú mar Bhaile Seirbhíse Gaeltachta, faoi fhorálacha Alt 9 den Acht Gaeltachta, 2012.
- Na limistéir sin atá laistigh de theorainneacha Chathair na Gaillimhe nó ar imeall na Cathrach agus atá aitheanta mar limistéir oifigiúla Ghaeltachta a ainmniú mar Limistéir Phleanála Teanga Ghaeltachta faoi fhorálacha Alt 7 den Acht Gaeltachta, 2012.
- Pobail eile sa Chathair a ainmniú, de réir mar is cuí, mar Líonraí Gaeilge, faoi fhorálacha Alt 11 den Acht Gaeltachta, 2012.
- Go ndearbhóidh Comhairle Cathrach na Gaillimhe, sa chéad phlean forbartha eile don Chathair, gur cathair dhátheangach í Cathair na Gaillimhe, agus gurb aidhm de chuid na Comhairle í tacú leis an stádas sin a threisiú, chomh fada agus is féidir léi, trí chuspóirí agus polasaithe pleanála.
- Comhaontú leis na húdaráis turasóireachta chun margaíocht a dhéanamh ar Chathair na Gaillimhe agus í a bhrandáil mar Chathair Dhátheangach ag úsáid lógó speisialta a dhearfar chun na críche sin agus as straitéisí brandála ábhartha eile, de réir mar is cuí.

## **Recommended actions to reinforce the legitimate basis for asserting Galway as a bilingual city**

**It is recommended that Gaillimh le Gaeilge engage with relevant stakeholders with a view to taking the following actions to reinforce Galway's assertion of itself as a bilingual city:**

- The designation of Galway as a Baile Seirbhíse Gaeltachta, under the provisions of Section 9 of the Gaeltacht Act, 2012.
- The designation of those areas of the city and its hinterland which are within the statutorily defined Gaeltacht as Gaeltacht Language Planning Areas under the provisions of Section 7 of the Gaeltacht Act, 2012.
- The designation of other communities within the city as Irish Language Networks, under the provisions of Section 11 of the Gaeltacht Act, 2012.
- A declaration by Galway City Council, in its next development plan, that Galway is a bilingual city and that it aims to support that status, as far as is possible through its planning objectives and policies.
- An agreement with tourism authorities to brand and market Galway as a bilingual city through the use of a specially designed logo and other relevant branding strategies.
- A commitment from other relevant stakeholders, particularly those organisations that are registered as Cairde Ghaillimh le Gaeilge to use the branding logo designed to promote Galway: the Bilingual City, where feasible in their own marketing material.

# Tátail agus Moltaí / Conclusions and Recommendations



Is í an chomharthaíocht phoiblí agus an fhógraíocht dhátheangach an dá ghné is suntasaí i mbuanú íomhá na Gaillimhe mar chathair dhátheangach.

Public signage and bilingual advertising remain the singular most visible factor in establishing Galway's image as a bilingual city.

- Dearbhú a fháil ó pháirtithe leasmhara ábhartha eile, go háirithe iad siúd atá cláraithe mar Chairde Ghaillimh le Gaeilge go n-úsáidfidh siad an lógó a dhearfad chun an Chathair a bhrandáil mar Gaillimh: An Chathair Dhátheangach, aon uair is féidir, ina gcuid ábhar margáíochta féin.

## Céimeanna chun tírdhreach dátheangach Chathair na Gaillimhe a threisiú

### Comharthaíocht Phoiblí agus Fógraíocht Dhátheangach

Is í an chomharthaíocht phoiblí agus an fhógraíocht dhátheangach an dá ghné is suntasaí i mbuanú íomhá na Gaillimhe mar chathair dhátheangach. Moltar go leanfaidh Gaillimh le Gaeilge leis an ngné seo dá cuid oibre leis na hearnálacha éagsúla agus, nuair is cuí, go dtabharfaidh sí faoi chomhlachtaí a spreagadh le: hAthnuachan agus treisiú a dhéanamh ar úsáid na Gaeilge ina gcuid comharthaíochta agus fógraíochta, agus úsáid a bhaint as an nGaeilge i bhfógraí poiblí (béil), nuair is féidir.

