

GASD Programme

Evaluation Study

Final Report

Scottish  
Cultural  
Enterprise

December 2007

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## **1.0 EXECUTIVE SUMMARY**

### **1.1 *Background summary***

1.1.1 The Gaelic Arts Strategic Development Forum (GASD) was established in 2001 with the aim of improving communication and collaboration between the key Gaelic arts organisations. The Scottish Arts Council (SAC) and Bord na Gaidhlig (BNG) have awarded GASD £390,000 to run the Gaelic Arts Strategic Development (GASD) Programme. In addition, BNG has provided a further £20,000 towards the actual costs of the Forum. The GASD Programme is managed by Proiseact Nan Ealan (PNE), the national development agency for Scottish Gaelic arts and culture, within a framework set out in the GASD Programme Plan, and this represented an integral part of the successful funding application made on the Forum's behalf. The purpose of the current study is to undertake a qualitative evaluation of the programme to augment SAC's own external assessment of it against its stated aims. The GASD funding is for the strategic development of Gaelic arts audiences, skills and showcases between 2005 and 2007/8

### **1.2 *SWOT findings***

#### **1.2.1 Key Strengths**

- New information and knowledge has been gathered and capacity within the sector has increased
- The GASD Forum offers effective support and has successfully started to implement an audience development strategy with a number of outcomes already achieved
- Strong foundations have been laid on which to administer the programme and the evidence shows good practice in cultural development, as expressed in the National Cultural Planning Steering Group report, *Culture at the Centre*
- Effective application and support administration procedures were of particular benefit to inexperienced small-scale community organisations
- Supported projects had positive impacts on communities, and support embraced a wide range of art forms
- Projects engaged with all levels of Gaelic speaking abilities, and with non-Gaelic as well as Gaelic organisations
- Concept development awards allowed relatively inexpensive testing of ideas
- Almost two thirds of expenditure funding was attributable to leverage
- Arts development networks were created for information and resource sharing
- A large quantity of audience data has been yielded for future use
- The GASD project functioned effectively within the strategic context of its two main funders

### 1.2.2 Key Weaknesses

- The GASD strategic plan was too ambitious for the timescale available and the various research and development projects could have been more effectively joined up to allow a more strategic thread to run throughout the programme
- The project could have implemented an evaluation strategy at the outset to determine data collection procedures, produce measurable outcomes and establish self-evaluation activities and budgets
- No crafts or dance projects were supported through the funding rounds
- Planning of activities and timescales could have been more strategic
- The audience development strategy could have become operational significantly earlier with better foresight and planning
- There could have been a better synergy of the implementation of an audience development strategy with supported projects
- GASD/PNE operate from timescales not ideally suited to audience development best practice, which is inherently long-term in focus

### 1.2.3 Key Opportunities

- GASD's development can be aligned with the National Gaelic Arts Strategy 2008-2012. GASD is also well positioned to take up a key role in implementing and evaluating this national strategy
- There is clear demand for more support services and capacity building within community groups undertaking Gaelic arts projects
- Knowledge gained from research studies can now be used to plan future development
- If the Gaelic media service is implemented, its position within Scottish Government supported policy frameworks could be further strengthened
- The Scottish Arts Council's award of 5-year foundation funding status for PNE will allow and encourage longer term planning across its project range
- The increasing entrenchment of partnership working within public policy areas is likely to increase demand for collaborative working between Gaelic bodies
- The establishment of an audience development subgroup of the GASD Forum could act as a quality circle promoting best practice, training and resource sharing and build on the outcomes already achieved
- The creation of Creative Scotland may lead to new partnership funding opportunities while changes to the Scottish Enterprise network could offer new opportunities for arts activities as a result of changing perceptions of their social and economic roles
- The substantial body of Gaelic arts research suggests key actions are still to be taken to increase audiences

### 1.2.4 Key Threats

- Project momentum could be lost unless a new phase of the project can follow on from the current stage without interruption.
- If it is not possible to raise additional long-term project funds then the achievements of the first phase are unlikely to be sustained

- The GASD is threatened by its failure thus far to secure support from Highlands and Islands Enterprise for grassroots level arts projects
- The creation of Creative Scotland could potentially cause detrimental funding impacts, and changes to the Scottish Enterprise network could present threats for arts activities as a consequence of changing perceptions of their social and economic roles

### **1.3 Recommendations**

1.3.1 GASD Forum should develop a second stage development project, building on the achievements of the first three years. It should:

- Evolve into the natural mechanism for delivering the National Gaelic Arts Strategy and act as an umbrella for the distribution of funds to encourage the future development of Gaelic arts
- Continue to offer small grants to community organisations for artist residencies and ensure they are offered support in running their projects
- Continue supporting showcase events in partnership with appropriate organisations
- Extend the skills development strand to include events and workshop activities aimed at building capacity within the network of arts organisations presenting Gaelic arts events and activities
- Review all research commissioned in the first three years to ensure all programme strands are addressing an agreed set of priorities
- Review the lessons learned during the audience development strategy implementation and prioritise tasks which remain to be undertaken
- Set up an audience development subgroup of GASD to act as a quality circle promoting best practice, training and resource sharing
- Ensure that an Evaluation Strategy and Implementation Plan are set up at an early stage of the next development phase, and that evaluation takes place during the project so that lessons can be learnt immediately
- Encourage dance and crafts projects to engage with GASD
- Ensure that all programme strands operate horizontally so as to increase the strategic significance of the project and make best use of all resources. This will require timescales to be accurately aligned and the results of evaluation to be widely disseminated within the membership of the Forum
- Ensure PNE secures support from HIE in taking forward the GASD Forum

## 2.0 INTRODUCTION

### 2.1 *Background*

- 2.1.1 Proiseact Nan Ealan (PNE) is the national development agency for Scottish Gaelic arts and culture. It is an action-research organisation that designs and develops new Gaelic Arts initiatives and flagship productions. Projects are implemented through a three-year development plan.
- 2.1.2 PNE is the founder member of the Gaelic Arts Strategic Development Forum (GASD), established in 2001 with the aim of improving communication and collaboration between the key Gaelic arts organisations. The Scottish Arts Council (SAC) and Bord na Gaidhlig (BNG) have awarded GASD £390,000 to run the Gaelic Arts Strategic Development (GASD) Programme. In addition, BNG has provided a further £20,000 towards the actual costs of the Forum. The GASD Programme is managed by PNE within a framework set out in the GASD Programme Plan, and this represented an integral part of the successful funding application made by PNE on the Forum's behalf.
- 2.1.3 The GASD funding is for the strategic development of Gaelic arts audiences, skills and showcases between 2005 and 2007/8. The Skills and Showcases Strands took the form of two funding rounds with the following results

Table 1 Results of Skills and Showcases Funding Rounds 1 & 2

|  |      |
|--|------|
| Applications Considered (Round 1 & 2)            | 75 + |
| Residencies Supported (Round 1 & 2)              | 19   |
| Traineeships Supported (Round 1 & 2)             | 5    |
| Showcases Supported (Round 1 & 2)                | 8    |
| Concept Development Grants not funded in Round 2 | 7    |

- 2.1.4 An audience development strategy was drawn up by RGA Consulting and was implemented by the GASD Audience Development Manager who is based in the PNE office.
- 2.1.5 The final element of the Forum's work relates to funding two research studies into Gaelic arts audiences. The first was a 10-year longitudinal study of perceptions published in November 2006, and the second was an Audience Development Strategy, undertaken by Glasgow Grows Audiences (GGA) for An Lochran, issued in April 2007.

## **2.2 Purpose**

2.2.1 The purpose of the current study is to undertake a qualitative evaluation of the programme to augment SAC's own external assessment of it against its stated aims.

## **2.3 Study Brief**

2.3.1 Scottish Cultural Enterprise Ltd were appointed in August 2007 with the following study brief:

- *To report on the strategic significance and artistic quality of the GASD funded projects and on the different art forms, artists and organisations receiving funding.*
- *To report on the geographical spread of GASD funded projects and on their impact on the communities in which they took place.*
- *To report on GASD activity from November 2003 in order to assess how the Forum had coped with demands placed on it, and in particular the requirement to lay down a strong foundation or structure where none had previously existed, within the first year, from which the programme could be delivered effectively.*
- *To report on the artistic community's use of the programme in practice and its impact in terms of leverage.*
- *To report on the progression of the audience development strand of the programme.*
- *To report specifically on the significance of the Sproull/Chalmers GCU research and the urban research conducted by An Lochran and GGA and funded by GASD*
- *To report on the impacts of GASD funded projects on the aims of SAC and BNG and on the level of use of the Gaelic language.*

2.3.2 The process sought direct feedback from primary beneficiaries

## **2.4 Methodology**

2.4.1 In preparing this study SCE has undertaken the following tasks:

- All documentation generated through the various programme strands has been reviewed, and this review has been augmented by interviews with key PNE staff
- All internally and externally generated documentation relating to the project as a whole has been reviewed
- Project profiles have been compiled for the 30 projects receiving money via the skills and showcase strands, and telephone interviews were undertaken with a sample of 18 of these.

## 3.0 PROJECT PROFILES

### 3.1 Project profile compilation

3.1.1 The following pages consist of a detailed account of what was achieved by each of the 30 supported projects. This has been compiled using a standard list of questions, which were completed through telephone interviews. All 30 project leaders were invited to participate in a telephone interview and 18 participated.

| <b>GASD Ref No</b>  | <b>Organisation</b>  | <b>Project title</b>   |
|---|--|--|
| <b>Round 1 Showcases</b><br>S06/01/05<br>S04/01/05<br>S24/01/05   | <b>Staffin Community Trust / Aros Centre<br/>Gillebride Mac'Illemaoil / independent<br/>An Lanntair</b>  | Suil an t-Solais<br>Ceol-Eirisgeidh/ Beinn a'Bhaoghla<br>Mach ann an Deich (Mach 10)   |
| <b>Traineeships</b><br>T02/01/05<br>T03/01/05   | <b>Young Musicians Hebrides / Jane Gray<br/>An Tuireann Arts Centre</b>  | Early Years Music Traineeship<br>Traineeship   |
| <b>Residencies</b><br>R09/01/05<br>R19/01/05<br>R17/01/05<br>R13/01/05<br>R15/01/05<br>R12/01/05<br>R04/01/05<br>R14/01/05<br>R06/01/05     | <b>Feis Thiriodh / Flora Macphail<br/>An Tobar<br/>Lews Castle College<br/>An Lanntair<br/>Highland Council<br/>An Tuireann Arts Centre<br/>Portree High School<br/>Sandra Kennedy<br/>Mairi Morrison / Comhairle nan Eilean Siar</b>  | Song and drama<br>Aonghas MacNeacail residency<br>Writer in residence<br>Writers' Residency in Harris<br>Music residency<br>Arts residency<br>Gaelic drama residency<br>Artist residency<br>Western Isles Hospital and Barvas<br>Schools Residencies |
| <b>Round 2 Showcases</b><br>S04/02/06<br>S10/02/06<br>S07/02/06   | <b>Taigh na Gaidhlig Mhealanais<br/>Urras Shomhairle<br/>The Tìree Association</b>   | Songs & Music of Duthaich Mhicaoidh<br>Eadar an Saoghal 's a' Bhothbhuan<br>Evening of Song & Poetry   |
| <b>Traineeships</b><br>T01/02/06<br>T03/02/06<br>T04/02/06  | <b>West Highland Animations<br/>Feisan nan Gaidheal<br/>Ceolas Uibhist</b>   | Suil an t-Solais<br>Traineeship<br>Traineeship   |
| <b>Residencies</b><br>R04/02/06<br>R11/02/06<br>R05/02/06<br>R01/02/06<br><br>R02/02/06<br>R09/02/06<br>R10/02/06<br>R12/02/06<br>R08/02/06 | <b>An Tobar<br/>Ceolas Uibhist<br/>Urras Shomhairle<br/>Highland Council<br/><br/>Department of Celtic, University of Glasgow<br/>Taigh Chearsabhaigh Museum &amp; Arts Centre<br/>Ballachulish Community Arts Association<br/>Comman Eachdraidh An Taobh Siar / SNH<br/>Moira Maclean</b> | Sgeulachdan Bhon Taigh Tasgaidh<br>Neach Ciuil-Ceolas<br>Eadar an Saoghal's a' Bhothdhan<br>Leabhar na Gaidheal Oga<br>(Book of the Young Gaels)<br>Sgrìobhadair<br>Documentary Film<br>Ceilear!<br>Bragar Moorland Project<br>Project Taigh Fhaire  |

|                      |  |
|----------------------|--|
| <b>Organisation:</b> | <b>Staffin Community Trust / Aros Centre</b> |
| Award type:          | Showcase                                     |
| GASD ref:            | S06/01/05                                    |
| Funding period:      | Round 1                                      |

|                       |                                      |
|-----------------------|--------------------------------------|
| <b>Project Title:</b> | <b>Suil an t-Solais</b>              |
| Location:             | Skye                                 |
| Artform/s:            | Photography festival                 |
| Status:               | Complete. Final payment due Aug 2007 |

| Funding       | £      | Project dates/duration |          |
|---------------|--------|------------------------|----------|
| GASD award    | 10,000 | Started                |          |
| Other funding | 20,000 | Completed              | Oct 2007 |
| Total Budget  | 30,000 | Duration               |          |

### Description of project

Staffin Community Trust (Urras an Taobh Sear) ran a project to create Suil an t-Solais, the Skye Photography Festival in Trotternish in the North of the island, inspired by the experience of the small town of Banff in Canada. The group also received funding from LEADER and Bord na Gaighlig. The festival took place from 29 September to 6 October 2007.

### Responses to evaluation questionnaire

|  |  |
|--|--|
| <b>Respondent:</b>   | Donald MacDonald, Aros (Isle of Skye) Ltd  |
| <b>What activities did the GASD money fund? (A brief description)</b>  | The funding was used to run a week long Skye Photography Festival. The festival was different to others in that it paired professional photographers with archaeologists, geologists, sociologists, historians and others with the specific idea of not just recording the images of our landscape but also allow people to understand the landscape. Workshops ran each day and talks were given in the evening. Talks were themed on topics related to the area such as the work of Seton Gordon - his photography and conservation and Gus Wylie who spend a lot of time photographing the Hebrides in the 70s and 80s. |
| <b>How many people benefited?</b>  | The numbers are still being pulled together but about 800 people attended the various events. There were a lot of people who came specifically to Skye from all over the UK. The community also benefited in terms of the economic impact and the publicity that it brought to the area.   |
| <b>From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)</b> | Yes it did but we also learned a lot. The Trust was formed to bring economic opportunities to the Staffin area of Skye, which in 1991 census had a declining population. This project covered a much bigger area than Staffin but it did focus attention on lochdar (north Trotternish) and there was a buzz in the area as people participated in the event and saw the opportunities to develop ideas and product around the theme.  |
| <b>What do you think was the main impact of the project in the community?</b>  | Economic and Social. Local operators benefited from increased activity in terms of tourism, community groups/halls earned income across the week due to hosting exhibitions, local people got work as  |

guides for the walks, professionals were brought in to present their expertise and this always related to the community they were in, the communities of Uig, Kilmuir and Staffin worked together successfully to bring this off.

Also, it opened peoples eyes in terms of the opportunities that our culture and heritage gives us. We live in an area of extra ordinary beauty and this is an asset which we must utilise without damaging it.

**How did you find the administration of the project?**

The administration of the project took a lot of effort especially as the festival covered a larger area than the Trust normally work in. However, volunteers were helpful in each area and did much of the manual and physical work. As expected the admin was entirely done by the Trust and this will continue over the next few weeks.

