

Bòrd na Gàidhlig

Brath Naidheachd
Press Release



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LÈIRMHEAS BBC ALBA - CO-CHOMHAIRLEACHADH POBLACH

BEACHDAN BHO BHÒRD NA GÀIDHLIG

Tha a' Ghàidhlig na prìomh phàirt de chultar agus de dhearbh-aithne na h-Alba, agus tha a bhith a' solarachadh seasmhachd don chànan ann an Alba san àm ri teachd na amas ainmichte poileasaidh aig Riaghaltas na h-Alba. Tha adhartas cudromach ga dhèanamh gus inbhe agus tèarainteachd na Gàidhlig àrdachadh le bhith a' meudachadh air solar foghlam tro mheadhan na Gàidhlig (GME), stèidheachadh BBC ALBA agus a' leudachadh air na h-ealain Ghàidhlig agus foillseachadh ann an Gàidhlig.

Tha Bòrd na Gàidhlig a' cur fàilte air an taic bho Urras a' BhBC don Ghàidhlig agus a' creidsinn gu daingeann gu bheil comas brìgheil aig rèidio, telebhisean agus seirbheisean Gàidhlig air-loidhne gus amasan a' Bhùird fhèin adhartachadh agus gus cuideachadh le mòr-mhiannan na coimhearsnachd Ghàidhlig a thoirt gu buil.

Tha pàirt deatamach aig BBC Alba a thaobh a bhith a' solarachadh chothroman gus Gàidhlig ionnsachadh agus a chleachdadh, gus a cleachdadh a chomasachadh ann an raon de dh'earrannan cosnaidh, gus a faicsinneachd a mheudachadh, a' cur taic ri a h-inbhe agus a' solarachadh gluasad cunbhalach mu choinneamh leasachadh leantainneach corporra.

Tha am Bòrd a' creidsinn gu bheil BBC Alba, bho chaidh an sianal a thòiseachadh air 19 Sultain 2008, air amasan ainmichte a choileanadh a thaobh feabhasachadh air an t-seirbheis a tha ri fhaotainn le luchd-labhairt na Gàidhlig, an t-seirbheis dhaibhsan a tha ag

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ionnsachadh a' chànain agus iadsan a dh'fhaodadh a bhith airson an cànan ionnsachadh. Tha BBC Alba cuideachd a' tairgsinn uinneag air a' Ghàidhlig agus a' cultar do neach sam bith aig a bheil ùidh. Tha e a' nochdadh agus a' cur taic ri cultar, dearbh-aithne agus dualchas na Gàidhlig ann an dòigh a tha deimhinneach. Le bhith a' cosnadh àireamh de luchd-amhairc cunbhalach de 200,000 gach seachdain, tha e air creideas a stèidheachadh agus tha taic brìgheil agus mothachadh seòrsa am measg mòr-shluagh na h-Alba.

Tha buannachdan faicsinneach aig BBC Alba a tha cruthachail, cànanach, sòisealta agus eaconamach. Tha an sianal a' bualadh air cruthachalachd na coimhearsnachd Ghàidhlig, a' neartachadh ar bun-structar cultarach, ag ath-dhaingneachadh leasachadh a' chànain, a' co-cheangal luchd-labhairt na Gàidhlig gu sòisealta mar choimhearsnachd agus a' tarraing àireamh-sluaigh nas fharsainge a-steach. Tha an sianal cuideachd a' cruthachadh cosnadh nach biodh idir ann air dhòigh eile ann an sgìrean ionadail agus air an oir, agus a' faotainn anns a h-uile dòigh gu na h-àiteachan nach eil meadhanan eile a' ruighinn. Aig an aon àm, tha a ruigsinneachd air luchd-amhairc a' taisbeanadh gu bheil roinn chudromach de dh'àireamh-sluaigh na h-Alba ga chleachdadh.

Mar sin, tha BBC Alba na fhìor bhuannachd do dh'Alba gu h-iomlan, na mhaoin èifeachdach Albannach, a thuilleadh air a bhith na eileamaid dheanamach ann an ath-bheothachadh agus àbhaisteachadh na Gàidhlig.

Tha BBC Alba a' suidhe gu cofhurtail an taobh a-staigh poileasaidh Riaghaltas na Rìoghachd Aonaichte mar a tha e air a mhìneachadh ann an aithrisean na h-Achd Craolaidh 2003, Cairt Eòrpach nam Mion-chànan agus le poileasaidh Riaghaltas na h-Alba mar a chaidh fhianais ann an Achd 2005 agus Plana Nàiseanta na Gàidhlig. Tha e a' coimeasadh gu fàbharach le coileanadh siostaman mheadhanan ar nàbaidhean mhion-chànanan as fhaisge òirnn sa Chuimrigh agus ann an Èirinn, ged a tha e aig an aon àm fo-mhaoinichte ann an coimeas ri suidheachaidhean eile.