## Na meáin áitiúla

Cé go dtacaíonn na meáin áitiúla le hobair Ghaillimh le Gaeilge agus le cur chun cinn Chathair na Gaillimhe mar chathair dhátheangach, níl áit na Gaeilge sna meáin áitiúla chomh láidir agus is gá di a bheith má táthar chun íomhá dhátheangach na Cathrach a threisiú. Moltar go rachaidh Gaillimh le Gaeilge i gcomhar le páirtithe leasmhara sna meáin áitiúla ar mhaithe le roinnt tionscnamh a chur chun cinn a chuirfidh le hionchur na meán áitiúil i dtreisiú íomhá dhátheangach na Cathrach.

**Luaitear na nithe seo a leanas mar shampla de na tionscnaimh a bhféadfaí tabhairt fúthu:**

- Tuairisciú rialta ar imeachtaí Gaeilge agus ar cheisteanna eile a bhaineann leis an nGaeilge.
- Úsáid rialta a bhaint as cinnlínte i nGaeilge agus as cinnlínte dátheangacha.

## Recommended activities to reinforce the bilingual linguistic landscape of the city

### Public Signage and Bilingual Advertising

Public signage and bilingual advertising remain the singular most visible factor in establishing Galway's image as a bilingual city. It is recommended that Gaillimh le Gaeilge continues to support this aspect of its work across all sectors, and where possible:

- Encourage both old and new stakeholders to renew and increase their use of bilingual signage and advertising and;
- The use of bilingual public announcements, where feasible.

## Local Media

While local media outlets are supportive of the work of Gaillimh le Gaeilge and of the concept of Galway as a bilingual city, the visibility of Irish in local media is not as high as it needs to be to reinforce the city's bilingual image. It is recommended that Gaillimh le Gaeilge engage with its stakeholders in local media with a view to agreeing a number of initiatives that would increase the contribution that such media make to the bilingual landscape of the city.

**While not wishing to be prescriptive, such initiatives could take the form of:**

- Regular reporting of Irish language activities and other issues related to the Irish language;
- The use of Irish language or bilingual headlines;
- Interviews with leading Irish language speakers across all sectors of society;
- Interviews with CEOs of leading organisations;
- Interviews with public representatives;
- Providing discounts for Irish language or bilingual advertising;
- Columns or programmes directed at Irish language learners; and
- Facilitating a more regular engagement between the city community and the community of its Gaeltacht hinterland.



# Tátail agus Moltaí / Conclusions and Recommendations

Is cuid thábhachtach den timpeallacht theangeolaíoch i gCathair na Gaillimhe iad na meáin shóisialta, bíonn tionchar den chineál céanna acu ar íomhá dhátheangach na Cathrach agus a bhíonn ag comharthaí gnó agus na meáin áitiúla.

Social media are an important part of the linguistic landscape of Galway, in much the same way as business signage and local media are.

- Agallaimh le cainteoirí Gaeilge atá ina gceannairí i réimsí éagsúla den saol.
- Agallaimh le Príomhfheidhmeannaigh Feidhmiúcháin ar Phríomheagraíochtaí.
- Agallaimh le hIonadaithe poiblí.
- Lascaine a thabhairt ar fhógraí i nGaeilge agus ar fhógraí dátheangacha.
- Colúin agus cláir a chur ar fáil a bheidh dírithe ar fhoghlaimeoirí Gaeilge.
- Deiseanna a chruthú a chuideoidh le pobal na Cathrach agus pobal na Gaeltachta. oibriú i gcomhar lena chéile ar bhonn níos rialta.

## Na Meáin Shóisialta

Is cuid thábhachtach den timpeallacht theangeolaíoch i gCathair na Gaillimhe iad na meáin shóisialta, bíonn tionchar den chineál céanna acu ar íomhá dhátheangach na Cathrach agus a bhíonn ag comharthaí gnó agus na meáin áitiúla, mar shampla. Moltar do Ghaillimh le Gaeilge:

- Feachtas a reáchtáil chun cainteoirí Gaeilge, eagraíochtaí Gaeilge agus daoine eile a bhfuil spéis acu sa Ghaeilge a spreagadh le Gaeilge amháin nó Gaeilge agus Béarla a úsáid ar na meáin shóisialta, a oiread agus is féidir leo.
- Dul i mbun straitéise chun margáíocht agus brandáil a dhéanamh ar Chathair na Gaillimhe mar chathair dhátheangach ag úsáid na meán sóisialta.