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

Whilst GASD gave funding early on the LEADER contribution was only secured about six weeks prior to the Festival. That meant that we were moving forward at 'our own risk' and this limited the marketing of the festival. Although at the end of the day everything went ahead and was successful we would have liked to have had much more of a build up to the event.

**Any other comments?**

Just to say thank you to GASD for their help and contribution. Moran taing.

|                      |   |
|----------------------|---|
| <b>Organisation:</b> | <b>Gillebride Mac'Illemaoil / independent</b> |
| Award type:          | Showcase                                      |
| GASD ref:            | S04/01/05                                     |
| Funding period:      | Round 1                                       |

|                       |  |
|-----------------------|--|
| <b>Project Title:</b> | <b>Ceol-Eirisgeidh/ Beinn a'Bhaoghla</b> |
| Location:             | Uists Eriskay Barra                      |
| Artform/s:            | Ceilidhs                                 |
| Status:               | Complete July 2006                       |

| Funding       | £      | Project dates/duration |          |
|---------------|--------|------------------------|----------|
| GASD award    | 4,000  | Started                |          |
| Other funding | 7,000  | Completed              | Jul 2006 |
| Total Budget  | 11,000 | Duration               |          |

#### Description of project

A touring celebration of the music of the Uists Ceol Eirisgeidh/ Beinn a' Bhaoghla under the direction of singer Gillebride Mac'illemaoil and based around the traditional ceilidh format.

#### Responses to evaluation questionnaire

**Respondent:** No response

**What activities did the GASD money fund? (A brief description)**

**How many people benefited?**

**From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)**

**What do you think was the main impact of the project in the community?**

**How did you find the administration of the project?**

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

**Any other comments?**

|                      |                    |
|----------------------|--------------------|
| <b>Organisation:</b> | <b>An Lanntair</b> |
| Award type:          | Showcase           |
| GASD ref:            | S24/01/05          |
| Funding period:      | Round 1            |

|                       |                                    |
|-----------------------|------------------------------------|
| <b>Project Title:</b> | <b>Mach ann an Deich (Mach 10)</b> |
| Location:             | Stornoway, Isle of Lewis           |
| Artform/s:            | Drama festival                     |
| Status:               | Complete. Festival held March 2007 |

| Funding       | £      | Project dates/duration |          |
|---------------|--------|------------------------|----------|
| GASD award    | 11,000 | Started                |          |
| Other funding | 7,000  | Completed              | Mar 2007 |
| Total Budget  | 18,000 | Duration               |          |

### Description of project

Mach ann an Deich (Mach 10) was a non competitive festival of short Gaelic drama pieces (10 minutes) which took place in An Lanntair in Stornoway between 12–17 March 2007. The project aimed to encourage more people to get involved in Gaelic drama – including writers, actors and audiences.

The festival showcased 20 new 10 minute gaelic plays by 6 schools, 2 gaelic youth groups and 14 adult groups.

An Lanntair documented behind the scenes processes in the lead up to the final show including casting, rehearsing and performing aspects in the form of a Myspace interactive social networking site.  
<http://www.myspace.com/lanntair>

The response to the festival was positive, and organisers felt they had met their objectives of developing the festival as a language regeneration tool, and of encouraging creativity through the medium of Gaelic arts.

In his evaluation of Mach 10 for An Lanntair and GASD, John Murray wrote:

"The festival was planned as an innovative model; in practice, that was a gratifying experiment to those who have watched organic and dynamic Gaelic drama initiatives being hung out to dry like peppers on the structures made to suit metropolitan and majority cultural situations.... The non-competitive quality of this festival was extremely important and certainly beneficial, as was the blending of enactments of childhood, juvenile and adult experience and perspectives, which brought a correspondingly wide range of audience to the theatre."

The evaluations done by An Lanntair recommended that the festival should be funded as an annual event.

### Responses to evaluation questionnaire

|   |   |
|---|---|
| <b>Respondent:</b>  | Alex MacDonald, Programme Officer, An Lanntair  |
| <b>What activities did the GASD money fund? (A brief description)</b> | Mach 10 was the first non competitive Gaelic drama Festival and was designed to encourage new writers and actors as well as more established individuals. Fees of £300 per piece plus expenses were offered. There were also supporting activities such as workshops that took place throughout the week. |
| <b>How many people benefited?</b>                                     | Writers, actors taking part – estimated number 150<br>Audience – there was an attendance of 500 over the week   |

## Profiles of projects awarded funding by GASD 2005-2007

|  |   |
|--|---|
| <b>From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)</b> | Yes, Mach 10 was a success and the objectives (as detailed in John Murray's report) were met.   |
| <b>What do you think was the main impact of the project in the community?</b>  | It showcased some "hidden" talent and encouraged others to take part for the first time in a public performance.  |
| <b>How did you find the administration of the project?</b>   | Weighty, but as with any project of this kind there is always an underestimation of how much time is actually needed. With a festival there is at least six months lead in time, the work involved in the Festival week itself (which is usually the only part that is quantified) and then the compiling of data/completing reports which may incur another month's work realistically. An Lanntair's "in kind" contribution was much higher we estimated, especially when technical support was added to the administration.  |
| <b>What, if anything, do you think could have been done to improve your project, or the GASD funding?</b>  | We are now in the position of having a successful project which has no funding for it to continue. Once you have undertaken a project like this, there is an expectation that you will continue regardless of where the money is coming from! Mach 10 was also quite a unique project in that it actually paid writers' fees and expenses (which were the bulk of the costs). To improve this project, somebody like Arthur Donald (Artair Donald, former Drama Development officer with Tosg) would have to be employed on a year round, part time basis to encourage various drama initiatives. Sadly now Tosg no longer exist and there is no funding to provide this back up. |
| <b>Any other comments?</b>   | Proving the "Gaelic" content was difficult as it was perhaps based on perception to a degree. We were successful with our application for Mach 10 but not for Faclan (the book festival) as it wasn't entirely in Gaelic – the subject matter of most of the lectures were however Gaelic related – the clearances etc.   |

|                      |   |
|----------------------|---|
| <b>Organisation:</b> | <b>Young Musicians Hebrides / Jane Gray</b> |
| Award type:          | Traineeship                                 |
| GASD ref:            | T02/01/05                                   |
| Funding period:      | Round 1                                     |

|                       |                                      |
|-----------------------|--------------------------------------|
| <b>Project Title:</b> | <b>Early Years Music Traineeship</b> |
| Location:             | Stornoway, Isle of Lewis             |
| Artform/s:            | Music                                |
| Status:               | Complete. Final payment due Dec 2007 |

| Funding       | £      | Project dates/duration |
|---------------|--------|------------------------|
| GASD award    | 7,500  | Started                |
| Other funding | 20,500 | Completed              |
| Total Budget  | 28,000 | Duration               |

### Description of project

A one year full time equivalent traineeship with 4 part time trainees working on a music project run by Young Musicians Hebrides and the National Youth Choir of Scotland to develop choral singing and pre-instrumental music skills for children in pre-school and primaries 1-3. The work involved collating nursery rhymes and songs already used in Gaelic medium early years settings; researching original tunes; training in early years musicianship; drafting early years pack with NYCoS and YMH.

### Responses to evaluation questionnaire

|  |   |
|--|---|
| <b>Respondent:</b>   | Jane Gray, Project Manager, Young Musicians Hebrides  |
| <b>What activities did the GASD money fund? (A brief description)</b>  | The GASD money was to employ part-time Gaelic music trainees to work on Ciste Ciuil – to deliver a music programme and associated training for all the Gaelic playgroups in Lewis & Harris  |
| <b>How many people benefited?</b>  | <p>A team of 4 Gaelic trainees visited 16 play groups in Lewis &amp; Harris to deliver 12 sessions. The play leaders benefited from seeing the workshops in action and the children benefited from acquiring new skills.</p> <p>The Gaelic trainees benefited from employment and gaining new skills. The play leaders also benefited from extra training workshops to give them more background in music and using instruments with children.</p> <p>Approximately 135 children benefited from the sessions</p>  |
| <b>From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)</b> | <p>Yes and No. It proved very difficult to recruit people to work in music – singers felt their Gaelic wasn't good enough – Gaelic speakers felt their singing wasn't good enough. The difficulty in recruiting workers meant that the six-twelve month programme of visiting play groups needed to be condensed into three to six months and that involved too much travel, so the team was expanded to four to take account of this.</p> <p>We also found that women in rural areas often have several part-time jobs and/or caring responsibilities in the community, so they were not available to take on the project work even if suitable.</p> |

|   |  |
|---|--|
|   | <p>The original project (of which GASD funding, although specific to the trainee posts, was a match) included consultant input to help train and promote confident singing among play leaders. However, we felt that skills and confidence were so low, that the training would be more effectively delivered by local people. The training is just being completed.</p>   |
| <b>What do you think was the main impact of the project in the community?</b>                             | <p>The main impact of the project was that Singers learned more Gaelic and Gaelic play leaders learned not to be afraid of music. Children became confident singing the songs and, given that the majority of children in Gaelic play groups are learners, their vocabulary was extended and their pronunciation improved.</p> <p>The materials we compiled and the training have been very well-received by play leaders, and the pack that will be produced should have a lasting impact on the Gaelic pre-school sector.</p>  |
| <b>How did you find the administration of the project?</b>  | <p>This was much harder than anticipated because of the difficulty in getting started, and then running against the clock in terms of project deadlines. Also tackling such a wide area took considerable co-ordination.</p>   |
| <b>What, if anything, do you think could have been done to improve your project, or the GASD funding?</b> | <p>I think once it was up and running it was very successful, although a bit stressful too due to the time constraints. I don't think that anything that GASD could have done could have helped these issues.</p> <p>The project was a bit artificial in that we were delivering half-hour music sessions for very young children, in order to make it worthwhile travelling so far, but their attention span is much shorter. When the pack is complete play leaders will only use one or two items for 10 minutes a day and children will learn the music integrated into their other activities.</p> <p>Some play leaders were reluctant to join in with the visiting music trainees but it was essential that they did, in order to make the most of the workshop. It would take longer than the life of the project for play leaders to take ownership of the idea of being their group's music specialist, but that needs to be the outcome in time.</p> |
| <b>Any other comments?</b>  | <p>We are very grateful to the Board of GASD for keeping faith with Young Musicians and encouraging us to keep going when it looked impossible to pull together in time. It was a huge vote of confidence in us – considering we are not a Gaelic body – to entrust us with the work and for staff to be so supportive.</p> <p>As a result of this project we applied for CPD training in Gaelic and three members of staff attended courses at Sabhal Mor Ostaig. We were also successful in attracting funding from CnES for a music kit for every Croileagan in Lewis &amp; Harris, as well as two for demonstration purposes to promote the new pack of materials and the training pack.</p> <p>We would be much more confident to try another Gaelic project as a result of this one.</p>   |

**Organisation: An Tuireann Arts Centre**

Award type: Traineeship  
 GASD ref: T03/01/05  
 Funding period: Round 1

**Project Title: Traineeship**

Location: Skye  
 Artform/s: Arts centre administration  
 Status: Complete. Final payment due Sep 2007

| Funding       | £     | Project dates/duration |
|---------------|-------|------------------------|
| GASD award    | 1,875 | Started                |
| Other funding | 1,875 | Completed              |
| Total Budget  | 3,750 | Duration               |

Sep 2007

**Description of project**

A three month traineeship in arts centre administration including exhibitions, advertising, marketing, workshops, community events. Gaelic element in traineeship supervised by centre Education Officer.

**Responses to evaluation questionnaire**

**Respondent:** None

**What activities did the GASD money fund? (A brief description)**

**How many people benefited?**

**From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)**

**What do you think was the main impact of the project in the community?**

**How did you find the administration of the project?**

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

**Any other comments?**

|                      |                                       |
|----------------------|---------------------------------------|
| <b>Organisation:</b> | <b>Feis Thiriodh / Flora Macphail</b> |
| Award type:          | Residency                             |
| GASD ref:            | R09/01/05                             |
| Funding period:      | Round 1                               |

|                       |                       |
|-----------------------|-----------------------|
| <b>Project Title:</b> | <b>Song and drama</b> |
| Location:             | Tiree                 |
| Artform/s:            | Music, drama          |
| Status:               | Complete.             |

| Funding       | £     | Project dates/duration |
|---------------|-------|------------------------|
| GASD award    | 2,500 | Started                |
| Other funding | 2,500 | Completed              |
| Total Budget  | 5,000 | Duration               |

Jun 2007

### Description of project

Residency creating programme of classes in Gaelic song and Gaelic drama, for both native Gaelic speakers and learners, based on a local theme and working towards a dramatic production in the Community Hall.

### Responses to evaluation questionnaire

|  |  |
|--|--|
| <b>Respondent:</b>   | Flora Macphail, chairperson, Feis Thiriodh   |
| <b>What activities did the GASD money fund? (A brief description)</b>  | A play which took in singing and music instrument s, like the local box player, pipe, fiddle, clarsach and so on.  |
| <b>How many people benefited?</b>  | The cast of about 30, people from 5 years told to one who was over 79, and the audience of about 200. The person who wrote the play, this was a new experience for her to create such a thing, plus wages... The whole school because a lot of the work was done at the school. The Gaelic speakers at the Gaelic unit used the language in a different way, and the kids learning... one lad who has only been on Tiree for a year carried a part, which was amazing. Musically, dramatically, culturally and socially it was a tremendous boost. |
| <b>From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)</b> | Yes except on one issue, it cost more than we anticipated. We hoped to put it on as a pre Christmas show but it wasn't done until the summer holiday - so it was difficult to gather people together for rehearsals. But apart from that the objectives were met.  |
| <b>What do you think was the main impact of the project in the community?</b>  | Participation of people who probably never thought they could do it, and did it most successfully - the artists, particularly dramatic participants, people who had never been on stage. Everybody learned something in Gaelic that they hadn't known before. As far as the audience were concerned, the visitors were given something they had never seen the like of and found that they could understand through the medium of drama.   |
| <b>How did you find the administration of the project?</b>   | Bloody awful! No, the money came up front, that was no problem, it was just that we spent too much... GASD were good because they  |

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were there on the phone if you got stuck. They were very forbearing because of time schedule, very helpful and easy to deal with.

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

Out timing. Not anything to do with GASD. We had no problem with them because we got all we asked for. We found them fine, it was us who were awkward, it took us a year.

**Any other comments?**

If ever we do something like this again, people will have confidence.

|                      |                 |
|----------------------|-----------------|
| <b>Organisation:</b> | <b>An Tobar</b> |
| Award type:          | Residency       |
| GASD ref:            | R19/01/05       |
| Funding period:      | Round 1         |

|                       |                                     |
|-----------------------|-------------------------------------|
| <b>Project Title:</b> | <b>Aonghas MacNeacail residency</b> |
| Location:             | Mull                                |
| Artform/s:            | Writing                             |
| Status:               | Complete.                           |

| <b>Funding</b> | <b>£</b> | <b>Project dates/duration</b> |          |
|----------------|----------|-------------------------------|----------|
| GASD award     | 833      | Started                       |          |
| Other funding  | 833      | Completed                     | Dec 2005 |
| Total Budget   | 1666     | Duration                      | 1 month  |

#### **Description of project**

Poet and writer Aonghas McNeacail residency at An Tobar art centre in Tobermory on Mull for a month in June 2005. An Tobar found matching funding to cover fees for a series of workshops throughout Mull led by Aonghas McNeacail. Residency to coincide with Tree Alphabet of the Celts exhibition in gallery and Mull and Iona Tree Festival. Poetry and related artworks created for Festival

#### **Responses to evaluation questionnaire**

**Respondent:** None

**What activities did the GASD money fund? (A brief description)**

**How many people benefited?**

**From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)**

**What do you think was the main impact of the project in the community?**

**How did you find the administration of the project?**

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

**Any other comments?**

|                      |                            |
|----------------------|----------------------------|
| <b>Organisation:</b> | <b>Lews Castle College</b> |
| Award type:          | Residency                  |
| GASD ref:            | R17/01/05                  |
| Funding period:      | Round 1                    |

|                       |                            |
|-----------------------|----------------------------|
| <b>Project Title:</b> | <b>Writer in residence</b> |
| Location:             | Stornoway, Western Isles   |
| Artform/s:            | Writing                    |
| Status:               | Complete.                  |

| Funding       | £      | Project dates/duration |          |
|---------------|--------|------------------------|----------|
| GASD award    | 5,000  | Started                |          |
| Other funding | 5,000  | Completed              | Aug 2006 |
| Total Budget  | 10,000 | Duration               | 6 months |

#### Description of project

Lews Castle College appointed a writer in residence, John Murray, for six months from March 2006. The aim of the residency was to stimulate, develop and promote Gaelic creative writing throughout the Western Isles. The project was unfortunately affected by unforeseen health problems suffered by the writer.