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A thuilleadh air an sin, tha e na laighe aig teis-meadhain solar craolaidh na seirbheis poblaich, anns a h-uile dòigh ach aon. Tha e stèidhichte air prionnsapalan traidiseanta Reithian de bhith a' solarachadh fiosrachaidh, foghlaim agus fèistean, agus a' coileanadh slatan-tomhais craolaidh na seirbheis phoblaich cho-aimsireil a bharrachd, a thaobh tairginn fìor roghainn eile mu choinneamh sheirbheisean eile – agus gu h-àraid seirbheisean coimearsalta, a' leudachadh roghainn an neach-cleachdaidh. Mar sin, tha BBC Alba a' cur bacadh air fàilligeadh margaidh, a' solarachadh seirbheis nach b' urrainn don telebhisean choimearsalta a thairginn; far a bheil e diofraichte bho sholar seirbheis phoblach eile, 's e nach eil e fhathast ri fhaotainn air Freeview. Bu chòir don easbaidh sin a bhith air a ceartachadh a-nis.

Tha am Bòrd a' tuigsinn, airson gach aon neach-labhairt Gàidhlig a tha BBC ALBA air a thàrraing bho chaidh a chur air bhog, gu bheil e aig a' char as lugha air triùir gun Ghàidhlig a thàladh le ceòl, spòrs agus prògraman fiosrachaidh nan tarraing sònraichte dhaibh. A dh'aindeoin dha BBC Alba a bhith ana-cothromaichte le dìth ruigsinneachd air Freeview, tha e a' cur mòr-chuideachadh ri togail mothachadh don Ghàidhlig am measg dhaoine gun Ghàidhlig agus a' brosnachadh bheachdan deimhinneach don chànan a thuilleadh air a bhith a' meudachadh agus a' saidhbhreachadh gu àrd-ìre an t-susbaint Albannach a tha ri fhaotainn do luchd-amhairc air fad.

Bu chòir do BhBC Alba a bhith ri fhaotainn air raon cho farsaing 's a ghabhas de dh'àrd-ùrlair, a' gabhail a-steach Freeview agus càbal, agus air i-cluicheadair a' BhBC. Tha am Bòrd a' creidsinn nach biodh e iomchaidh inntrigeadh air BBC Alba tron eadar-lìon a-mhàin. Chan eil an coimpiutair air àite na telebhisean a ghabhail fhathast anns a' mhòr-chuid de dhachaighean ann an Alba. Tha am Bòrd cuideachd a' beachdachadh gu bheil e gu mòr ion-mhiannaichte craoladh telebhisean Gàidhlig a chumail suas air BBC 2 Alba, a' neartachadh na tairgse a tha ri fhaotainn le luchd-amhairc an t-sianail sin, tron taghadh as fheàrr de phrògraman BBC Alba.

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Tha am Bòrd a' cur luach air an taic a fhuair e gu dìreach agus gu neo-dhìreach bho BBC ALBA agus a sgioba-obrach, agus a' cumail a-mach gu bheil BBC ALBA na phrìomh chom-pàirtiche ann an liubhairt plana glòr-mhiannach gus ginealach ùr de luchd-labhairt na Gàidhlig a chruthachadh. Chan urrainnear a bhith a' meas fo luach am pàirt a tha aige ann an àrdachadh solar foghlaim Gàidhlig aig gach ìre. Tha BBC ALBA air a dheònachas a thaisbeanadh ann an cur ri tionnsgnaidhean foirmeil agus neo-fhoirmeil aig a h-uile ìre, agus tha e air a chomas a shoilleireachadh a thaobh taic do luchd-ionnsachaidh aig gach ìre.

Tha am Bòrd ag aithneachadh agus air a mhisneachadh le dealas BBC Alba a thaobh meudachadh air bunait sgilean agus cothroman cosnaidh a tha rim faotainn le luchd-labhairt agus luchd-ionnsachaidh na Gàidhlig. Chan urrainnear a mheas fo luach cho cudromach 's a tha cruthachadh cothroman airson raon fharsaing de thàlant ùr. Tha cruthachadh ginealach ùr de luchd-labhairt na Gàidhlig an crochadh air daoine òga a tharraing agus a ghleidheadh agus tha am Bòrd a' creidsinn gu bheil pàirt deatamach aig BBC Alba ann an dèanamh cinnteach gun tachair seo.