## Social Media

**Social media are an important part of the linguistic landscape of Galway, in much the same way as business signage and local media are. It is recommended that Gaillimh le Gaeilge:**

- Organise a campaign to encourage Irish-speakers, Irish-language organisations and others who have an interest in the Irish language to adopt an Irish language or a bilingual approach, as much as is possible, in their use of social media.
- Develop a strategy for using social media to brand and market Galway as a bilingual city.

# Tátail agus Moltaí / Conclusions and Recommendations

**Moltar do Ghaillimh le Gaeilge dul i gcomhairle leis na Seirbhísí Poiblí sa Chathair chun seirbhísí faoi leith a roghnú, ar féidir iad a chur ar fáil le hard-chaighdeán ar bhonn seasta, le cur ar fáil trí mheán na Gaeilge mar sheirbhísí 'eiseamláireacha', agus chun cainteoirí Gaeilge na Cathrach a spreagadh chun iad a úsáid.**

Gaillimh le Gaeilge should engage with public service providers with a view to identifying a number of high quality 'FlagShip' services that can be provided consistently through the medium of Irish and can be promoted amongst Irish-language speakers as such.

## Céimeanna chun an dátheangachas gníomhach a threisiú i gCathair na Gaillimhe

### Úsáid na Gaeilge san Earnáil Ghnó agus Turasoireachta

Chun leibhéal an dátheangachais ghníomhaigh san earnáil ghnó a ardú is gá 'spásanna sábháilte' a chruthú d'úsáid na Gaeilge, eadhon, comhthéacsanna sochttheangeolaíocha ina mbraithfidh daoine go bhfuil mórtháilte rompu Gaeilge a úsáid, agus, má úsáideann siad Gaeilge, nach dtarlóidh aon rud a náireoidh iad nó a dhéanfaidh míchompordach iad. Tá sé tábhachtach go mbeidh na comhthéacsanna teangeolaíocha seo 'sábháilte' don ghnólacht agus 'sábháilte' do na custaiméirí atá sásta Gaeilge a labhairt, araon. Is í seo an chéad chéim chun noirm shochtheangeolaíocha fhadhbunaithe a athrú chun daoine a chur ar a gcompord ag úsáid na Gaeilge lasmuigh de na comhthéacsanna ina bhfuil siad ar a gcompord leis an teanga.

### Moltar, chuige seo, do Ghaillimh le Gaeilge:

- Dul i gcomhairle leis na Cairde atá acu san earnáil ghnó chun gnólachtaí a aimsiú a bhfuil baill foirne acu atá ar a gcompord ag déileáil le custaiméirí trí mheán na Gaeilge, agus i gcomhairle leo siúd, tionscnaimh a fhorbairt chun an acmhainn theangeolaíoch sin a úsáid chun cur leis an méid Gaeilge a úsáidtear san earnáil ghnó agus turasoireachta.
- Mar chuid den chur chuige seo, d'fhéadfaí scéimeanna faoi leith a fhorbairt ar nós scéim aitheantais do bhaill foirne a smaoiníonn ar bhealaí cruthaitheacha chun cur le húsáid na Gaeilge ina n-eagraíocht, nó scéim dhílseachta do chustaiméirí a úsáideann Gaeilge go rialta.

## Méadú a dhéanamh ar an leibhéal úsáide a baintear as Seirbhísí Poiblí a chuirtear ar fáil trí Ghaeilge

### Moltar do Ghaillimh le Gaeilge:

- Dul i gcomhairle leis na Seirbhísí Poiblí sa Chathair chun seirbhísí faoi leith a roghnú, ar féidir iad a chur ar fáil le hard-chaighdeán ar bhonn seasta, le cur ar fáil trí mheán na

## Recommended activities that aim to increase the levels of active bilingualism in the City

### Increasing the use of Irish in the Business and Tourism Sector

Creating a 'safe space' for a bilingual linguistic engagement to occur and grow - 'safe' for the business and its employees and 'safe' for the Irish-speaking customer - is an important initial element in increasing levels of active bilingualism which lead to changes in sociolinguistic norms and ultimately to a greater propensity to use Irish outside of 'assured' situations.