#### Responses to evaluation questionnaire

**Respondent:** Annie Macsween, Gaelic Development Officer, Lews Castle College

**What activities did the GASD money fund? (A brief description)** Sgriobhaiche (creative writing)

**How many people benefited?** 50-75

**From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)** Not really as the writer was possibly too unwell to achieve the expected targets.

**What do you think was the main impact of the project in the community?** If it had achieved its original targets it would have enhanced the image of creative writing in schools and the college in the Western Isles.

**How did you find the administration of the project?** No problem.

**What, if anything, do you think could have been done to improve your project, or the GASD funding?** Have a list of possible writers that could be interested in this kind of position.

**Any other comments?**

|                      |                    |
|----------------------|--------------------|
| <b>Organisation:</b> | <b>An Lanntair</b> |
| Award type:          | Residency          |
| GASD ref:            | R13/01/05          |
| Funding period:      | Round 1            |

|                       |                                     |
|-----------------------|-------------------------------------|
| <b>Project Title:</b> | <b>Writers' Residency in Harris</b> |
| Location:             | Harris, Western Isles               |
| Artform/s:            | Writing                             |
| Status:               | Complete.                           |

| Funding       | £      | Project dates/duration |          |
|---------------|--------|------------------------|----------|
| GASD award    | 5,000  | Started                |          |
| Other funding | 5,000  | Completed              | Jun 2007 |
| Total Budget  | 10,000 | Duration               | 2 months |

### Description of project

A residency shared amongst three writers who worked to create poetry and drama pieces, and ran workshops in with school pupils.

### Responses to evaluation questionnaire

|  |   |
|--|---|
| <b>Respondent:</b>   | Roddy Murray, Director, An Lanntair   |
| <b>What activities did the GASD money fund? (A brief description)</b>  | <p>3 writers undertook a 2 month Gaelic writer's residency based round their strengths, interests and relative abilities. Those selected were poet Rody Gorman, young writer David Martin and Gaelic academic Joina Macdonald.</p> <p>There was a strong emphasis on poetry with Rody as practitioner and Joina from the point of view of someone who had studied the bardachd tradition in Harris. The work done included poetry developed by children with Rody along with his own work.</p> <p>Mach ann an Deich, the festival of 10 minute Gaelic plays was a useful vehicle for David Martin to develop the playwriting process as it was a strong motivating influence. This culminated in a performance at the festival in March 2007.</p> |
| <b>How many people benefited?</b>  | The writers held 20 workshops for various ages from 13-16 at Sir E Scott School, in Tarbert, Harris with attendances of around 10 at each,  |
| <b>From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)</b> | The residency was originally framed as a 6 month project with the writer Kevin Macneil. However due to Kevin's unavailability, the project had to be reconfigured within the same broad terms of reference.   |
| <b>What do you think was the main impact of the project in the community?</b>  | 50% of the artist's time was spent on the creation of new work, the other 50% on working with schools. The main school involved was Sir E Scott School, although Scalpay, Leverburgh Secondary, Seilbost and Cliasmol were consulted and some pupils from there attended.   |

How did you find the

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**administration of the project?**

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

**Any other comments?**

Following the residency it was proposed that additional funding be procured for the production of a small publication to mark the project. This has yet to be pursued.

**Organisation: Highland Council**

Award type: Residency  
 GASD ref: R15/01/05  
 Funding period: Round 1

**Project Title: Music residency**

Location: Inverness  
 Artform/s: Singing, music, drama, dance  
 Status: Final payment due Aug 2007

| Funding       | £      | Project dates/duration |
|---------------|--------|------------------------|
| GASD award    | 5,000  | Started                |
| Other funding | 5,000  | Completed              |
| Total Budget  | 10,000 | Duration               |

**Description of project**

A music residency at the new Gaelic medium primary school in Inverness.

**Responses to evaluation questionnaire**

**Respondent:** None

**What activities did the GASD money fund? (A brief description)**

**How many people benefited?**

**From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)**

**What do you think was the main impact of the project in the community?**

**How did you find the administration of the project?**

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

**Any other comments?**

|                      |                                |
|----------------------|--------------------------------|
| <b>Organisation:</b> | <b>An Tuireann Arts Centre</b> |
| Award type:          | Residency                      |
| GASD ref:            | R12/01/05                      |
| Funding period:      | Round 1                        |

|                       |                       |
|-----------------------|-----------------------|
| <b>Project Title:</b> | <b>Arts residency</b> |
| Location:             | Staffin, Skye         |
| Artform/s:            | Visual arts           |
| Status:               | Complete.             |

| Funding       | £     | Project dates/duration |          |
|---------------|-------|------------------------|----------|
| GASD award    | 2,500 | Started                |          |
| Other funding | 2,500 | Completed              | Oct 2007 |
| Total Budget  | 5,000 | Duration               | 3 months |

### Description of project

A residency with a community focus where a group of Gaelic speakers worked with a Gaelic speaking artist in order to avoid translation into and out of English. Part of a wider project run by An Tuireann.

### Responses to evaluation questionnaire

|  |  |
|--|--|
| <b>Respondent:</b>   | Kath MacLeod, Education Officer, An Tuireann Arts Centre   |
| <b>What activities did the GASD money fund? (A brief description)</b>  | A 3 month residency with the Gàidhlig speaking Visual Artist Sarah MacIntyre based in Staffin Skye, exploring a contemporary expression of Gàidhlig culture through visual art practice. Sarah worked half the time on her own work and half the time with the (cross-generational) Gàidhlig speaking community of the area.   |
| <b>How many people benefited?</b>  | 60   |
| <b>From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)</b> | Yes  |
| <b>What do you think was the main impact of the project in the community?</b>  | The Gàidhlig speaking community was able to be part of an exploration and expression of Gàidhlig culture through contemporary visual art. A Gàidhlig speaking visual artist from the islands was given the opportunity to develop their work which will continue to contribute to our Gàidhlig culture and enrich the visual arts in the Gàidhltachd, Scotland and internationally.  |
| <b>How did you find the administration of the project?</b>   | Fine. Quick responses. I think at the time of applying we questioned who was judging the merit of a contemporary visual arts project. No-one from the strong network of art centres on the west coast was consulted. We submitted an integrated proposal as part of the long-term development of Gàidhlig and visual art (a showcase, a residency and a traineeship) but the proposal was broken down into components and assessed separately by different people. |

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**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

The sum awarded was very low (£2,500) so a small percentage of the overall project budget. Perhaps in the future more money could be available if the Gàidhlig visual arts are to be given a serious chance to develop.

**Any other comments?**

|                      |                            |
|----------------------|----------------------------|
| <b>Organisation:</b> | <b>Portree High School</b> |
| Award type:          | Residency                  |
| GASD ref:            | R04/01/05                  |
| Funding period:      | Round 1                    |

|                       |                                  |
|-----------------------|----------------------------------|
| <b>Project Title:</b> | <b>Gaelic drama residency</b>    |
| Location:             | Skye                             |
| Artform/s:            | Drama                            |
| Status:               | Complete. Final payment Jun 2007 |

| Funding       | £      | Project dates/duration |           |
|---------------|--------|------------------------|-----------|
| GASD award    | 10,000 | Started                |           |
| Other funding | 10,000 | Completed              |           |
| Total Budget  | 20,000 | Duration               | 12 months |

### Description of project

Portree High School act as first base for a 12 month Gaelic Drama Residency linked to other Skye schools.

### Responses to evaluation questionnaire

|  |   |
|--|---|
| <b>Respondent:</b>   | Angus John Macdonald, head of Gaelic, Portree High School   |
| <b>What activities did the GASD money fund? (A brief description)</b>  | Drama worker coming into Portree High School working mostly with Learners of Gaelic in S1 and S2. Writing short sketches based on the language they had learned to date. Groups extracted from class to rehearse and then coming back to act their sketch in front of the class. Also worked with fluent Gaelic pupils – again writing sketches aimed at reinforcing language and whetting their appetite for drama. Pupils also at times encouraged to write their own sketches.   |
| <b>How many people benefited?</b>  | During the first year over 200 pupils enjoyed involvement in this project and in the second year the emphasis was mainly on two primary schools where, of course, classes are much smaller and the total was nearer 100.  |
| <b>From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)</b> | My intention was three fold. First I hoped to instil an interest in drama in the pupils and secondly I wanted the pupils to enjoy using the language they had acquired. Thirdly I wanted the pupils to gain confidence in using their language and confidence in acting.  |
| <b>What do you think was the main impact of the project in the community?</b>  | The impact was extensive and positive. All pupils in Portree High School study Gaelic in S1 and S2 – i.e. all pupils in the Isle of Skye aged 12 – 14. About 70% are learner beginners. The other 30% we call fluent since they have come through Gaelic Medium Primary education – most often their parents have no Gaelic background or family connection with the Highlands so the pupils do not hear Gaelic in the home.<br><br>This experience was very, very popular with the pupils – the first question when a class came to Gaelic was always “Are we getting to act today?” At parent meetings the project and its popularity and value |

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were always commented on by parents. The icing on the cake was seeing a group of our pupils winning the Drama competition at the Royal National Mod with a play that had its inception in the classroom.

At the end of S2 pupils have to choose between continuing into S3/4 with Gaelic or French/German. After the first year of the project 80% of the pupils were choosing to continue with Gaelic and I have no doubt this project played a part (excuse the pun!) in increasing the uptake.

**How did you find the administration of the project?**

Excellent. I found the administrators helpful, accommodating and flexible.

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

I was very happy with all aspects. Most helpful was the fact we were allowed to spread out the project on a day per week basis so as to fit in with school life and pupil progress.

**Any other comments?**

This kind of project would be worth repeating and extending.

|                      |                       |
|----------------------|-----------------------|
| <b>Organisation:</b> | <b>Sandra Kennedy</b> |
| Award type:          | Residency             |
| GASD ref:            | R14/01/05             |
| Funding period:      | Round 1               |

|                       |                         |
|-----------------------|-------------------------|
| <b>Project Title:</b> | <b>Artist residency</b> |
| Location:             | South Lochs, Lewis      |
| Artform/s:            | Visual arts             |
| Status:               | Complete.               |

| Funding       | £      | Project dates/duration |          |
|---------------|--------|------------------------|----------|
| GASD award    | 5,000  | Started                |          |
| Other funding | 5,000  | Completed              | Jun 2007 |
| Total Budget  | 10,000 | Duration               | 6 months |

### Description of project

Landscape painter residency in home village in South Lochs area of Lewis. The artist invited the community into her studio, ran workshops and exhibited paintings produced in joint exhibition at An Lanntair gallery in Stornoway over the summer of 2007.

### Responses to evaluation questionnaire

|  |   |
|--|---|
| <b>Respondent:</b>   | Sandra Kennedy, independent artist  |
| <b>What activities did the GASD money fund? (A brief description)</b>  | A residency in Marvig, South Lochs - painting based on landscape and relationships with the landscape. Me doing my own work and then over the summer two week of workshops for anyone who wanted. I did these as much as possible in Gaelic.  |
| <b>How many people benefited?</b>  | With the workshops I had a week of open studio in Gravir - a few people came a few times. The school all came along to another workshop, about 40+. And there was an exhibition at An Lanntair all summer.  |
| <b>From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)</b> | It was different from what I expected, probably better. I achieved a lot , it gave a boost to my work. I have a website with the work done and it has been a good springboard to doing other stuff.   |
| <b>What do you think was the main impact of the project in the community?</b>  | People got to know me as an artist, and what I do. They had a chance to try out a few things themselves. The workshops gave different skills, expanded their ideas of what art can be. My paintings are not what people think landscapes would be - so it broadened their horizons. |
| <b>How did you find the administration of the project?</b>   | I was paying for materials upfront, and waiting to get money back took a long time sometimes, it was quite slow. But that was not GASD's fault, but the funds were operated via Pairc Erisort trust.  |
| <b>What, if anything, do you think could have been done to improve your project, or the GASD funding?</b>  | There wasn't a proper studio space, I had to improvise and couldn't have exhibition in my space. I couldn't run a workshop because of school holidays so there was a delay. A lack of facilities inhibited the project, it spread out timewise and geographically too so maybe it   |

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didn't feel like one single project.

**Any other comments?**

It was a great opportunity, I am very grateful.

|                      |   |
|----------------------|---|
| <b>Organisation:</b> | <b>Mairi Morrison / Comhairle nan Eilean Siar</b> |
| Award type:          | Residency   |
| GASD ref:            | R06/01/05   |
| Funding period:      | Round 1   |

|                       |  |
|-----------------------|--|
| <b>Project Title:</b> | <b>Western Isles Hospital and Barvas Schools Residencies</b> |
| Location:             | Lewis, Western Isles   |
| Artform/s:            | Visual art   |
| Status:               | Complete.  |

| Funding       | £     | Project dates/duration |          |
|---------------|-------|------------------------|----------|
| GASD award    | 5,000 | Started                |          |
| Other funding | 4,000 | Completed              | Mar 2006 |
| Total Budget  | 9,000 | Duration               | 6 months |

### Description of project

Visual arts residency linking Gaelic speaking school children from Barvas and Aridhantuim schools with Gaelic speaking elderly long term residents of Western Isles Hospital, using oral history techniques and then developing art works out of the children's ideas and the experiences shared by the old people.

### Responses to evaluation questionnaire

**Respondent:** Catriona Dunn, Comhairle nan Eilean Siar and Annie Graham, Head Teacher

### What activities did the GASD money fund? (A brief description)

**How many people benefited?** Herewith a report of the schools/hospital project and a view of it from the head teacher - this is a shared headship post, so only the one HT was involved. I hope these answer most of your questions.  
CD

Pupils' skills in Art and Design have significantly improved and their awareness of local culture and traditions has been further developed. Though the group of pupils ranged in both age and ability, their needs were effectively met by engaging in tasks and activities which were well suited to their needs. This helped to raise their self esteem and build up confidence in this curricular area.

Pupils' personal and social skills were also promoted through hospital visits and conversations with elderly patients. Opportunities were provided to develop their oral skills in Gaelic, whilst at the same time reflecting on local issues and gaining an insight into their own cultural background. As a result of these visits, pupils' citizenship skills were actively supported and developed and they proved to be a valuable experience for all concerned.