Tha soirbheachadh BBC Alba na theisteanas don cho-obrachadh gun choimeas eadar BBC agus MG Alba. Tha am Bòrd a' creidsinn gu bheil soirbheachadh BBC Alba san àm ri teachd an eisimeil dà phrìomh ghnìomh:

- 1 BBC Alba fhaotainn air Freeview gu grad;
- 2 Meudachadh air a' mhaoineachadh a tha ri fhaotainn le BBC Alba gus a dhèanamh comasach air a phrògramadh a chumail suas agus a leasachadh.

Tha Bòrd na Gàidhlig a' cur ìmpidh air Urras a' BhBC taic a chur ri BBC Alba le bhith a' moladh craobh-sgaoileadh sa bhad air Freeview, le barrachd stòrais is ghoireasanson an t-seirbheis àrdachadh agus a leasachadh.

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Cùl-fiosrachaidh:

DREUCHD & DLEASTANASAN BHÒRD NA GÀIDHLIG

Ràinigeadh clach-mhìle shònraichte ann an leasachadh na Gàidhlig nuair a ghabh Riaghaltas na h-Alba ri Achd na Gàidhlig (Alba) 2005. Stèidhich Achd 2005 Bòrd na Gàidhlig ('am Bòrd') mar bhuidheann reachdail le uallach airson inbhe na Gàidhlig a thèarainn mar chànan oifigeil ann an Alba, a' dleasadh spèis co-ionnan ri Beurla. Tha dleastanasan sònraichte reachdail aig a' Bhòrd ri adhartachadh, agus comhairle a sholarachadh do Mhinistearan agus do bhuidhnean poblach mu chùisean co-cheangailte ri cànan, cultar agus foghlam Gàidhlig. Tha e air iarraidh air a' Bhòrd na dleastanasan sin a chur an cèill tro amas meudachadh air àireamh luchd-cleachdaidh na Gàidhlig, agus leis an amas a bhith a' brosnachadh agus a' comasachadh ruigsinneachd nas motha air agus tuigse don Ghàidhlig.

Chàraich Achd 2005 dleastanas air a' Bhòrd gus Plana Nàiseanta na Gàidhlig a thoirt gu buil agus tha an sgrìobhainn poileasaidh cudromach seo, a chaidh aontachadh le Ministearan na h-Alba sa Mhàirt 2007, a' solarachadh bunait foirmeil mu choinneamh leasachadh na Gàidhlig san àm ri teachd. Tha Plana Nàiseanta na Gàidhlig air a chumail suas le ceithir prionnsapalan planaidh cànan a tha fad-stèidhichte agus eadar-dhàimheach, le molaidhean a thaobh taic don Ghàidhlig san dachaigh, coimhearsnachd, àite-obrach agus ionad ionnsachaidh tro thogail cànan, cleachdadh, inbhe agus leasachadh corporra.

Ùisdean MacIllInnein

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BBC Alba Review - Public Consultation Submission by Bòrd na Gàidhlig

Gaelic is an integral part of Scotland's culture and identity and providing a sustainable future for the language in Scotland is a stated policy aim of the Scottish Government. Significant progress has been made to enhance the status and sustainability of Gaelic, by expanding the provision of Gaelic medium education (GME), establishing BBC Alba and expanding Gaelic arts and publishing. We are now concentrating on accelerating measures that will achieve an increase in the number of Gaelic speakers.

Bòrd na Gàidhlig welcomes the BBC Trust's support for Gaelic and firmly believes that radio, television and on-line Gaelic services have significant potential to advance the Bòrd's own aims and to help realise the aspirations of the Gaelic community.

BBC Alba has a vital role to play in relation to provision of opportunities to learn and use Gaelic, to enable its use in a range of employment sectors, to increase its visibility, supporting its status and providing impetus for continuing corpus development.

The Bòrd believes that BBC Alba has, since its launch on 19 September 2008, achieved its stated aims of enhancing the service available to Gaelic speakers, the service for those learning the language and those that might wish to learn. BBC Alba also offers a window on Gaelic language and culture to any who may be interested. It reflects and supports Gaelic culture, identity and heritage in a positive manner. By achieving a core audience in excess of 200,000 viewers per week it has quickly established its credentials and has significant support and brand awareness amongst the Scottish public.