### It is recommended that Gaillimh le Gaeilge:

- Engage with its business sector Cairde with a view to identifying businesses that have staff members who feel comfortable engaging with customers through the medium of Irish, and, in consultation with those, identify initiatives that can be used to utilise that resource for increasing the level of Irish used in the business and tourism sectors.
- This could include an award system for staff members who come up with imaginative ways to increase the use of Irish in their business; and loyalty cards for customers who use Irish.

## Increased up-take of Public Services provided through the Medium of Irish

### It is recommended that Gaillimh le Gaeilge:

Engage with public service providers with a view to identifying a number of high quality 'FlagShip' services that can be provided consistently through the medium of Irish and can be promoted amongst Irish-language speakers as such.

It is also recommended that staff involved in the provision of such services receive language awareness training focusing on techniques that can be used to increase the level of active bilingualism.

# Tátail agus Moltaí / Conclusions and Recommendations



**Ná déanaimís dearmad gur as an gcóras oideachais a d'éascair cumas Gaeilge fhormhór na gcainteoirí Gaeilge sin ar a bhfuil stádas na Gaillimhe mar chathair dhátéangach ag brath.**

Let us not forget that the majority of Irish-speakers who have to date contributed to Galway's status as a bilingual city are the product of the education system.

Gaeilge mar sheirbhísí 'eiseamláireacha', agus chun cainteoirí Gaeilge na Cathrach a spreagadh chun iad a úsáid.

- Moltar freisin, go gcuirfear oiliúint i bhfeasacht teanga ar fáil do bhaill foirne atá rannpháirteach i soláthar seirbhísí den chineál sin chun iad a chumasú sna modhanna atá ar fáil chun úsáid na Gaeilge a threisiú.

## Oideachas

Is fíor fós gur ar an gcóras oideachais a chuireann an pobal go ginearálta an mhilleán nach bhfuil Gaeilge níos fearr acu féin nó nach bhfuil níos mó muiníne acu as a gcumas Gaeilge. Tá sé seo éagothrom ar na múinteoirí agus ar na scoileanna sin a dhéanann obair den scoth i dtaca le múineadh na Gaeilge de, agus is cinnte gur ábhar éadóchais é do mhúinteoirí agus do dhaltáí araon. Is gá an meon seo a athrú agus aitheantas cuí a thabhairt don obair a dhéanann an córas oideachais chun líon mór cainteoirí inniúla Gaeilge a chruthú le gach glúin nua – ná déanaimís dearmad gur as an gcóras oideachais a d'éascair cumas Gaeilge fhormhór na gcainteoirí Gaeilge sin ar a bhfuil stádas na Gaillimhe mar chathair dhátéangach ag brath.

### Moltar do Ghailimh le Gaeilge:

- Dul i gcomhairle leis na bunscoileanna agus na hiar-bhunscoileanna sa Chathair chun aitheantas a thabhairt dóibh ar an obair den scoth atá ar siúl acu agus oibriú i gcomhar leo chun tionscnaimh a fhorbairt a bhfuil sé mar aidhm acu daltaí scoile a spreagadh chun úsáid a bhaint as na deiseanna atá ar fáil chun an Ghaeilge a úsáid lasmuigh den chóras oideachais.
- Moltar freisin, sa chás go ndéantar Gaillimh a ainmniú mar Bhaile Seirbhíse Gaeltachta, go rachaidh Gaillimh le Gaeilge i gcomhairle leis an Roinn Ealaíon, Oidhreacht agus Gaeltachta maidir le cur chuige pleanáilte a aontú chun iar-bhunscoileanna lán-Ghaeilge a bhunú sna ceantair sin nach bhfuil a leithéid de scoil ar fáil iontu faoi láthair, leis an gcuspóir an leibhéal rannpháirtíochta in iar-bhunoideachas lán-Ghaeilge a ardú, i gcomhréir le haidhmeanna na Straitéise 20 Bliain don Ghaeilge.

## Education

It still remains a fact that the public blame the education system for their lack of ability and/or confidence in Irish. This is perhaps unfair given the excellent work being done by many teachers and schools and acts as a discouragement to both teachers and pupils alike. It is important to change this mind set and to give due recognition to the achievements of the education system in producing a large number of competent Irish-speakers with every new generation – let us not forget that the majority of Irish-speakers who have to date contributed to Galway's status as a bilingual city are the product of the education system.