I feel that the children have benefited greatly from these Art classes and that they have had a positive impact on both their learning and personal development.  
AG

### From your point of view, did

**the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)**

**What do you think was the main impact of the project in the community?**

The idea for this project actually came from the artist, but we were very happy to facilitate it, and the results show a very positive impact in terms of pupil experience - taking the language out of the school into a part of the community with which they would not necessarily be familiar.  
CD

**How did you find the administration of the project?**

In terms of administration, we had no issues we would wish to raise.  
CD

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

In terms of improvement, like many such projects they often prove to be more ambitious in scope than time and funding allows.  
CD

**Any other comments?**

|                      |                                     |
|----------------------|-------------------------------------|
| <b>Organisation:</b> | <b>Taigh na Gaidhlig Mhealanais</b> |
| Award type:          | Showcase                            |
| GASD ref:            | S04/02/06                           |
| Funding period:      | Round 2                             |

|                       |  |
|-----------------------|--|
| <b>Project Title:</b> | <b>Songs &amp; Music of Duthaich Mhicaoidh</b>   |
| Location:             | Caithness  |
| Artform/s:            | Multimedia sound/light and archive music, poetry |
| Status:               | Complete. Final payment due Sep 2007             |

| Funding       | £      | Project dates/duration |          |
|---------------|--------|------------------------|----------|
| GASD award    | 6,500  | Started                |          |
| Other funding | 21,500 | Completed              | Aug 2007 |
| Total Budget  | 28,000 | Duration               |          |

### Description of project

A concert party featuring five experienced musicians on a ten day tour in the Highlands with live performances of songs and music of North West Sutherland (Duthaich MhicAoidh and Asainn); augmented by a pre-recorded audiovisual presentation including Gaelic poetry. At each concert individuals were sought to perform songs from locality. The project aimed to show the staying power, quality and vitality of the Gaelic culture in the area over four centuries.

### Responses to evaluation questionnaire

|  |   |
|--|---|
| <b>Respondent:</b>   | Donald Macleod, Treasurer, Taigh na Gaidhlig Mhealanais   |
| <b>What activities did the GASD money fund? (A brief description)</b>  | The showcase Ùrachadh was a multimedia, light, sound, archive recording and live performance on a ten day tour.   |
| <b>How many people benefited?</b>  | Just short of 700 attended. Also there were 5 artistes: 2 singers, the rest played instruments; plus a sound man and a technical/computer person. The show also had a director, Donald William Stewart, but he was not on tour.   |
| <b>From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)</b> | It did, certainly, it was considered successful.  |
| <b>What do you think was the main impact of the project in the community?</b>  | A very beneficial effect. There was good feedback in the local community and in the Highlands more widely. People were surprised at how professional it was altogether, commenting how pleased they were about how much Gaelic it contained, spoken and sung.   |
| <b>How did you find the administration of the project?</b>   | It was very difficult in some respects. One of the most beneficial things was we got £1,000 from GASD to work on the application, that was very beneficial. We got a grant for running the project, that was easy. Paper work was minimal, it was all easy and straightforward.<br><br>Putting the other funders together was quite a headache. They all had different ways of working so it took a long time to get the final pounds |

## Profiles of projects awarded funding by GASD 2005-2007

on the table - it took more than a year. My main worry was that we would lose the artistes before we could confirm all the funding. We finally concluded the tour in August (2007).

There is a website [www.urachadh.org.uk](http://www.urachadh.org.uk) which has been made for the project.

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

We are working on mark 2. Lots of things - hampered by poor software, etc technical issues, could be resolved. The technical person was late in getting to work on it due to timescale - we didn't factor in enough rehearsal time but managed to increase it in the funding package - it was good, flexible enough. Some funders put money up front - this would be a big help - and if you only had to go to two sources that would help since funding applications are often too complicated for small organisations.

**Any other comments?**

A very good experience with GASD, very happy with how they have helped us, especially money up front to develop project. Still a little to receive but only a small percentage.

Sometimes rules and regulations make a difference, and our own inexperience as well. The experience was beneficial. We have now got a booking for Celtic Connections in January.

|                      |                                    |
|----------------------|------------------------------------|
| <b>Organisation:</b> | <b>Urras Shomhairle</b>            |
| Award type:          | Showcase (& Residency - see below) |
| GASD ref:            | S10/02/06 (& R05/02/06)            |
| Funding period:      | Round 2                            |

|                       |   |
|-----------------------|---|
| <b>Project Title:</b> | <b>Eadar an Saoghal 's a' Bhiothbhuan</b> |
| Location:             | Highland                                  |
| Artform/s:            | Poetry, music                             |
| Status:               | Complete. Final payment due Sep 2007      |

| Funding       | £      | Project dates/duration |
|---------------|--------|------------------------|
| GASD award    | 7,250  | Started                |
| Other funding | 33,000 | Completed              |
| Total Budget  | 40,250 | Jun 2007               |

### Description of project

A musical celebration of the work of Sorley Maclean for performance during the Scottish Year of Highland Culture 2007. The title means "Between the world and eternity". The overall project aimed to bring MacLean's work to a wider audience by commissioning the best traditional composers to set some of the poems to music or compose new music inspired by Sorley's work; and by establishing a Gaelic and a Music Residency at Sgoil Chiuil na Gaidhealtachd (National Centre for Excellence in Traditional Music) in Plockton to work with the students to create settings of the poems and other new works. Project director Kenneth Thomson appointed the residents, composers and performers. The outcome of the project was a programme of music concerts held in June 2007 in Plockton, Fort William, Portree, Clashmore, Inverness and Dingwall. GASD provided funding for residency and showcase elements of this much larger project. There were two artists-in-residence at Plockton in Wester Ross, one Gaelic and one music.

### Responses to evaluation questionnaire

|  |  |
|--|--|
| <b>Respondent:</b>   | Rev Archibald Black, Urras Shomhairle  |
| <b>What activities did the GASD money fund? (A brief description)</b>  | <p>It funded the residencies at Plockton, part for the expenses of the resident artists and part for showcasing the results, which was hugely successful. The schools were excellent, the Centre thought it was first class.</p> <p>The Gaelic poems which the students produced were published in Northward Now summer edition. We hope to put them on the new website being developed following the project.</p> |
| <b>How many people benefited?</b>  | How many were involved - in the Gaelic classes? About ten or twenty.   |
| <b>From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)</b> | Yes, it achieved the objectives. In terms of numbers it was disappointing, but there were spin-offs - programmes produced by BBC in Xmas/New Year schedules and it is going to be made available for community radio. Hope to be able to reperform it for Celtic Connection and a CD in production.  |
| <b>What do you think was the main impact of the project in the community?</b>  | Those who attended it thoroughly enjoyed it. It raised the profile of Gaelic and music, because it would be worth doing again. People would want to perform some of these songs. The project flushed out some budding Gaelic poets and they will be encouraged to continue   |

## Profiles of projects awarded funding by GASD 2005-2007

writing in Gaelic.

**How did you find the administration of the project?**

We had engaged Ken Thompson as the director, that worked very well and he and I together did the main part of the administration. We had the full co-operation of Dougie Pincock and Duncan Ferguson at Sgoil Chiuil na Gaidhealtachd. It was quite a complicated application. We were turned down by H2007 initially. We had aimed to take the project to the central belt, Glasgow, Edinburgh, and these weren't successful. Then we went for a cross community project so added in Fort William and Dornoch. GASD were very good to us indeed, no problem with them at all.

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

We've no issue with GASD, their funding was fine and support was tremendous. Without their support the residencies wouldn't have happened. To improve project? The project was 100%, it had the quality of the compositions, and the performances were first rate. What to do to encourage more people to attend? Perhaps more advertising. But we got write-ups in most of the press, the Courier, the WHFP. It is disappointing that Gaels didn't support it better.

**Any other comments?**

No, everything worked out fine, we were very happy with it.

**Organisation: The Tíree Association**

Award type: Showcase  
 GASD ref: S07/02/06  
 Funding period: Round 2

**Project Title: Evening of Song & Poetry**

Location: Tíree  
 Artform/s: Song, poetry  
 Status: Complete.

| <b>Funding</b> | <b>£</b> | <b>Project dates/duration</b> |
|----------------|----------|-------------------------------|
| GASD award     | 1,000    | Started                       |
| Other funding  | -        | Completed                     |
| Total Budget   | 1,000    | Duration                      |

**Description of project**

Small musical and poetry project on Tíree to provide an evening of Gaelic culture.

**Responses to evaluation questionnaire**

**Respondent:** None

**What activities did the GASD money fund? (A brief description)**

**How many people benefited?**

**From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)**

**What do you think was the main impact of the project in the community?**

**How did you find the administration of the project?**

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

**Any other comments?**

|                      |                                 |
|----------------------|---------------------------------|
| <b>Organisation:</b> | <b>West Highland Animations</b> |
| Award type:          | Traineeship                     |
| GASD ref:            | T01/02/06 (or T02/02/06?)       |
| Funding period:      | Round 2                         |

|                       |   |
|-----------------------|---|
| <b>Project Title:</b> | <b>Suil an t-Solais</b>                     |
| Location:             | WHA studio in Perthshire / around Highlands |
| Artform/s:            | Animation film                              |
| Status:               | Complete. Final payment Apr 2007            |

| Funding       | £      | Project dates/duration |           |
|---------------|--------|------------------------|-----------|
| GASD award    | 7,500  | Started                |           |
| Other funding | 7,500  | Completed              | Oct 2007  |
| Total Budget  | 15,000 | Duration               | 12 months |

### Description of project

This traineeship offered an opportunity to assist in the production of childrens animation films for the Farpais nan Oigridh Schools Animation Competition and on Dualchas Chloinne (Children's Highland Heritage) Exhibition which toured a variety of venues all over the Highlands and Islands throughout the summer of 2007.

### Responses to evaluation questionnaire

|  |  |
|--|--|
| <b>Respondent:</b>   | Leslie MacKenzie, WHA  |
| <b>What activities did the GASD money fund? (A brief description)</b>  | The GASD money funded a trainee on the Dualchas na Cloinne Children's heritage animation film project. The trainee was responsible for helping to organise and carry out a screening tour at over 60 locations around the Highlands and Islands. |
| <b>How many people benefited?</b>  | 4000   |
| <b>From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)</b> | We more than achieved what we set out to do.   |
| <b>What do you think was the main impact of the project in the community?</b>  | We were hoping to awaken our young audiences to the existence of their own story tradition. At least they could see it wasn't Disney!  |
| <b>How did you find the administration of the project?</b>   | The administration of the project was straight forward.  |
| <b>What, if anything, do you think could have been done to improve your project, or the GASD funding?</b>  | We could have lengthened the time we were on the road, had better publicity and had more sit-down sessions with local tradition bearers to find more story material.   |
| <b>Any other comments?</b>   | Thank you GASD for helping Alasdair Hunter to join us on this tour.  |



|                      |                            |
|----------------------|----------------------------|
| <b>Organisation:</b> | <b>Feisan nan Gaidheal</b> |
| Award type:          | Traineeship                |
| GASD ref:            | T03/02/06                  |
| Funding period:      | Round 2                    |

|                       |                                   |
|-----------------------|-----------------------------------|
| <b>Project Title:</b> | <b>Traineeship</b>                |
| Location:             | Portree, Skye                     |
| Artform/s:            | Arts administration and marketing |
| Status:               | Complete. Final payment Apr 2007  |

| Funding       | £      | Project dates/duration |           |
|---------------|--------|------------------------|-----------|
| GASD award    | 7,500  | Started                |           |
| Other funding | 7,500  | Completed              | Mar 2007  |
| Total Budget  | 15,000 | Duration               | 12 months |

### Description of project

A 12 month placement for a trainee Marketing Officer to assist Feisean nan Gaidheal and its member Feisean to increase their profile. Trainee to be involved in collecting information and publishing on FnG website. Assisting with marketing of Blas festival and working on Blas website.

### Responses to evaluation questionnaire

|  |  |
|--|--|
| <b>Respondent:</b>   | David Boag, Feisean nan Gaidheal   |
| <b>What activities did the GASD money fund? (A brief description)</b>  | Placement - traineeship - for a marketing assistant in Portree, Skye   |
| <b>How many people benefited?</b>  | It was 1 job - the trainee worked on the website and public facing work, on a full time basis over 12 months.  |
| <b>From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)</b> | Absolutely - the trainee worked on the Feisean nan Gaidheal ( <a href="http://www.feisean.org">www.feisean.org</a> ) and Blas website ( <a href="http://www.blas-festival.com">www.blas-festival.com</a> ), and both are now up and running, very positive outputs.  |
| <b>What do you think was the main impact of the project in the community?</b>  | For the users of these websites - a much enhanced experience in using both.  |
| <b>How did you find the administration of the project?</b>   | Absolutely fine, there was the occasional report update to do, but it was pretty light and easy for us.  |
| <b>What, if anything, do you think could have been done to improve your project, or the GASD funding?</b>  | It did what it said on the tin, it is difficult to see how it could be improved. One way GASD could help is if they could be much more focussed on arts administration training, running short courses much more geared to Gaelic arts administration, marketing, audience development, accounting, report writing, so through the traineeship there is a collective pool of knowledge and also learning about the world of Gaelic arts for a wider professional development experience. |

## Profiles of projects awarded funding by GASD 2005-2007

### **Any other comments?**

The GASD project in general hasn't had impact it should have had, there has not been enough promotion of it. The admin timescales are ridiculously short and sometimes there is little follow up after events or projects, so from this point of view general admin is not as robust as could have been.

|                      |                       |
|----------------------|-----------------------|
| <b>Organisation:</b> | <b>Ceolas Uibhist</b> |
| Award type:          | Traineeship           |
| GASD ref:            | T04/02/06             |
| Funding period:      | Round 2               |

|                       |                     |
|-----------------------|---------------------|
| <b>Project Title:</b> | <b>Traineeship</b>  |
| Location:             | Uist                |
| Artform/s:            | Arts administration |
| Status:               | Complete.           |

| Funding       | £      | Project dates/duration |          |
|---------------|--------|------------------------|----------|
| GASD award    | 6,420  | Started                |          |
| Other funding | 6,580  | Completed              | Apr 2007 |
| Total Budget  | 13,000 | Duration               | 9 months |

### Description of project

Trainee manager working on arts management, devising community programme for young people, helping to manage Youth Music Project, delivering specific projects for Ceolas 10th Anniversay in 2006, improving quality of written Gaelic output for Ceolas.

### Responses to evaluation questionnaire

|  |   |
|--|---|
| <b>Respondent:</b>   | Mary Schmoller, Ceolas Uibhist Ltd  |
| <b>What activities did the GASD money fund? (A brief description)</b>  | There were 2 sets - one for a trainee manager, one for the fiddle residency (see below).  |
| <b>How many people benefited?</b>  | One trainee manager - plus the impact on the whole of Ceolas summer programme: 120 students, 20 tutors, 1500 community members. The impact on the 10th anniversary celebrations, and we have a piping CD coming out.  |
| <b>From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)</b> | These were substantially met, plus some additional outcomes.  |
| <b>What do you think was the main impact of the project in the community?</b>  | In 2006 the 10th anniversary was a great success, it impacted on so many different people. There was a great contribution to community confidence. We did webcasting relating to the community land buyout, so Ceolas is part of the future. There were 2 webcasts, plus a TV programme by Uist Media Group about the 10th anniversary, and Radio nana Gaidheal covered it. And they came to Uist for a week in June this year (2007) . These outcomes were partly of the funding.<br><br>We know that we need to go and look at other festivals, we went to Cape Breton in 2003 and we need to go some others now, we are hoping to do this with the dance club - so that is all part of the impact. |
| <b>How did you find the administration of the project?</b>   | Straightforward and efficient.  |

Profiles of projects awarded funding by GASD 2005-2007

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

If Ceolas had more permanent staff to support and direct the personal motivation and initiative of graduate trainees.