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BBC Alba has demonstrable creative, cultural, linguistic, social and economic benefits. It taps the creativity of the Gaelic community, strengthens our cultural infrastructure, reinforces language development, bonds Gaelic speakers socially as a community and draws a wider population into it. The channel also creates employment which would otherwise not exist in peripheral and central areas, in every sense gets to the parts that other media do not reach. At the same time, its audience reach demonstrates that a significant segment of the Scottish population accesses it.

BBC Alba is, therefore, a boon to Scotland as a whole, a significant Scottish asset, as well as a crucial element in the revitalisation and normalisation of Gaelic.

BBC Alba sits comfortably within UK Government policy as set out in the provisions of the 2003 Broadcasting Act, the European Charter for Minority Languages and with Scottish Government policy as evidenced in the 2005 Gaelic Language Act and the National Plan for Gaelic. It compares favourably with the performance of the media systems of our nearest minority language neighbours in Wales and Ireland, whilst being comparatively underfunded.

Furthermore, it lies at the heart of public service broadcasting provision, in all respects bar one. It is based on the traditional Reithian principles of providing information, education and entertainment, and meets the additional contemporary public service broadcasting criteria of providing a genuine alternative to other - and particularly commercial - services, widening consumer choice. BBC Alba thus counteracts market failure, providing a service which commercial television could not provide; where it deviates from other public service provision is that it is not yet available on Freeview. That defect should now be remedied.

The Bòrd understands that for every Gaelic speaker BBC ALBA has attracted since its launch, it has attracted at least three non-Gaelic speakers with music, sport and factual programmes

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having particular appeal for them. Despite BBC Alba being handicapped by not being available on Freeview, it is making a major contribution to raising awareness of Gaelic among non-Gaelic speakers and encouraging positive attitudes to the language as well as significantly enlarging and enriching the Scottish content available to all viewers.

Bòrd na Gàidhlig believes that BBC Alba should be available on as wide a range of platforms as possible including Freeview and cable, and the BBC iPlayer. The Bòrd believes it would not be acceptable to have access to BBC Alba only via the internet. The computer has not yet replaced the television in the majority of Scotland's homes. Areas with a large concentration of Gaelic speakers are often the areas where Broadband speeds are the poorest, making access to BBC Alba through the internet non-viable. The Bòrd also considers it highly desirable to sustain Gaelic television output on BBC 2 Scotland, enriching the offering available to viewers of that channel, with a selection of the best of BBC Alba's programming.

The Bòrd values the support received directly and indirectly from BBC Alba and its staff and considers BBC Alba to be a key partner in delivering an ambitious plan to create a new generation of Gaelic speakers. Its role in the enhancement of Gaelic education provision at all levels should not be underestimated. BBC Alba has demonstrated its willingness to contribute to formal and informal learning initiatives at all levels and it has demonstrated its potential to support learners at all stages.

The Bòrd recognises and is encouraged by BBC Alba's commitment to increasing the skills base and employment opportunities available to Gaelic speakers and learners. The creation of opportunities for a wide range of new talent will be crucial to securing Gaelic's future. The creation of a new generation of Gaelic speakers is dependent on attracting and retaining young people and the Bòrd believes that BBC Alba has a crucial role in ensuring this happens.

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The success of BBC Alba is testimony to the unique collaboration between BBC and MG Alba. The Bòrd believes that the future success of BBC Alba is dependent on two key actions:

- 1 Making BBC Alba available on Freeview with immediate effect;
- 2 Increasing the funding available to BBC Alba to enable it to sustain and develop its programming.

Bòrd na Gàidhlig urges the BBC Trust to support BBC Alba by recommending immediate transmission on Freeview with increased resources to enhance and develop the service output.

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Background note:

BÒRD NA GÀIDHLIG ROLE & FUNCTIONS

A key milestone in Gaelic development was reached when the Scottish Parliament passed the Gaelic Language (Scotland) Act 2005. The 2005 Act established Bòrd na Gàidhlig ('the Bòrd') as a statutory body charged with securing the status of Gaelic as an official language of Scotland commanding equal respect to English. The Bòrd has specific statutory functions to promote, and to provide advice to Ministers and public bodies on matters relating to the Gaelic language, Gaelic culture and Gaelic education. The Bòrd is required to exercise these functions with a view to increasing the number of users of Gaelic, and with a view to encouraging and enabling increased access to and understanding of Gaelic.

The 2005 Act placed a duty on the Bòrd to produce a National Plan for Gaelic and this key policy document, approved by Scottish Ministers in March 2007, provides a blueprint for the future development of Gaelic. The National Plan for Gaelic is underpinned by four well-established and interrelated language planning principles, and makes recommendations on how to support Gaelic in the home, community, workplace and place of learning through language acquisition, usage, status, and corpus development.