### It is recommended here that Gaillimh le Gaeilge:

- Engage with primary and post primary schools in the city with a view to acknowledging the excellent work that they are doing and collaborating with them in developing initiatives that have the objective of encouraging pupils to avail of the opportunities that exist to use Irish outside of the school system.
- It is also recommended in the context of the designation of Galway as a Baile Seirbhíse Gaeltachta that Gaillimh le Gaeilge engage with the Department of Arts, Heritage and the Gaeltacht and other relevant stakeholders with a view to the development of a planned approach, within the context of the 20 Year Strategy for the Irish Language, to the establishment of further Irish-medium second level schools in parts of Galway City not currently serviced by such schools, with the aim of increasing participation in Irish medium education at second level.

# Tátail agus Moltaí / Conclusions and Recommendations

**Moltar go rachaidh Gaillimh le Gaeilge i gcomhar le Glór na nGael, chun Coistí Ghlór na nGael a bhunú i bpobail éagsúla ar fud na Cathrach agus chun tacaíocht a fháil d'fhorbairt an infrastruchtúir eagraíochta a bheidh riachtanach chun aitheantas a fháil do Líonraí Gaeilge sna pobail sin, mar atá beartaithe faoi fhorálacha an Achta Gaeltachta, 2012.**

It is recommended that Gaillimh le Gaeilge engage with Glór na nGael, with a view to establishing Glór na nGael committees across communities in the city and providing the organisational infrastructure necessary for establishing Irish Language Network communities as envisaged under the provisions of the Gaeltacht Act 2012.

## Úsáid na Gaeilge i Seirbhísí Eaglasta

Moltar go ndéanfaidh Gaillimh le Gaeilge áisitheoireacht ar phróiseas comhairleach idir chainteoirí Gaeilge a fhreastalaíonn ar sheirbhísí eaglasta agus na húdaráis eaglasta, féachaint an féidir aontú a fháil i dtaca le hamanna agus le hionaid a bhféadfaí seirbhísí eaglasta trí mheán na Gaeilge a chur ar fáil iontu ar bhonn rialta agus inbhuanaithe.

## An Earnáil Phobail agus Dheonach

Níl úsáid na Gaeilge chomh láidir san earnáil phobail agus dheonach agus atá sé san earnáil ghnó. Freisin, seachas roinnt eisceachtaí, d'fhéadfadh láithreach níos feiceálaigh a bheith ag earnáil dheonach na Gaeilge i gCathair na Gaillimhe.

### **Moltar go rachfaidh Gaillimh le Gaeilge i gcomhar:**

- Leis na hóg-eagraíochtaí náisiúnta Gaeilge chun clubanna agus seirbhísí óige Gaeilge a bhunú i bpobail éagsúla ar fud na Cathrach.
- Le Glór na nGael, chun coistí Ghlór na nGael a bhunú i bpobail éagsúla ar fud na Cathrach agus chun tacaíocht a fháil d'fhorbairt an infrastruchtúir eagraíochta a bheidh riachtanach chun aitheantas a fháil do Líonraí Gaeilge sna pobail sin, mar atá beartaithe faoi fhorálacha an Achta Gaeltachta, 2012.

## The Use of Irish in Church Services

It is recommended that Gaillimh le Gaeilge facilitate a consultative process between Irish-speaking Church goers in the city and the church authorities with a view to identifying the timing and location of Irish-medium Church services which could be provided on a regular and sustainable basis.

## Community and Voluntary sector

Within the community and voluntary sector, the use of Irish is not as strong as its use in the business sector. In addition, with a number of notable exceptions, the Irish Language voluntary sector could have a stronger presence in Galway city.

### **It is recommended that Gaillimh le Gaeilge engage with:**

- National Irish language youth organisations, with a view to establishing a number of Irish language youth clubs and services in communities across the city.
- Glór na nGael, with a view to establishing Glór na nGael committees across communities in the city and providing the organisational infrastructure necessary for establishing Irish Language Network communities as envisaged under the provisions of the Gaeltacht Act 2012.