**Any other comments?**

GASD funding is helpful - please could it continue?

|                      |                 |
|----------------------|-----------------|
| <b>Organisation:</b> | <b>An Tobar</b> |
| Award type:          | Residency       |
| GASD ref:            | R04/02/06       |
| Funding period:      | Round 2         |

|                       |  |
|-----------------------|--|
| <b>Project Title:</b> | <b>Sgeulachdan Bhon Taigh Tasgaidh</b> |
| Location:             | Mull                                   |
| Artform/s:            | Visual arts, jewellery                 |
| Status:               | Complete.                              |

| Funding       | £     | Project dates/duration |          |
|---------------|-------|------------------------|----------|
| GASD award    | 1,666 | Started                |          |
| Other funding | 6,830 | Completed              | Oct 2007 |
| Total Budget  | 8,496 | Duration               | 2 months |

### Description of project

Sgeulachdan Bhon Taigh Tasgaidh (Tales from the Museum) was a series of residency partnerships in early 2007 to create new work inspired by the 5 museums in Mull and Iona. Two contemporary jewelers worked with the community and museums, using archive material and oral history to develop skills and create artefacts. The new work created was shown in exhibition at An Tobar during October 2007.

### Responses to evaluation questionnaire

**Respondent:** None

**What activities did the GASD money fund? (A brief description)**

**How many people benefited?**

**From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)**

**What do you think was the main impact of the project in the community?**

**How did you find the administration of the project?**

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

**Any other comments?**

|                      |                       |
|----------------------|-----------------------|
| <b>Organisation:</b> | <b>Ceolas Uibhist</b> |
| Award type:          | Residency             |
| GASD ref:            | R11/02/06             |
| Funding period:      | Round 2               |

|                       |   |
|-----------------------|---|
| <b>Project Title:</b> | <b>Neach Ciuil-Ceolas</b>   |
| Location:             | Uist  |
| Artform/s:            | Music   |
| Status:               | Still in operation, to complete end2007. Final payment due Sep 2007 |

| Funding       | £      | Project dates/duration |           |
|---------------|--------|------------------------|-----------|
| GASD award    | 7,500  | Started                |           |
| Other funding | 15,000 | Completed              |           |
| Total Budget  | 22,500 | Duration               | 12 months |

### Description of project

Fiddler in residence as Ceolas Uist teaching youth and adults in the area as well as contributing to community events - initially to replace discontinued fiddle tutor provision in Uist.

### Responses to evaluation questionnaire

|  |  |
|--|--|
| <b>Respondent:</b>   | Mary Schmoller, Ceolas Uibhist Ltd   |
| <b>What activities did the GASD money fund? (A brief description)</b>  | There were 2 sets - one for a trainee manager (see above), one for the fiddle residency.   |
| <b>How many people benefited?</b>  |  |
| <b>From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)</b> | For the fiddle residency the original objectives were not met by this project - we changed objectives with agreement, and that flexibility was good. The fiddle residency changed because Comhairle nan Eilean (the council) appointed someone in schools, so we extended the time scale to work with Flying Fiddles. Anna-Wendy Stevenson developed work with the group. They are still working till Xmas and into new year. It is going brilliantly and we will be producing a record in the new year. |
| <b>What do you think was the main impact of the project in the community?</b>  |  |
| <b>How did you find the administration of the project?</b>   | Straightforward and efficient.   |
| <b>What, if anything, do you think could have been done to improve your project, or the GASD funding?</b>  |  |
| <b>Any other comments?</b>   | GASD funding is helpful - please could it continue?  |

|                      |                         |
|----------------------|-------------------------|
| <b>Organisation:</b> | <b>Urras Shomhairle</b> |
| Award type:          | Residency               |
| GASD ref:            | R05/02/06               |
| Funding period:      | Round 2                 |

|                       |                                       |
|-----------------------|---------------------------------------|
| <b>Project Title:</b> | <b>Eadar an Saoghal's a'Bhothdhan</b> |
| Location:             | Plockton, Wester Ross, Highland       |
| Artform/s:            | Music, poetry                         |
| Status:               | Complete.                             |

| Funding       | £      | Project dates/duration |           |
|---------------|--------|------------------------|-----------|
| GASD award    | 7,250  | Started                |           |
| Other funding | 33,000 | Completed              | Feb 2007  |
| Total Budget  | 40,250 | Duration               | 12 months |

**Description of project**

Full description above - showcase ref no: S10/02/06 - GASD provided funding for residency and showcase elements of this project. There were two artists-in-residence at Sgoil Chiuil na Gaidhealtachd (National Centre for Excellence in Traditional Music) in Plockton, one Gaelic and one music.

**Responses to evaluation questionnaire**

**Respondent:** Archibald Black, Urras Shomhairle - see S10/02/06 above

**What activities did the GASD money fund? (A brief description)**

**How many people benefited?**

**From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)**

**What do you think was the main impact of the project in the community?**

**How did you find the administration of the project?**

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

**Any other comments?**

|                      |                         |
|----------------------|-------------------------|
| <b>Organisation:</b> | <b>Highland Council</b> |
| Award type:          | Residency               |
| GASD ref:            | R01/02/06               |
| Funding period:      | Round 2                 |

|                       |   |
|-----------------------|---|
| <b>Project Title:</b> | <b>Leabhar na Gaidheal Oga (Book of the Young Gaels)</b>    |
| Location:             | Highland  |
| Artform/s:            | Creative writing  |
| Status:               | Residencies completed, some outcomes still to be published. |

| Funding       | £      | Project dates/duration |           |
|---------------|--------|------------------------|-----------|
| GASD award    | 5,000  | Started                |           |
| Other funding | 28,600 | Completed              |           |
| Total Budget  | 33,600 | Duration               | 12 months |

### Description of project

Creative writing residencies in 23 primary schools and 7 high schools in Highland council area through 2007. Aim is to produce a book of new Gaelic writing with artwork chosen from work of pupils in all schools in Highland from P1-6 (work translated into English so that non Gaelic speaking children could enter picture competition). Also involving local displays of artwork, and touring exhibition.

### Responses to evaluation questionnaire

|  |  |
|--|--|
| <b>Respondent:</b>   | Johan Byrne, Leabhar nan Gaidheal Oga  |
| <b>What activities did the GASD money fund? (A brief description)</b>  | The money funded Gaelic authors' fees and travel expenses to schools throughout the Highland Region, where Gaelic medium education is established. They did workshops on creative writing with pupils in order to encourage Gaelic writing which would in turn be published in a book entitled "The Book of the Young Gaels" or Leabhar nan Gaidheal Oga. The aim was to encourage children to write; to give them some pride in their language and their work through the publication of their poems and stories. The fund also covered my fee as project co-ordinator. |
| <b>How many people benefited?</b>  | Authors visited about 24 schools and sometimes two or three classes in each school were involved in writing workshops. I received over 400 pieces of writing - that should indicate how many pupils took part.   |
| <b>From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)</b> | Yes, I believe it did achieve its objectives. The teachers were pleased to have the support of authors in schools and through their visits they were able to encourage new writing. Pupils had a sense of "audience" ie external platform for their work and the prospect of work being published.<br><br>Teachers were enthusiastic about the project and many have urged the steering group to repeat the experience.  |
| <b>What do you think was the main impact of the project in the community?</b>  | This will not be fully assessed until we've had the opportunity to exhibit some of the work produced by pupils around the Highlands and when the book is finally launched. The first public presentation of the project will take place at the Mod in Fort William.  |

## Profiles of projects awarded funding by GASD 2005-2007

**How did you find the administration of the project?**

Administration was fairly easy. I was well supported by John Storey of the Gaelic Books Council. The main difficulty was co-ordinating school timetables with the availability of authors some of whom were involved in other projects and their own personal work schedule. However, all schools who requested a visit received at least one visit. Some of the return visits were hampered by bad weather and lack of public transport.

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

Ideally, the project would have been better had it been started at the beginning of the academic year and carried through to the end of the year. Timetabling of visits to the more remote areas might then have been done at a more appropriate time of year. However, on the whole, the project was a success and any difficulties that arose were minor and fairly easily rectified.

**Any other comments?**

Just from a personal point of view, that I thoroughly enjoyed it and found the work produced to be encouraging for the future of Gaelic Medium Education and budding authors in the language.

|                      |  |
|----------------------|--|
| <b>Organisation:</b> | <b>Department of Celtic, University of Glasgow</b> |
| Award type:          | Residency  |
| GASD ref:            | R02/02/06  |
| Funding period:      | Round 2  |

|                       |                     |
|-----------------------|---------------------|
| <b>Project Title:</b> | <b>Sgriobhadair</b> |
| Location:             | Glasgow             |
| Artform/s:            | Writing             |
| Status:               | Complete.           |

| Funding       | £      | Project dates/duration |          |
|---------------|--------|------------------------|----------|
| GASD award    | 5,000  | Started                |          |
| Other funding | 5,000  | Completed              | Mar 2007 |
| Total Budget  | 10,000 | Duration               | 6 months |

### Description of project

A part-time residency held by writer Martin MacIntyre over six months in the Department of Celtic at the University of Glasgow. The residency aimed to offer to students of Gaelic or other Gaelic-speaking students at Glasgow University training, support and nurture in creative writing skills, through individual meetings and/or group workshops; to cultivate links with Strathclyde University Gaelic Department, Sgoil Ghàidhlig Ghlaschu, and Gaelic community groups in Glasgow, with a view to offering a similar service to those communities; to promote awareness at the University of Glasgow of contemporary Gaelic writing through contact with the Departments of English and Scottish Literature, with the SAC Writer-in-Residence and with staff and students of the M Lit in Creative Writing.

### Responses to evaluation questionnaire

|  |   |
|--|---|
| <b>Respondent:</b>   | Dr Michel Byrne, Department of Celtic, University of Glasgow  |
| <b>What activities did the GASD money fund? (A brief description)</b>  | Writer's residency at Glasgow University. The Writer's remit was principally to encourage and advise on creative writing in Gaelic among GU students.   |
| <b>How many people benefited?</b>  | The total number of students the Writer worked with was in the region of 40 (though only a small number of these maintained regular contact with the project), while the community writing group outwith the University consisted of about 6 members.   |
| <b>From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)</b> | <p>Yes, mostly, as far as was possible in the limited time scale. As well as helping a core of students develop their creative writing skills, the Writer promoted awareness of contemporary Gaelic writing in the wider university community (in the Departments of Scottish and English literature), and founded a community-based writing support group. The objectives of building contacts with Strathclyde University and Sgoil Ghàidhlig Ghlaschu were in hindsight overambitious given the time limits.</p> <p>With hindsight, it was also felt that the project could have made more impact by being more closely embedded into curricular structures. We had originally wished to avoid too close an identification between the services offered by the Project and the Department's class-based teaching of writing-skills. But this overestimated the time and energy students are able to or prepared to devote to unassessed, voluntary</p> |

## Profiles of projects awarded funding by GASD 2005-2007

writing activities, when they're having to juggle coursework, jobs and other commitments. And of course not every student is drawn to creative writing. In any future project, we would aim to provide increased creative writing activities within the curriculum to increase students' confidence and experience, on which the Writer could then build.

**What do you think was the main impact of the project in the community?**

In the GU community, mainly to publicise the possibility of creative writing in Gaelic and encourage its activity. Outside the university, the project gave confidence to a number of individuals outwith full-time education, to increase their confidence in their own writing skills.

**How did you find the administration of the project?**

The administration load was light, as communication between the Writer and the Department was easy, and as all the GASD funding went into the Writer's salary, which was dealt with by the GU Human Resources department.

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

See above. Ideal for us would have been funding over two years (or even 18 months), subject of course to GASD approval of reports, so that the tentative progress achieved in 06-07 could have been consolidated in the current session, and longer-term goals reached by service-users (for example, publication of selected writings).

**Any other comments?**

It's important both to cast the net wide and give as many people as possible (students in this case) the opportunity to attempt and enjoy creative writing in Gaelic, and also to be able to offer more intensive support for the more skilled/enthusiastic minority who will produce the novels, plays, short stories of the future. The GASD funding allowed us to begin this process and gave us a glimpse of what could be achieved with stable funding and longer-term objectives such as provided by English-language writers-in-residence.

|                      |  |
|----------------------|--|
| <b>Organisation:</b> | <b>Taigh Chearsabhagh Museum &amp; Arts Centre</b> |
| Award type:          | Residency  |
| GASD ref:            | R09/02/06  |
| Funding period:      | Round 2  |

|                       |                         |
|-----------------------|-------------------------|
| <b>Project Title:</b> | <b>Documentary Film</b> |
| Location:             | Uist                    |
| Artform/s:            | Film                    |
| Status:               | Complete.               |

| Funding       | £      | Project dates/duration |          |
|---------------|--------|------------------------|----------|
| GASD award    | 6,800  | Started                |          |
| Other funding | 7,125  | Completed              | Feb 2007 |
| Total Budget  | 13,925 | Duration               | 6 months |

**Description of project**

The funding allowed filmmaker Enrique Uribe Jongbloed to complete his residency at Taigh Chearsabhagh, which was also funded by the EU Leonardo project. A major part of the residency involved producing a video on the subject of the Gaelic language and its relationship to the arts.

**Responses to evaluation questionnaire**

**Respondent:** None

**What activities did the GASD money fund? (A brief description)**

**How many people benefited?**

**From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)**

**What do you think was the main impact of the project in the community?**

**How did you find the administration of the project?**

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

**Any other comments?**

|                      |  |
|----------------------|--|
| <b>Organisation:</b> | <b>Ballachulish Community Arts Association</b> |
| Award type:          | Residency                                      |
| GASD ref:            | R10/02/06                                      |
| Funding period:      | Round 2  |

|                       |                    |
|-----------------------|--------------------|
| <b>Project Title:</b> | <b>Ceilear!</b>    |
| Location:             | Lochaber, Highland |
| Artform/s:            | Singing            |
| Status:               | Complete.          |

| Funding       | £     | Project dates/duration |           |
|---------------|-------|------------------------|-----------|
| GASD award    | 3,500 | Started                |           |
| Other funding | 3,500 | Completed              | Oct 2007  |
| Total Budget  | 7,000 | Duration               | 24 months |

### Description of project

The project aimed at a renaissance of adult group singing in Gaelic in the Lochaber area. Local musician and singer Mary Ann Kennedy worked with village community groups to attract non Gaelic speakers and learners and encourage them to take up the language through participating as singers. Also introduction to the language for non Gaels as audience members. The project was initially awarded £10,000 against matching funding but in the event they could only secure £3,500.

### Responses to evaluation questionnaire

|  |   |
|--|---|
| <b>Respondent:</b>   | Chaz Stewart, Ballachulish Community Arts Association   |
| <b>What activities did the GASD money fund? (A brief description)</b>  | Running of Gaelic Song project in Ballachulish and Acharacle.   |
| <b>How many people benefited?</b>  | Around 55 between the two centres.  |
| <b>From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)</b> | Yes.  |
| <b>What do you think was the main impact of the project in the community?</b>  | The return of Gaelic song to Ballachulish after a long absence, strengthening of the interest and provision for adults to participate in Acharacle. Provision of an adult project in both areas. An unexpected bonus was the formation of a rural Gaelic Choir who entered the Mod this year, providing an adult choral presence from Lochaber. |
| <b>How did you find the administration of the project?</b>   | Reasonably OK. Match funding issues can be difficult if one of your main funders lets you down though.  |
| <b>What, if anything, do you think could have been done to improve your project, or the GASD funding?</b>  | We are very grateful for the funding and hope you think it was well spent!  |
| <b>Any other comments?</b>   |   |

|                      |  |
|----------------------|--|
| <b>Organisation:</b> | <b>Comman Eachdraidh An Taobh Siar / SNH</b> |
| Award type:          | Residency                                    |
| GASD ref:            | R12/02/06                                    |
| Funding period:      | Round 2                                      |

|                       |                                      |
|-----------------------|--------------------------------------|
| <b>Project Title:</b> | <b>Bragar Moorland Project</b>       |
| Location:             | Lewis                                |
| Artform/s:            | Visual arts                          |
| Status:               | Complete. Final payment due Sep 2007 |

| <b>Funding</b> | <b>£</b> | <b>Project dates/duration</b> |          |
|----------------|----------|-------------------------------|----------|
| GASD award     | 5,000    | Started                       |          |
| Other funding  | 5,000    | Completed                     |          |
| Total Budget   | 10,000   | Duration                      | 6 months |

**Description of project**

Residency working in the Lewis peatlands for artists Anne Campbell and Jon Macleod. The project involved a period of research, the making of film and media pieces, and exhibiting these.

