



SUSTAINABLE DEVELOPMENT COMMITTEE  
POLICY AND RESOURCES COMMITTEE:

13 JUNE 2007  
21 JUNE 2007

## **PROISEACT NAN EALAN: PRODUCTISATION PROJECT**

Report by Director for Sustainable Communities

**PURPOSE OF REPORT** To seek approval for a second year of funding towards Proiseact nan Ealan's 'Productisation' project.

### **COMPETENCE**

- 1.1 There are no legal or other constraints to the recommendations being implemented. The financial implications are detailed in the report.

### **SUMMARY**

- 2.1 There are a number of areas in which technology could be used to "productise" some of the unique culture and heritage of the Outer Hebrides. In addition to cultural opportunities, this "productisation" can offer new economic opportunities, such as creating new revenue streams for community organisations, enhancing tourism / promotion opportunities and building skills.
- 2.2 In March 2006, the Comhairle agreed to contribute to a two-year project being carried out by Proiseact nan Ealan (PnE) which would work with communities to develop products based on the stories and traditional tales of the Outer Hebrides. It was agreed to contribute £10,000 to the project in 2006 / 07, comprising of £5,000 from Economic Development and £5,000 from Sgioba nan Gaidhlig. It was agreed in principle to contribute the same amount during 2007 / 08, subject to a satisfactory report on the progress of the project being submitted.
- 2.3 The project offers an example of the potential that new technology can bring to interpreting traditional culture and heritage in new ways. This is a relatively new area of activity, and is one which the Comhairle has been keen to explore. The project fits well with the Creating Communities of the Future economic regeneration strategy and will impact directly on its target to 'utilise technology to deliver / remote cultural development and to identify new commercialisation opportunities'. The project has progressed well during 2006 / 07 and it is proposed that Comhairle support be continued for 2007 / 08.

### **RECOMMENDATIONS**

- 3.1 **It is recommended that the Comhairle:**
- a) **note the progress of the project during 2006 / 07; and**
  - b) **agrees to contribute £10,000 to the project during 2007 / 08, comprising of £5,000 from Economic Development and £5,000 from the Gaelic Development Budget.**

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Appendix None  
Background Papers: Committee Reports – March 2006

## **BACKGROUND**

- 4.1 Proiseact nan Ealan (PnE) is the national development agency for the Gaelic arts. The Sgeulachdan Project (Gaelic Storytelling Project) was developed by PnE and has been developing new approaches to storytelling and renewal of the Gaelic oral tradition.
- 4.2 Since 2002, the Sgeulachdan Project has run over 90 events throughout the Outer Hebrides and has developed and promoted Gaelic storytelling activity with individuals, community groups and schools.
- 4.3 A conference in Stornoway in summer 2005 contributed significantly to the future development of the Sgeulachdan Project. One of the strongest recommendations which emerged was the potential cultural and economic benefits of creating story-inspired activities and products.
- 4.4 The Sgeulachdan project has been working with partners in Shetland, Highland region and Ireland on a transnational LEADER+ project which meets these objectives. In 2006 / 07 the Comhairle agreed to contribute £10,000 towards this project, and agreed in principle to contribute the same amount in 2007 / 08 subject to project progress.
- 4.5 The project fits well within the Comhairle's economic development and Gaelic development aspirations. It supports the Creating Communities of the Future (CCoF) regeneration strategy through its impact on the CCoF target of 'utilising technology to deliver / promote cultural development and to identify new commercialisation opportunities'.

## **PROJECT AIMS AND OBJECTIVES**

- 5.1 The aim of the project is to create new ways and methods to productise stories, myths and folk tales of the Outer Hebrides through the use of new media and technology.
- 5.2 The objectives of the project are to:
  - Test different methods and technical solutions to productise myths, stories and tales.
  - Develop a range of innovative methods and products to showcase the folklore of the Outer Hebrides.
  - Explore and maximise the commercial potential of what has been created, in particular around revenue generation, place promotion and tourism.
  - Provide good practice examples for other communities or organisations in the Outer Hebrides that would wish to undertake this type of activity.
  - Raise the national and international profile of stories and mythology from the Outer Hebrides through promotional activities and events with partner areas (Ireland, Shetland and Highland).
  - Increase community and youth involvement and interest in storytelling traditions.

## **ACTIVITIES DURING 2006 / 07**

- 6.1 PnE has worked with the Comainn Eachdraidh, community groups and young people in communities across the Outer Hebrides to hold storytelling events. In April 2007 it held a two-day storytelling event in Stornoway.
- 6.2 These events have been well received and have given a basis for PnE to gather a range of stories and to work with communities to build a range of multimedia story products that will interpret and present these tales and stories. Examples of the products which will be developed include CD-roms, DVDs, animation, 'Podcasts' (downloadable internet based radio programmes) and interactive walking tours (using

Global Positioning Systems and recorded stories). The outputs of this work will be presented at local exhibitions and at a Hebridean Storytelling Festival in 2008.

- 6.3 The transnational element of the project affords high profile promotional opportunities for the culture of the Outer Hebrides. The project is being partially funded through transnational LEADER+ funding. PnE's partners are Highland Council, the Shetland Folklore Development Group and the Aghinagh Heritage Group from West Cork in Ireland, each of whom are carrying out parallel projects in their own regions. There have been community exchanges during the course of the project to share experiences and stories with other participant communities. Stories that have been gathered and 'productised' in each area will be gathered together for a touring exhibition in 2008.

## FUNDING

- 7.1 The total cost of the two year project is £229,000. The Comhairle contributed £10,000 to the project in 2006 / 07; it is proposed that a further £10,000 be allocated during 2007 / 08.

<b>Income</b>	<b>2006 / 07</b>	<b>2007 / 08</b>
Leader+	£ 25,000	£ 25,000
Bord na Gaidhlig	40,000	40,000
Highlands and Islands Enterprise	15,000	15,000
Comhairle nan Eilean Siar	10,000	10,000
SMG	7,500	7500
Charitable Trusts, etc.	17,000	17,000
<b>Total</b>	<b>£ 114,500</b>	<b>£ 114,500</b>

## CONCLUSION

- 8.1 This high profile project is working towards a specific aim in the Creating Communities of the Future strategy and is being delivered by a project that has had significant successes in supporting and promoting Gaelic storytelling. The project is both raising the profile of the cultural heritage of the islands internationally, and putting the islands at the forefront of exploring new ways to interpret their heritage for cultural and economic benefit.
- 8.2 On the basis of the achievements of the project during Year 1, it is recommended that funding for 2007 / 08 should be approved.