# Tátail agus Moltaí / Conclusions and Recommendations

**Moltar go dtabharfar faoi earnáil na n-ealaíon agus na siamsaíochta Gaeilge i nGaillimh a fhorbairt tuilleadh trí Mhór-ócáid bhliantúil a eagrú a dhéanfaidh ceiliúradh ar ghnéithe éagsúla de chultúr agus d'ealaíon na Gaeilge, agus, mór-imeachtaí réigiúnacha agus náisiúnta ceoil agus ealaíne a mhealladh go Gaillimh ar bhonn rialta.**

The Irish language arts and entertainment sector could be further developed in Galway by seeking to establish an annual event celebrating various elements of Irish language culture and art and by attracting regional and national Irish language music and arts festivals to Galway on a regular basis.

## Earnáil na nEalaíon agus na Siamsaíochta

Tá earnáil na n-ealaíon agus na siamsaíochta tiomanta d'imeachtaí Gaeilge a reáchtáil mar chuid dá gclár imeachtaí féin. Is cóir tacú le hobair na hearnála seo agus é a spreagadh, de bharr, *inter alia*, go mbíonn rochtain ag cainteoirí Gaeilge agus ag daoine nach cainteoirí Gaeilge iad, araon, ar go leor de na himeachtaí a chuirtear ar fáil faoi scáth na n-ealaíon agus na siamsaíochta.

**Moltar go dtabharfar faoi earnáil na n-ealaíon agus na siamsaíochta Gaeilge i nGaillimh a fhorbairt tuilleadh trí:**

- Mhór-ócáid bhliantúil a eagrú a dhéanfaidh ceiliúradh ar ghnéithe éagsúla de chultúr agus d'ealaíon na Gaeilge, agus,
- Mór-imeachtaí réigiúnacha agus náisiúnta ceoil agus ealaíne a mhealladh go Gaillimh ar bhonn rialta – chuimseodh sé seo, mar shampla, Oireachtas na Gaeilge, Fleadh Cheoil na hÉireann agus an Fhéile Náisiúnta Drámaíochta.

Bheadh sé mar aidhm ag an gcur chuige seo go mbainfidh Cathair na Gaillimhe aitheantas amach di féin mar phríomhionad náisiúnta do gach rud a bhaineann le healaíona na Gaeilge, idir na healaíona béil, na healaíona scríofa, na taibhealaíona agus na healaíona físiúla.

## The Arts and Entertainment Sector

The arts and entertainment sector shows a considerable commitment to the production of Irish language activities as an integral part of their events programmes. The work of the arts and entertainment sector in this area should be encouraged and supported, particularly as many of these activities are accessible to both Irish-speakers and non-speakers of Irish.

**It is recommended that the Irish language arts and entertainment sector could be further developed in Galway by:**

- seeking to establish an annual event celebrating various elements of Irish language culture and art, and,
- by attracting regional and national Irish language music and arts festivals to Galway on a regular basis - this would include for, example, Oireachtas na Gaeilge, Fleadh Cheoil na hÉireann and an Fhéile Náisiúnta Drámaíochta – with a view to establishing Galway as a national venue for all things to do with Irish language spoken, written, performing, and visual arts.

# Tátail agus Moltaí / Conclusions and Recommendations



**Moltar go bhféachfar le feachtas margaíochta a chur sa tsiúl a bheidh mar 'ghairm chatha' chun an pobal a spreagadh le Gaeilge a úsáid níos minicí.**

It is recommended that consideration be given to devising and implementing a public 'call to action' to use Irish more frequently.

## Feachtas Margaíochta

I gcomhréir le feidhmiú na moltaí thuas, moltar go bhféachfar le feachtas margaíochta a chur sa tsiúl a bheidh mar 'ghairm chatha' chun an pobal a spreagadh le Gaeilge a úsáid níos minicí, ag baint tairbhe as na deiseanna a eascraíonn as na tionscnaimh atá molta, de réir mar a thagann siad chun cinn. Bunaithe ar thorthaí an staidéir seo, ba chóir don fheachtas seo:

- A bheith dírithe ar chainteoirí Gaeilge agus ar dhaoine nach cainteoirí Gaeilge iad, araon.
- A bheith dírithe ar mhná, go háirithe, de bharr gurb iad is fearr a bheidh ábalta daoine eile a spreagadh chun neamhaird a dhéanamh dá n-easpa muiníne agus 'trial a bhaint as'.
- Úsáid a bhaint as póstaeir, cláir fhógraí, na meáin chlóite agus na meáin chraolta áitiúil agus TG4 mar phríomh-mhéain mhargaíochta.
- A bheith mealltach do chainteoirí Gaeilge agus do dhaoine nach cainteoirí Gaeilge iad, araon, agus do na luachanna coiteanna atá acu maidir le tábhacht na Gaeilge do chultúr agus d'oidhreacht na Cathrach.
- Daoine a spreagadh chun tús a chur le comhráití i nGaeilge, go háirithe in áiteanna nach n-úsáideann siad Gaeilge go hiondúil, ar nós i mbancanna agus i siopaí.
- Daoine a spreagadh chun úsáid a bhaint as an nGaeilge ar na meáin shóisialta.

## A mainstream communications campaign

In parallel with the above recommendations it is recommended that consideration be given to devising and implementing a public 'call to action' to use Irish more frequently, focusing on the opportunities emanating from the above initiatives as they become available. Based on the findings of this report such a campaign should:

- Target both Irish-speakers and non-speakers of Irish alike.
- Focus its appeal especially towards women, as this group is potentially better placed to encourage others to overcome confidence issues and just 'go for it!'.
- Utilise posters, billboards, local print and broadcast media and TG4 as key media.
- Appeal to the shared and strongly held beliefs of both Irish-speakers and non-speakers of Irish alike, as to the importance of the language to the culture and heritage of the city.
- Encourage users of the language to initiate conversations particularly in non-traditional settings such as banks or shops.
- Encourage engagement in social media through Irish.

# Coiste Stiúrtha agus an Fhoireann



Tá triúr fostaithe go lánaimseartha ag Gaillimh le Gaeilge faoi láthair agus is é an Bord, le deichniúir Stiúrthóirí, a leagann amach an polasaí. Tá Gaillimh le Gaeilge á mhaoiniú faoi láthair ag an Roinn Ealaíon, Oidhreachta agus Gaeltachta, ag Comhairle Cathrach na Gaillimhe agus tríd an scéim Cairde i gcomhar le Cumann Tráchtála na Gaillimhe. Tá Gaillimh le Gaeilge cláraithe mar chuideachta theoranta le stádas carthanachta agus dá bhrí sin mar chuideachta nach do bhrabús í.

## An Coiste Stiúrtha:

**Uachtarán/President Emeritus, Ollscoil na hÉireann, Gaillimh.**

Stiúrthóir, Stewart.

Stiúrthóir, Bane Mullarkey

Iar-cheannasaí Forbartha, Institiúid Teicneolaíochta na Gaillimhe-Maigh Eo, Gaillimh

Stiúrthóir, WESTBIC

Leas-bhainisteoir, Banc na hÉireann

Feidhmeannach Margaíochta, TG4

Ceannasaí Bainistíochta, Acadamh na hOllscolaíochta Gaeilge, Ollscoil na hÉireann, Gaillimh.

Iar-Phríomh Oifigeach san Roinn Ealaíon, Oidhreachta agus Gaeltachta

Pleanálaí Teanga

## An Fhoireann:

Ardfheidhmeannach

Bainisteoir Tograí

Riarthóir Oifige

Bríd Ní Chonghóile

Gearóidín Ní Ghioballáin

Mícheál Ó Ceallaigh

[brid@gleg.ie](mailto:brid@gleg.ie)

[gearoidin@gleg.ie](mailto:gearoidin@gleg.ie)

[eolas@gleg.ie](mailto:eolas@gleg.ie)



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.

Foilsithe ag Gaillimh le Gaeilge Teo., Teach Uí Chiaruáin, Sráid Thobar an Iarla, Gaillimh.  
Fón: +353 91 568876 Facs: +353 91 568836, eolas@gleg.ie www.gleg.ie

Tá Gaillimh le Gaeilge á maoiniú ag an gCrannchur Náisiúnta tríd an Roinn Ealaíon, Oidhreachta agus Gaeltachta, ag Comhairle Cathrach na Gaillimhe agus tríd an Scéim Cairde i gcomhar le Cumann Tráchtála na Gaillimhe.

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Ph: +353 91 568876 Fax: +353 91 568836, eolas@gleg.ie www.gleg.ie

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