**Responses to evaluation questionnaire**

**Respondent:** None

**What activities did the GASD money fund? (A brief description)**

**How many people benefited?**

**From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)**

**What do you think was the main impact of the project in the community?**

**How did you find the administration of the project?**

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

**Any other comments?**

**Organisation:** Moira Maclean

Award type: Residency

GASD ref: R08/02/06

Funding period: Round 2

**Project Title:** Taigh Fhaire

Location: Lewis

Artform/s: Visual art, environmental art

Status: Complete.

| <b>Funding</b> | <b>£</b> | <b>Project dates/duration</b> |          |
|----------------|----------|-------------------------------|----------|
| GASD award     | 5,000    | Started                       |          |
| Other funding  | 5,000    | Completed                     | Oct 2007 |
| Total Budget   | 10,000   | Duration                      | 6 months |

#### **Description of project**

Independent artist Moira Maclean was awarded £1,000 to develop her project Taigh Fhaire with the aim of creating a permanent artwork on the Lewis landscape. The project would involve wallpapering the exterior of an abandoned croft – to represent an anatomy of the house and a rebirth of the inner past life of the house.

#### **Responses to evaluation questionnaire**

**Respondent:** None

**What activities did the GASD money fund? (A brief description)**

**How many people benefited?**

**From your point of view, did the project achieve the objectives you originally set out to achieve? (And if not, why do you think this was?)**

**What do you think was the main impact of the project in the community?**

**How did you find the administration of the project?**

**What, if anything, do you think could have been done to improve your project, or the GASD funding?**

**Any other comments?**

## **4.0 OVERVIEW OF FINDINGS**

4.0.1 In order to evaluate the evidence presented in section 2 the project brief has been broken down into seven evaluation issues summarised below.

### **4.1 *Evaluation Issue 1 – Strategic Significance and Artistic Quality***

4.1.1 The GASD Programme Plan defined strategic development of the Gaelic arts sector as that which will help it better fulfil:

- Its creative role in enriching the life of all
- Its learning role in encouraging use of the language
- Its economic role in providing employment for artists and benefits to Gaelic communities

4.1.2 It aimed to be an inclusive programme both in the sense of supporting activity that is for the benefit of the whole Gaelic arts sector as well as in making the best quality Gaelic arts available to all.

4.1.3 The 18 projects profiled fulfil the three criteria outlined above in a wide variety of ways:

#### **The Showcases**

- A weeklong photography festival based on a Canadian model
- A musical celebration of the work of Sorley MacLean
- A concert party featuring five experienced musicians on a ten day tour of the Highlands

Each of these showcases met all three criteria through contrasting activities and methods. Indeed, an examination of the project profiles revealed that all contained educational elements and succeeded in engaging artists and communities. The nature of the showcases meant they all achieved the aim of benefiting the whole Gaelic arts sector as well as making best quality Gaelic arts available to all.

#### **The Traineeships**

- A trainee manager working on a youth music project and developing written Gaelic output
- A trainee marketing officer assisting the Feisean to improve their profile

- A production traineeship in children's animation
- Traineeship working on a music project with early years children
- An arts centre trainee engaged with exhibitions, marketing, community events and workshops

These projects also achieved the three key criteria, although the main immediate beneficiaries in the short term were the trainees. Nevertheless, there is substantial evidence they secured successful strategic development in their work with communities and groups, strengthening creativity and enriching lives, encouraging Gaelic language use, and providing economic and community benefits.

### **The Residencies**

- Musician encouraging non-Gaelic speakers to engage with the language through singing workshops and audience attendance
- Writer in residence encouraging creative writing in the Department of Celtic at Glasgow University
- Creative writing residencies in schools
- Fiddler in residence teaching youths and adults and contributing to community events
- Visual arts residency linking young people with elderly, long-term Gaelic-speaking hospital residents
- Visual arts residency focusing on landscape through community workshops
- Drama worker in Gaelic language school classes
- Visual artist exploring contemporary expression of Gaelic culture through visual art practice
- A residency shared by three writers working to create poetry and drama pieces and running workshops with school pupils
- Writer in residence at Lew Castle College promoting interest in Gaelic creative writing
- Residency creating a programme of classes in Gaelic song and drama for both native Gaelic speakers and learners, based on a local theme

These projects also achieved the three key criteria and the additional element of benefiting the whole Gaelic arts sector and making best quality Gaelic arts available to all.

4.1.4 The evidence from the project leaders suggests they were happy with the artistic quality of the supported events. Where there were problems they tended to be the product of external circumstances. For example, in one case sickness prevented the artist's role from being carried out properly, but this was not a quality issue.

4.1.5 The examples given above show that a good range of art forms and artists were included in the supported projects, including:

- Drama

- Creative writing
- Singing
- Instrumental playing
- Visual Arts
- Photography
- Digital arts

4.1.6 The only art forms that were not represented were crafts and dance. The absence of a crafts project is surprising given the number of crafts workers based in Scotland.

## **4.2 Evaluation Issue 2 – Geographic Spread and Impact**

4.2.1 The five sampled showcases took place in:

- Trotternish, Skye
- Plockton, Fort William, Portree, Clashmore, Inverness and Dingwall
- Assynt, Benbecula, Caithness, East Sutherland, Invernesshire, Lewis, Skye, Western Ross
- Uist, Eriskay, Barra
- Tiree

4.2.2 The five sampled traineeships took place in:

- Uist
- Portree, Skye
- Perthshire
- Stornoway, Lewis
- Skye

4.2.3 The eleven sampled residencies were based in:

- Ballachulish
- Glasgow
- Highland Council area
- Uist
- Lewis
- South Lochs, Lewis
- Portree, Skye
- Staffin, Skye
- Harris
- Stornoway, Lewis
- Tiree

4.2.4 Within the Highlands, there was a good spread of coverage across the region, and the vast majority of sampled events took place here. At the same time, the impacts spread further afield. A concept development award was given to An Lochran to develop Flowers of the West and Glasgow also received support through the audience development strand of the GASD Forum. This saw funding provided for an audience

development strategy for An Lochran while help in kind came from the GASD Audience Development Manager. The kinds of organisations supported ranged from small-scale community groups and individual artists up to a major university and local authority. They also ranged from the newly set up to the well established.

- 4.2.5 The project leaders sampled were interviewed about the impact the project had on their community. Below are some representative quotes:

### **The Showcases**

*'There were a lot of people who came specifically to Skye from all over the UK. The community also benefited in terms of the economic impact and the publicity that it brought to the area. It opened people's eyes in terms of the opportunities that our culture and heritage gives us. We live in an area of extraordinary beauty and this is an asset which we must utilise without damaging it.'*

*'Those who attended thoroughly enjoyed it. It raised the profile of Gaelic and music so it would be worth doing again. People will want to perform some of the songs produced.'*

*'People were surprised at how professional it was altogether, commenting how pleased they were about how much Gaelic it contained, spoken and sung.'*

### **The Traineeships**

*'Our highly successful 10<sup>th</sup> anniversary received a lot more media coverage than it would have without the traineeship. We are now going to look at similar festivals in other parts of the world.'*

*'The websites created gave a much enhanced experience to online visitors.'*

*'Helped awaken young audiences to more than "Disney".'*

*'Mutually beneficial, singers learned more Gaelic and Gaelic play leaders learned not to be afraid of music. The pack we produced will have long-term benefits.'*

### **The Residencies**

*An unexpected bonus [of the return of Gaelic song to Ballachulish after a long absence] was the formation of a rural Gaelic choir that entered the Mod this year, providing choral presence from Lochaber.'*

*'Encouraged creative writing in Gaelic in university community and increased confidence in those participating from beyond'.*

*'People got to know me as an artist. They had a chance to try out things and get different skills, expanding their ideas of what art can be'.*

*'Impact was extensive and positive. This experience was very, very popular with the pupils'.*

*'The Gaelic speaking community was able to be part of an exploration and expression of Gaelic culture through contemporary visual art'.*

*'Participation of people who probably never thought they could do it and did it most successfully. Everyone learned something in Gaelic that they hadn't known before. As far as the audience were concerned, they were given something they had never seen the like of and found that they could understand through the medium of drama'.*

### **4.3 Evaluation Issue 3 – Programme Delivery**

4.3.1 The 18 sampled projects were given the opportunity of commenting on how they had found the administration of their project and on their experience of GASD as a funder/partner.

4.3.2 Below are some comments made about GASD:

*'GASD gave funding early on but we took a long time to confirm the rest of the funding package – it would be good to have longer for planning. Just to say thank you to GASD for their help and contribution.'*

*'We have no issue with GASD, their funding was fine and support was tremendous. Without their support the residencies would not have happened. Everything worked out fine, we were very happy with it.'*

*'One of the most beneficial things was we got £1000 from GASD to work on the application. Paperwork was minimal, it was easy and straightforward. Putting the other funders together was quite a headache. A very good experience with GASD, very happy with how they have helped us, especially money up front to develop the project. Sometimes rules and regulations make a difference, and our own inexperience as well. The experience was beneficial. We have now got a booking for Celtic Connections in January.'*

*'Straightforward and efficient- GASD funding is helpful - please could it continue?'*

*'Absolutely fine, there was the occasional report update to do, but it was pretty light and easy for us. It did what it said on the tin, it is difficult to see how it could be improved.'*

*'One way GASD could help is if they could be much more focussed on arts administration training, running short courses much more geared to Gaelic arts administration, marketing, audience development, accounting, report writing, so through the traineeship there is a collective pool of knowledge and also learning about the world of Gaelic arts for a wider professional development experience.'*

*'The GASD project in general hasn't had the impact it should have had; there has not been enough promotion of it. The administration timescales are ridiculously short and sometimes there is little follow up after events or projects, so from this point of view general administration is not as robust as it could have been.'*

*'Thank you GASD for helping our trainee join us on this tour'*

*'Once it was up and running it was very successful, although a bit stressful too due to the time constraints. I don't think that anything that GASD could have done could have helped these issues. We are very grateful to the Forum for keeping faith with us and encouraging us to keep going when it looked impossible to pull together in time. It was a huge vote of confidence in us – considering we are not a Gaelic body – to entrust us with the work and for staff to be so supportive'*

*'We are very grateful for the funding and hope you think it was well spent'*

*'Ideal for us would have been funding over 2 years so that the tentative progress achieved in 06/7 could have been consolidated in the current session and longer term goals reached by service users. It is important both to cast the net wide and give as many people as possible the opportunity to attempt and enjoy creative writing in Gaelic and also to be able to offer more intensive support for the more skilled/enthusiastic minority who will produce the novels, etc of the future. GASD funding allows us to begin this process and gave us a glimpse of what could be achieved with stable funding and longer term objectives.'*

*'Administration was fairly easy'*

*'No issues to raise. In terms of improvement, like many such projects they often prove to be more ambitious in scope than time and funding allows'*

*'Waiting to get money back took a long time sometimes, it was quite slow. But that was not GASD's fault, funds were operated by a third party.'*

*'Excellent, I found the administrators helpful, accommodating and flexible'*

*'Fine, quick responses. I think at the time of applying we questioned who was judging the merit of a contemporary visual arts project. Perhaps in future more money could be available.'*

*'No problem'*

*'GASD were good because they were there on the phone if you got stuck. They were very forbearing because of time schedule, very helpful and easy to deal with. If we ever do this again we will have more confidence'*

- 4.3.3 The project leaders reported a range of internal administration issues of their own, mostly related to short time frames, lateness of securing other funding and their own lack of experience. This related mostly to the smaller organisations – the large institutions did not report the same level of difficulty.

4.3.4 A further aspect of this evaluation issue was to look at whether GASD had succeeded in laying down a strong foundation or structure where none had previously existed, within the first year, from which the programme could be delivered effectively.

4.3.5 As part of the study, a careful examination was made of

- the guidance issued to potential applicants
- the submission requirements
- the selection process which the Forum ran
- the outcomes of their meetings and deliberations
- the formal documentation issued to successful applicants

4.3.6 The evidence showed a high level of transparency in the paperwork related to applying for financial support. The guidance was clearly related to the strategic aims of the programme and there was evidence of the selection criteria being consistently applied to all organisations and individuals coming forward. The Forum met regularly to consider applications and there is evidence of them working successfully together in applying the rules of the Programme. The report commissioned by Scottish Arts Council drew on anecdotal evidence from a small number of applicants about negative perceptions of how the Forum undertook its deliberations but this is not substantiated in the SAC report and is rebuffed in the GASD official response to SAC. The desk research on the formal mechanisms in place, and the feedback from the broadly based sample of applicants who contributed to this study, also do not substantiate the concern expressed by the SAC assessor.

4.3.7 The evidence shows that the GASD forum grew upwards from the grassroots rather than being imposed from on high. Reports such as the National Cultural Planning Steering Group – Culture at the Centre E-book ([www.ncpsg.org](http://www.ncpsg.org)) in mapping the development and current understanding of cultural planning in Scotland in 2005, commended initiatives which are based on partnership working at grassroots level. At the time they found relatively few examples at work in Scotland. However, the GASD forum represents the embodiment of how best practice in cultural planning can operate in practice.

#### **4.4 Evaluation Issue 4 – Benefits to Artistic Community and Leverage**

4.4.1 For the 29 funded projects in the following table, GASD provided £154,094 of the total budget of £430,437. The remaining £276,343 was leverage from other funding sources. Therefore, in percentage

terms, GASD provided 35.8% of expenditure funding, and the remaining 64.2% is attributable to leverage.

**Table 2 GASD funded projects: awards, total budget and leverage (other funding)**  
Source: GASD internal payment schedule records per John Murdo MacMillan, Proiseact nan Ealan

| <b>GASD ref</b> | <b>Organisation</b>                         | <b>Project title</b>                                | <b>Type</b> | <b>Round</b> | <b>Award</b>    | <b>Budget</b>   | <b>Leverage</b> |
|-----------------|---|---|-------------|--------------|-----------------|-----------------|-----------------|
| S06/01/05       | Staffin Community Trust / Aros Centre       | Suil an t-Solais                                    | Showcase    | Round 1      | £10,000         | £30,000         | £20,000         |
| S04/01/05       | Gillebride Mac'Illemaoil / independent      | Ceol-Eirisgeidh/ Beinn a'Bhaoghla                   | Showcase    | Round 1      | £4,000          | £11,000         | £7,000          |
| S24/01/05       | An Lanntair                                 | Mach ann an Deich (Mach 10)                         | Showcase    | Round 1      | £11,000         | £18,000         | £7,000          |
| T02/01/05       | Young Musicians Hebrides / Jane Gray        | Early Years Music Traineeship                       | Traineeship | Round 1      | £7,500          | £28,000         | £20,500         |
| T03/01/05       | An Tuireann Arts Centre                     | Traineeship   | Traineeship | Round 1      | £1,875          | £3,750          | £1,875          |
| R09/01/05       | Feis Thiriodh / Flora Macphail              | Song and drama                                      | Residency   | Round 1      | £2,500          | £5,000          | £2,500          |
| R19/01/05       | An Tobar                                    | Aonghas MacNeacail residency                        | Residency   | Round 1      | £833            | £1,666          | £833            |
| R17/01/05       | Lews Castle College                         | Writer in residence                                 | Residency   | Round 1      | £5,000          | £10,000         | £5,000          |
| R13/01/05       | An Lanntair                                 | Writers' Residency in Harris                        | Residency   | Round 1      | £5,000          | £10,000         | £5,000          |
| R15/01/05       | Highland Council                            | Music residency                                     | Residency   | Round 1      | £5,000          | £10,000         | £5,000          |
| R12/01/05       | An Tuireann Arts Centre                     | Arts residency                                      | Residency   | Round 1      | £2,500          | £5,000          | £2,500          |
| R04/01/05       | Portree High School                         | Gaelic drama residency                              | Residency   | Round 1      | £10,000         | £20,000         | £10,000         |
| R14/01/05       | Sandra Kennedy                              | Artist residency                                    | Residency   | Round 1      | £5,000          | £10,000         | £5,000          |
| R06/01/05       | Mairi Morrison / Comhairle nan Eilean Siar  | Western Isles Hospital & Barvas Schools Residencies | Residency   | Round 1      | £5,000          | £9,000          | £4,000          |
| S04/02/06       | Taigh na Gaidhlig Mhealanais                | Songs & Music of Duthaich Mhicaoidh                 | Showcase    | Round 2      | £6,500          | £28,000         | £21,500         |
| S10/02/06       | Urras Shomhairle                            | Eadar an Saoghal 's a' Bhiothbhuan                  | Showcase    | Round 2      | £7,250          | £40,250         | £33,000         |
| S07/02/06       | The Tìree Association                       | Evening of Song & Poetry                            | Showcase    | Round 2      | £1,000          | £0              | £0              |
| T01/02/06       | West Highland Animations                    | Suil an t-Solais                                    | Traineeship | Round 2      | £7,500          | £15,000         | £7,500          |
| T03/02/06       | Feisan nan Gaidheal                         | Traineeship   | Traineeship | Round 2      | £7,500          | £15,000         | £7,500          |
| T04/02/06       | Ceolas Uibhist                              | Traineeship   | Traineeship | Round 2      | £6,420          | £13,000         | £6,580          |
| R04/02/06       | An Tobar                                    | Sgeulachdan Bhon Taigh Tasgaidh                     | Residency   | Round 2      | £1,666          | £8,496          | £6,830          |
| R11/02/06       | Ceolas Uibhist                              | Neach Ciuil-Ceolas                                  | Residency   | Round 2      | £7,500          | £22,500         | £15,000         |
| R05/02/06       | Urras Shomhairle                            | Eadar an Saoghal's a'Bhothdhan                      | Residency   | Round 2      | £7,250          | £40,250         | £33,000         |
| R01/02/06       | Highland Council                            | Leabhar na Gaidheal Oga (Book of the Young Gaels)   | Residency   | Round 2      | £5,000          | £33,600         | £28,600         |
| R02/02/06       | Department of Celtic, University of Glasgow | Sgrìobhadair  | Residency   | Round 2      | £5,000          | £10,000         | £5,000          |
| R09/02/06       | Taigh Chearsabhaigh Museum & Arts Centre    | Documentary Film                                    | Residency   | Round 2      | £6,800          | £13,925         | £7,125          |
| R10/02/06       | Ballachulish Community Arts Association     | Ceillear!   | Residency   | Round 2      | £3,500          | £7,000          | £3,500          |
| R12/02/06       | Comman Eachdraidh An Taobh Siar / SNH       | Bragar Moorland Project                             | Residency   | Round 2      | £5,000          | £10,000         | £5,000          |
| R08/02/06       | Moirra Maclean                              | Project Taigh Fhaire                                | Residency   | Round 2      | £1,000          | £0              | £0              |
| <b>Totals:</b>  |   |   |             |              | <b>£154,094</b> | <b>£428,437</b> | <b>£276,343</b> |

## **4.5 Evaluation Issue 5 – Progress of Audience Development Strand**

4.5.1 The audience development strand of the GASD project is an integral part of the wider PNE audience development strategy, which was prepared by RGA in January 2005.

4.5.2 The suggested aims were:

- To develop a strategic approach to marketing within PNE that creates a body of information, knowledge and experience that can be accessed by the wider Gaelic arts community.
- To initiate, co-ordinate and implement a collective approach to audience development across all Gaelic arts partners
- To develop a system of collecting standard market intelligence from all Gaelic arts partners in order to gain a greater understanding of the performance and key characteristics of the Gaelic arts audience.
- To maintain current levels of participation in the Gaelic arts within its 'heartland' and within key areas of significance
- To encourage greater participation in Gaelic arts from those who have an intermediate understanding of Gaelic
- To increase levels of participation in the Gaelic arts outside its 'heartland' and within key areas of significances
- To communicate the benefits for non-speakers of engaging with Gaelic arts and increase exposure to those artforms which do not necessarily require knowledge of the Gaelic language

4.5.3 A three-year audience development programme began in January 2006 with the appointment of Kirstie Anderson as Audience Development Manager. This programme is scheduled to run until February 2009 so this evaluation can only provide feedback on work in progress. Audience development is by its own definition a long-term process and it is not therefore possible to draw significant conclusions after only one year. This study took as evidence the interim evaluation report prepared by Kirstie Anderson's mentors after her first year in post and Kirstie's own draft Audience Development Report dated July 2007, augmented by a report on outcomes prepared in October 2007.

4.5.4 In examining the evidence it is important to note that the lifespan of the Showcase and Skills Strands did not coincide with the Audience Development Plan implementation – the Showcase and Skills Strand started a year before the Audience Development Plan, and the Audience Development Plan runs for 15 months after the Showcase and Skills Strand’s completion.

4.5.5 A further contextual point to be considered is that the incumbent to the Audience Development Manager post was a recent graduate taking a substantial career development step and therefore required the implementation of a mentoring and coaching programme.

4.5.6 The coaching and mentoring programme had the following aims:

- To support the induction, specialist training and development of the new Audience Development Manager
- To support the effective implementation and delivery of the strategic audience development strategy
- To maximise the impacts of the Glasgow ‘urban’ based audience development strategy.

4.5.7 The following evidence was drawn from the interim evaluation undertaken by the Audience Development Manager:

- A strong and lasting relationship has been established with An Lochran in Glasgow, which has played a significant part in the growth of audiences for this urban-based Gaelic group.
- A network has been established with arts organisations in the Gaelic arts community and with the Creative Links Officers in the Highlands and Islands.
- New technology has been embraced using website activity and e-marketing to enhance communications and build up data on audience locations and interests.
- The creation of a monthly audience development newsletter for the GASD audience development community has been well received
- A database of 3,000 contacts has been created
- Advocacy of the Booth, assisting with the collection of standard audience data, has been undertaken with promoters
- Training activities have been actively advocated within the Gaelic arts community

4.5.8 Specific projects the Audience Development Manager engaged with include:

- TOSG Theatre Tour
- Blas Festival
- The Mod
- Ceol’s Craic/An Lochran
- Mach ann an Deich

- Feile Colmcille
- Sgeulachdan
- Hiort
- Gaelic Media Service

### **Audience Development Outputs – October 2007**

Source: GASD Audience Development Outputs reports October 2007, Kirstie Anderson Proiseact nan Ealan

Total involvement of 15,307 audience members over 18 months

#### **Projects**

- The Demand for Gaelic Arts – Research project by Glasgow Caledonian. Managed press campaign, including major press launch for the research which was published in 2006. 1250 people responded to the survey.
- Blas – Worked with developing young audiences – worked with 520 children in 2006 / 2007 and decorated over 20 Blas concerts
- The Mod – Survey of 240 Mod attenders and development of Audience Development Recommendations report.
- Ceol 's Craic – increase in audience figures by 200% for Christmas event, and increased numbers throughout year. In addition the mailing list was increased by 20% and produced the first Ceol 's Craic merchandise. Online over 500 new contacts were made through a Ceol 's Craic myspace site.
- Mach ann an Deich – myspace site with over 200 new contacts, viewed over 2000 times during project. Plays reached an additional 500 viewers, doubling the number of people to experience the event.
- Sgeulachdan – 150 children in Central belt took part in the Storytelling Festival project, with over 40 new stories generated by the kids. Teenage stories uploaded to YouTube where they have been watched by over 3000 viewers.
- St Kilda – Complementary events involved an additional 2000 people to the audience figures of 550. Including online broadcasting reached over 3500 people.
- Dealbh Ealain Conference – Conference marketing – over 100 delegates attended the conference in Lewis.

### **Activities**

- surveyed over 450 respondents in GASD events.
- set up an online photo archive for the Gaelic arts which so far contains over 448 project images.
- collected data from and added over 3000 respondents to the Gaelic arts mailing list, with an email addresses for 2600 of these.
- Of these a quarter are subscribed to the monthly E-newsletter, which has gone out 12 times. So far 75% of respondents say they have experienced or attended a Gaelic arts event, purely as a result of the newsletter!
- Thusa Pìob – 5 Gaelic arts videos on you tube have been watch 4997 times.
- Creation of 3 myspace sites to reach new audiences for different projects with over 1400 “friends”.
- maintained profile of Gaelic arts in HI Arts Audience Development Capacity Building Project (advisory role on steering group), Hi ARTS media familiarisation project, and of the arts in Bòrd na Gàidhlig’s Gaelic PR group.
- Press – 25 press releases printed in past 18 months, including double page magazine feature on Gaelic arts.
- Reports – managed formatting, design and dissemination of 4 major reports.

4.5.9 It is important at this stage in the evaluation to note that little mention of the existence of the audience development strategy was made in the evidence gathered in Section 3, although the Audience Development Manager helped two of the supported projects (Mach ann an Deich and Blas Festival). Most of the comments were related to funding and planning process assistance.

4.5.10 The interim report by the mentors draws attention to philosophical issues relating to the status of audience development within the priorities of the PNE relative to other activities. This is a matter frequently raised when arts organisations are viewed from the perspective of audience development practitioners, and PNE is not alone in needing to give further thought to how audience development integrates with its other work.

4.5.11 The mentors also expressed concerns about the timing and planning of activity from GASD members, which did not operate in a way that permitted sustainable audience development work to be undertaken. This is mirrored in the evidence of the sample projects where frequent mention was made about the difficulties of planning within appropriate timescales. This may account for the low level of awareness they showed of the audience development strategy.

4.5.12 The suggestion that there should have been an audience development sub group of the GASD forum comes too late for the projects already completed, but could be of value if the Forum undertakes any future projects.

4.5.13 The Mentors suggested there is a need to create arts programming and products in order to bring about audience development outcomes. However, this is not confirmed by evidence from the prime beneficiaries and no substantial data has been produced for this evaluation that would allow this matter to be tested. In retrospect, it might have been better if this had been tested through use of the concept development grants of £1,000 made by the Forum.

4.5.14 The impacts anticipated in the original project plan were:

- Improved understanding of the market
- More effective marketing activities
- Increased audiences
- Economic benefits
- Better focus for marketing training activities

4.5.15 On the basis of the evidence gathered in Section 2 and augmented by the Audience Development Manager and mentors reports, it can be seen that at the midway point the Audience Development Programme has made a start on achieving all the impacts identified. However, this is a long-term process and it is important lessons are learned from what has already happened and are in turn embedded into future projects.

#### **4.6 *Evaluation Issue 6 - Significance of the Sproull/Chalmers GCU research and urban research conducted by An Lochran and GGA***

4.6.1 The GASD audience development programme comprised the following:

- Research into the linkages between the Gaelic arts and language sustainability
- Production of a marketing strategy

- 4.6.2 The impact GASD sought from the research was for more effective targeting of Gaelic arts activity towards widening the Gaelic language base and leverage of funds into Gaelic arts.
- 4.6.3 Prof Alan Sproull and Dr Douglas Chalmers of Glasgow Caledonian University produced *The Demand for Gaelic Arts: Patterns and Impacts* in November 2006. Once again, the timing of this research limited any impact it could have had on the GASD strategy implementation. As was seen in 4.5 – *Evaluation Issue 5*, the skills and showcasing strands had already started two years previously and the audience development strategy was already a year into its implementation.
- 4.6.4 The report was a 10-year longitudinal study, which followed up on a previous study undertaken in 1996.
- 4.6.5 A summary of the findings is as follows:
- Consumption levels of live events were at a relatively high level in 1996 and have increased only modestly in the intervening decade.
  - The main constraint on growth is availability, although there is some evidence of price sensitivity impact.
  - The long term health of Gaelic arts is inextricably bound up with the survival and development of the language
  - The impact of consuming the outputs of Gaelic artistic activities on the attitude and behaviours of individuals appears to be significant across a critical range of issues of central importance to language planners and to those with economic and social development responsibilities.
  - Gaelic artistic activity is a significant change agent in relation to attitudes and behaviours. Moreover, the level of attitudinal change has increased in the period 1996 to 2006.
  - Respondents consider that Gaelic arts are promoting the use of the language within the community and in the home by shifting behaviour patterns.
  - Many also consider that the impacts of language promotion emanating from the Gaelic arts have knock-on economic and social benefits enhancing attractiveness to tourists, boosting attachment to community and raising levels of self-confidence within the community.
  - The majority of those surveyed are optimistic about the future contribution of the Gaelic language to society and economy.
  - There is very strong support for the argument that maintenance and development of the Gaelic language and the development and growth of Gaelic arts are fundamentally interdependent, and that a healthy language and dynamic arts sector are prerequisites for the people of the Western Isles and Skye & Lochalsh to give full expression to their distinctive culture.
- 4.6.6 The report draws a number of conclusions about audience development:

- Current participation levels across the main categories of arts activity are relatively high
- Growth in consumption of the arts across all categories has grown over the last decade by a relatively modest amount
- The socio-economic profile of current consumers suggests a relatively high level of social inclusiveness
- Relatively low levels of participation are recorded for low-income individuals, the unemployed, old people and carers
- The key access issue appears to be availability – both geographical and programme scheduling.
- Price is not generally a critical constraint on increased participation but is significant for a substantial subgroup of the population
- The level of Gaelic language competence possessed by the individual is a potentially critical constraint on audience growth.

4.6.7 Because of the timing issues mentioned above, the research studies had not had any significant impact on the current audience development programme or the projects that were supported. However, the conclusions summarised above give useful reinforcement to the ideas underpinning the audience development strategy. This is most likely because they do not herald any major changes to what was already being said in 1996 and merely add further support to increasing linkages between Gaelic arts and language.

4.6.8 The second piece of research supported by GASD was to research and develop an Audience Development Strategy for An Lochran, the Glasgow based Gaelic arts promoter. This was produced in April 2007.

4.6.9 It has prioritised six key aims for An Lochran:

1. *To position An Lòchran as the primary contemporary Gaelic arts and culture promoter in Glasgow*
2. *To develop the An Lòchran brand and core programme elements, 'Flagship events', 'Ceol 's Craic' and 'Fèis Glasgow' and promote key messages about the An Lòchran brand consistently across a targeted range of arts and entertainment media, networks and associations*
3. *To sustain and develop strategic partnerships, regular use of key popular arts venues and events, access to target markets, and marketing resources*
4. *To increase visibility, awareness and accessibility of the current programme amongst the key target markets identified through the targeted programme of marketing communications*
5. *To raise awareness amongst existing Gaelic arts networks of the role and benefits of the An Lòchran approach to Gaelic arts and culture programme development to increase understanding and encourage*

*greater advocacy amongst future generations of Gaels, their peers and social networks.*

6. *To build knowledge of existing and new audiences and evaluate routinely on a quarterly basis, integrating feedback into An Lòchran's forward planning process.*

4.6.10 It is not possible at this stage to evaluate the significance of the An Lochran audience development plan, as it will need some time to move into its full implementation. However, at this early stage it has great potential to explore important issues with Gaelic audiences in urban areas, which will complement the work being undertaken on the PNE audience development strategy. The fact that there is a good working relationship between the GASD Audience Development Manager and the people driving the An Lochran strategy provides a good example of how Gaelic agencies can work together to the mutual benefit of all.

4.6.11 It is important, however, to ensure that the final evaluation of the three year PNE audience development strategy gives careful consideration to the 2006 and 2007 studies, particularly as it would relate to exit strategy when its current funding comes to an end.

#### **4.7 *Evaluation Issue 7 – Impact on aims of SAC/BNG and level of use of the Gaelic language***

4.7.1 The mission of BNG is to 'ensure a sustainable future for the Gaelic language and culture in Scotland'. Its key aims are:

- To increase the number of speakers and users of Gaelic
- To strengthen Gaelic as a family and community language
- To facilitate access to language and culture throughout Scotland
- To extend and enhance the use of Gaelic in all aspects of life in Scotland

4.7.2 The above are achieved by pursuing three strategic priorities:

- Growing education and learning to build a new Gaelic speaking generation
- Developing culture and arts to enrich Gaelic life
- Promoting economic and social developments to maintain the Gaelic community

4.7.3 The Scottish Arts Council's Gaelic Policy states: 'The recognition of the role that arts and culture play in relation to the development of the language is central to our policy'. However, it warns against using the arts merely as a vehicle to preserve the language and not as ends in themselves: 'The arts inform and enrich, but language preservation is

not their primary function'. It goes on to define 'Gaelic arts' as 'inclusive arts activity informed by Gaelic culture and/or presented through the medium of the Gaelic language'.

4.7.4 The central aims of SAC are to:

- Celebrate artists and artistic excellence
- Improve the quality of life for all through the arts
- Provide leadership in the arts for Scotland

4.7.5 The evidence in section 2 demonstrates strong co-relationships between the aims of BNG and SAC. The way that information was collected does not lend itself to strict quantitative analysis of the co-relation between each strand of GASD and the aims of BNG/SAC. The aims of BNG/SAC are inextricably woven into the warp and weft of each and every project with varying degrees of emphasis.

4.7.6 In order to evaluate whether the project has succeeded in relation to this evaluation issue a mini case study approach is taken in the following paragraphs. These show the range of ways in which supported projects had an impact on the aims of SAC and BNG.

#### **Case Study 1 – Suil an t-Solais**

A week long Skye Photography Festival which grouped professional photographers, archaeologists, geologists, sociologists, historians and others with the specific idea of not just recording the images of our landscape, but also helping people to understand the landscape. Workshops were given each day and talks were given in the evening. Talks were themed on topics related to the area such as the work of Seton Gordon and Gus Wylie. About 800 people attended.

This project demonstrates strong co-relation with SAC's definition of Gaelic arts as well as its key aim of celebrating artists and artistic excellence. However it also strongly co-relates with BNG's aim of promoting economic and social developments to maintain the Gaelic community

#### **Case Study 2 – Eadar an Saoghal's a'Bhiothbhan**

The aim of the project was to bring the poetry of Sorley McLean to a wider audience by commissioning the best traditional composers to set some of the poems to music, or compose new music inspired by his work. The product was a number of concerts given throughout the Highlands.

This project also demonstrates strong co-relation with SAC's artistic excellence aim and definition of Gaelic arts. This project has a strong relationship with the BNG aims:

- To facilitate access to language and culture throughout Scotland
- To extend and enhance the use of Gaelic in all aspects of life in Scotland

### **Case Study 3 – Young Musicians Hebrides, Early Years Music Traineeship**

This project created relationships between Gaelic playgroups and singers and they in turn collated Gaelic nursery rhymes and songs. In addition, training was given in early years musicianship and an early years pack with National Youth Choir of Scotland was drafted.

This project further demonstrates close co-relationship with SAC aims and with BNG's aims:

- To increase the number of speakers and users of Gaelic
- To strengthen Gaelic as a family and community language

### **Case Study 4 – Feisan nan Gaidheal- Traineeship**

A 12 month placement for a trainee Marketing Officer to assist the Feisean in increasing its profile, and in particular to work on the development of two website.

This project relates to the development of audiences for Gaelic arts and again fits well with both SAC and BNG aims.

### **Case Study 5 – Ballachulish Community Arts Association**

Mary Ann Kennedy worked with two communities to encourage Gaelic speakers and learners to form and join choirs.

This project relates well to SAC and BNG aims

### **Case Study 6 – Feis Thiriodh**

This residency created a programme of classes in Gaelic song and drama for both native Gaelic speakers and learners, based on a local theme and working towards a dramatic production in the community hall.

This project relates well to the arts aims of SAC and educational aims of BNG.

### **Case Study 7 – Western Isles Hospital and Barvas Schools Residencies**

A visual arts residency linking Gaelic speaking school children from Barvas and Aridhantium schools with Gaelic speaking elderly long term residents of a Western Isles Hospital, using oral history

techniques and then developing artworks out of the children's ideas and the experiences shared by the elderly people.

This project has strong educational elements relevant to BNG as well as cross-generational strengths and fits well with SAC's interest in the visual arts and quality of life.

- 4.7.7 The two research studies funded by the GASD Forum also significantly impact on the aims of both SAC and BNG. The Sproull Chalmers report looks at the linkages between language and the arts and explores perceptions of the benefits of one to the other. This is particularly relevant to the educational aims of BNG but is also significant to the audience development priorities of SAC. The An Lochran audience research is a unique exploration of the audiences in an urban area for Gaelic arts. It is strongly compatible with SAC's priority that Gaelic arts must be about more than the language. This study looks at the work of An Lochran and how to make it effective within the wider arts marketplace of Glasgow.

## 5.0 ANALYSIS OF FINDINGS

### 5.1 *Strengths*

- 5.1.1 The Gaelic Arts Strategic Development Programme plan was initially funded to run from 2005-2007/8. It was established to improve communication and collaboration between the key Gaelic arts organisations. The first three years have seen a range of activities being undertaken but the most realistic way of viewing it is as a three-year pilot programme, which tested out a number of approaches and initiatives. A great deal of new information has been gathered and capacity within the Gaelic arts sector has been increased. It is critical that the Forum looks at what has been achieved and what remains to be done, and determines the best way of taking that forward.
- 5.1.2 The GASD Forum itself has been shown in the evaluation to be an effective means of supporting a wide range of projects offering skills and showcasing opportunities, and it has successfully commissioned and started to implement an Audience Development Strategy and supported An Lochran to develop a strategic approach to developing audiences for Gaelic arts in an urban setting.
- 5.1.3 It was essential that the GASD lay down a strong foundation or structure where none had previously existed in order to administer the programme. The evidence is that the application and assessment processes worked well and demonstrated good practice in cultural development as expressed in the National Cultural Planning Steering Group report Culture at the Centre ([www.ncpsg.org](http://www.ncpsg.org)) particularly with regard to the high level of commitment and co-operation demonstrated by the constituent bodies.
- 5.1.4 The beneficiaries of support from the GASD funding rounds did not report any difficulties with making applications or with the administration of support. In fact they praised the helpful, easygoing approach of the PNE staff concerned. In particular this was appreciated by small-scale community organisations with little experience of running projects and fundraising. They have reported increased capacity within themselves for running similar projects in future.
- 5.1.5 All but one of the projects surveyed reported that their project had achieved their objectives. Whilst a number of them made significant changes to their project plans, they felt able to approach PNE to seek help in doing so.
- 5.1.6 The primary beneficiaries reported that the supported projects had positive impacts on the local communities in which they took place and

several reported legacy activities, which will extend the benefits into the future.

- 5.1.7 The supported projects embraced a good range of art form activities including drama, poetry, creative writing, song, instrumental music, visual arts, photography and digital arts.
- 5.1.8 The supported projects engaged with beginners, intermediate and new Gaelic speakers and with non-Gaelic as well as Gaelic organisations.
- 5.1.9 The concept development awards allowed interesting ideas to be tested out for viability without the necessity of tying up substantial amounts of money on projects that might not go ahead.
- 5.1.10 The project levered £276,343 for an investment of £154,094.
- 5.1.11 The audience development manager worked collaboratively with a number of Gaelic arts organisations and was able to start the process of developing arts development networks for information and resource sharing as well as creating audience databases, training and other arts development activities. The list of outputs produced in October 2007 demonstrates a number of achievements are already being made.
- 5.1.12 The two research studies supported by GASD have yielded a large amount of audience data, which will be of use to future strategic development.
- 5.1.13 The GASD project functioned effectively within the strategic context of its two main funders (SAC and BNG) and was able to deliver an effective range of activities whilst progressing the aims of both funders.

## **5.2 Weaknesses**

- 5.2.1 The overall GASD strategic plan was highly ambitious and would have required a longer lifespan than three years to be implemented in full. Whilst the idea of a number of strands was a useful way of planning the work of the Forum, in reality there was very little horizontal interaction between them. Ideally, there should have been a critical path analysis of the various tasks whereby the Sproull/Chalmers study preceded and influenced the contents of the audience development strategy. In turn, the audience development strategy should have been in its implementation stages before the call for projects to be supported was issued. The audience development approach to capacity building, information sharing, networking and other marketing activities could therefore have benefited all of the strands of the programme. This would have allowed a more strategic thread to run throughout the Programme.

5.2.2 The project should have had an Evaluation Strategy at the outset, which determined from an early stage:

- Data to be collected, its format, and who was responsible for collection
- Measurable outcomes for key activities
- Self-evaluation activities to be undertaken, issues to be explored and who would collect information
- A suitable budget for feedback from evaluation which would have allowed lessons to be learnt during the lifespan of the project

5.2.3 No crafts or dance projects were supported through the funding rounds, suggesting a need for further targeting of these artforms with community groups.

5.2.4 Some of the bigger institutions given support considered that improvements could be made in the planning of timescales and those activities could have been more strategic and better planned.

5.2.5 The Audience Development Strategy took a lot longer to get started than was envisaged in the original project plan. Also the fact that it started with a mentoring and coaching programme meant that it took longer to become established than might have been hoped.

5.2.6 There was not a great deal of synergy between the audience development strategy implementation and the supported projects with little evidence that the community groups were aware of the potential opportunities it offered them.

5.2.7 GASD/PNE operates on planning timescales not particularly compatible with best practice amongst advocates of an audience development centred approach, which is inherently long term in nature.

### **5.3 Opportunities**

5.3.1 During the lifetime of GASD to date, a parallel cultural planning process has been taking place to bring forward the National Gaelic Arts Strategy 2008-2012. As the current study is being finalised the draft of the strategy is being considered by key stakeholders and should be agreed by the end of 2008. There is a major opportunity for the next stages of development of GASD to be closely aligned with the National Strategy and indeed GASD as a established grassroots partnership grouping is well positioned to take up a key role in implementing and evaluating the National Strategy.

5.3.2 There is clearly a demand for more support services and capacity building within community groups undertaking Gaelic arts projects.

- 5.3.3 All strands of the GASD programme are now up and running and it is possible to learn from the research studies and use the knowledge to plan future developments.
- 5.3.4 Gaelic is now established within the policy frameworks of bodies supported by the Scottish Government and this could increase if the Gaelic media service is implemented.
- 5.3.5 PNE has recently been awarded 5-year foundation funding status by Scottish Arts Council. This will allow for longer term planning to be undertaken across the range of projects and initiatives it undertakes and facilitates.
- 5.3.6 In future there is likely to be more demand for initiatives that increase communication and collaboration between Gaelic bodies as partnership working becomes further entrenched within public policy areas.
- 5.3.7 There is now an opportunity to establish an Audience Development Sub Group of the GASD Forum that will act as a quality circle, training provider, distributor of information and resources, and focus for joint initiatives and networking. They will be in a good position to build on the outcomes already achieved.
- 5.3.8 The creation of Creative Scotland may lead to pre-existing relationships and funding mechanisms changing in such a way that new partnership funding priorities are presented. By the same token, Creative Scotland's establishment could equally impact on relationships in such a way that it represents a threat. The situation should therefore be monitored closely.
- 5.3.9 Similarly, the SNP Government's desire for change to the Scottish Enterprise network will see devolution of responsibilities to local authorities that could change the way arts activities are viewed in terms of their social and economic roles. This could offer future opportunities as well as threats and should therefore be closely examined.
- 5.3.10 There is a now substantial body of research in existence on Gaelic arts and it suggests that there are key actions still to be taken in order to increase audiences. This tends to build on the kinds of activities that took place in embryo form during the first three years of the Forum's lifespan.

## **5.4 Threats**

- 5.4.1 Project momentum could be lost unless a new phase of the project can follow on from the current stage without interruption. As the Audience Development programme runs until 2009, this continuity should be achievable.

- 5.4.2 The creation of Creative Scotland and the impacts on existing relationships and funding mechanisms might present a threat to partnership funding. As highlighted in the list of opportunities, Creative Scotland could also offer benefits, but until its structure and priorities become clearer, the situation should be closely monitored.
- 5.4.3 As mentioned in the list of opportunities, the SNP Government's desire for a new approach towards enterprise in Scotland and the devolution of responsibilities towards local government and away from the Scottish Enterprise network could present both threats and opportunities. Significant attention should therefore be paid to developments in this regard.
- 5.4.4 It can be more difficult to raise funds for a second phase of a long-term project than for the initial trial phase. If it is not possible to raise additional funds then the achievements of the first phase are unlikely to be sustained.
- 5.4.5 To date the GASD project has not received support from HIE. It is critical that this third stakeholder is encouraged to join the BNG and SAC in supporting Gaelic arts at the grassroots level.

## **6.0 RECOMMENDATIONS**

- 6.0.1 GASD Forum should develop a second stage development project, which builds on the achievements of the first three years. It should:
- 6.0.2 Evolve into the natural mechanism for delivering the National Gaelic Arts Strategy 2008-2012 and act as an umbrella for the distribution of funds to encourage the future development of Gaelic arts.
- 6.0.3 Continue to offer small grants to community organisations for artist residencies and ensure that they are offered support in running their projects
- 6.0.4 Continue supporting showcase events in partnership with appropriate organisations
- 6.0.5 Extend the skills development strand to include events and workshop activities aimed at building capacity within the network of arts organisations presenting Gaelic arts events and activities
- 6.0.6 Review all research commissioned in the first three years to ensure that all programme strands are addressing an agreed set of priorities
- 6.0.7 Review the lessons learned during the audience development strategy implementation and prioritise tasks, which remain to be undertaken.
- 6.0.8 Set up an Audience Development Sub Group of GASD, which can act as a quality circle promoting best practice, training and resource sharing.
- 6.0.9 In the next stage of development, ensure that an Evaluation Strategy and Implementation Plan is set up at the early stages and that evaluation takes place during the project so that lessons can be learnt immediately
- 6.0.10 Encourage dance and crafts projects to engage with GASD
- 6.0.11 Ensure that all programme strands operate horizontally so as to increase the strategic significance of the project and make best use of all resources. This will require timescales to be accurately aligned and the results of evaluation to be widely disseminated within the membership of the Forum.
- 6.0.12 PNE secures support from HIE in taking forward the GASD forum.