

Beachdan Bhòrd na Gàidhlig airson a' Cho-chomhairleachaidh aig Ofcom	Response to Ofcom Consultation from Bòrd na Gàidhlig
A' sgrùdadh mar a tha am BBC a' coileanadh a' phrìomh chinn-uidhe aca agus nan adhbharan poblach a tha stiùireadh na h-obrach aca	Holding the BBC to account for the delivery of its mission and public purposes
<p><b>Cùl-fhiosrachadh</b></p> <p>Tha Bòrd na Gàidhlig a' cur fàilte air a' chothrom gus beachdan a chur a-steach airson a' cho-chomhairleachaidh leis an tiotal, A' sgrùdadh mar a tha am BBC a' coileanadh a' phrìomh chinn-uidhe aca agus nan adhbharan poblach a tha stiùireadh na h-obrach aca. Tha e na dhleastanas oirnn cànan is cultar na Gàidhlig a chur air adhart agus cor a' chànain a leasachadh. Tha e na àrd-amas dhuinn gun seas a' Ghàidhlig mar chànain brìoghmhor is neartmhor agus i air a cleachdadh barrachd is i a' faighinn spèis ann an Alba an latha an-diugh sa bheil iomadh cultar is cànan.</p> <p>Tha e na amas dhuinn àrdachadh a thoirt air àireamh luchd-labhairt na Gàidhlig agus air na cothroman a th' ann do dhaoine gus an cànan a chleachdadh, agus tha sinn air a chur romhainn iomhaigh a' chànain agus a' chultair a thogail ann an Alba agus ann an dùthchannan eile. Tha sinn ag obair le taghadh farsaing de bhuidhnean poblach a tha dealbh is a' cur Phlanaichean Gàidhlig an gnìomh; bidh sinn a' toirt taic-airgid do bhuidhnean coimhearsnachd is daoine eile gus cuideachadh leis an obair 's na pròiseactan aca, agus bidh sinn a' toirt comhairle do Mhinistearan na h-Alba agus do dhaoine eile a thaobh adhartachadh na Gàidhlig.</p> <p>Tha e an urra ri Bòrd na Gàidhlig Plana Cànan Nàiseanta Gàidhlig ullachadh a h-uile còig bliadhna, agus tha sinn air Plana a dhealbhadh am-bliadhna airson 2017-2022. Tha Ministearan na h-Alba a' beachdachadh air an-dràsta mus tèid fhoillseachadh.</p>	<p><b>Background</b></p> <p>Bòrd na Gàidhlig welcomes the opportunity to respond to the consultation on holding the BBC to account for the delivery of its mission and public purposes. Our role is to promote and develop the Gaelic language and culture. Our vision is that Gaelic has a sustainable future as a healthy, vibrant language, increasingly used and respected in a modern, multicultural and multilingual Scotland.</p> <p>We aim to increase the number of Gaelic speakers and expand the range of opportunities for people to use the language, as well as raising the profile of the language and culture in Scotland and abroad. We work with a wide range of public bodies in developing Gaelic language plans, with community groups and others through funding support for their work and projects, as well as providing advice to Scottish Ministers and others on Gaelic development.</p> <p>Bòrd na Gàidhlig is responsible for producing a five-year national Gaelic language plan and this year, we drafted the Plan for 2017-2022. It is currently being considered by Scottish Ministers for publication.</p>

<p><b>Amasan airson na Gàidhlig</b></p> <p>Tha trì prìomh amasan sa Phlana Cànan Nàiseanta Ghàidhlig airson 2017-2022. 'S iad sin: fàs a thoirt cleachdadh na Gàidhlig, fàs a thoirt air ionnsachadh na Gàidhlig agus an cànan is cultar a chur air adhart. Tha àite fìor chudromach aig BBC ALBA san iomairt gus ruighinn air na trì cinn-uidhe sin a tha sa Phlana, agus tha an obair aca a' dèanamh diofar glè mhòr agus i na taic do dhaoine a tha cleachdadh a' chànain, agus a thaobh mar a tha i a' cuideachadh gus Gàidhlig fhisge a-steach ann am beatha làitheil muinntir na h-Alba agus a' toirt cothrom don a h-uile duine gus eòlas a chur air agus tlachd a ghabhail ann an cultar na Gàidhlig.</p>	<p><b>Aims for Gaelic</b></p> <p>There are three main strands to the National Gaelic Language Plan 2017-2022. It focuses on increasing the usage of Gaelic, increasing the learning of Gaelic and promoting the language and culture. BBC ALBA has a fundamental role in delivery of all three aspects of the Plan and as such, its work is of crucial importance in supporting all those who use the language, in making Gaelic a normal part of Scottish daily life and providing access to everyone to enjoy and experience Gaelic culture.</p>
<p><b>Coimhearsnachdan Gàidhlig</b></p> <p>Tha am Plana cuideachd a' comharrachadh trì diofar sheòrsaichean coimhearsnachd a tha feumach air taic bho iomairtean is leasachaidhean Gàidhlig.</p> <ul style="list-style-type: none"> <li>• Na coimhearsnachdan far a bheil a' Ghàidhlig air a cleachdadh gu làitheil agus far a bheil ìre àrd de luchd-labhairt a' chànain san t-sluagh, agus a' mhòr-chuid de na coimhearsnachdan sin sna h-eileanan air taobh iar-thuath na h-Alba,</li> <li>• na coimhearsnachdan a tha sìor fhàs nas motha ann am bailtean is cathair-bhailtean na dùthcha agus aonadan is sgoiltean Gàidhlig gu tric aig teis-meadhan nan coimhearsnachdan sin, agus</li> <li>• a' choimhearsnachd d'hidseatach, sgaoilte air feadh an t-saoghail agus barrachd is barrachd òigridh sa choimhearsnachd sin a tha cur seachad tòrr den ùine aca an lùib mheadhanan no dibhearsain air-loidhne.</li> </ul> <p>Tha coimhearsnachd na h-Alba gu lèir cuideachd fìor chudromach do dh'adhartachadh na Gàidhlig. Sheall rannsachadh ann an 2013<sup>1</sup> gun robh 80% den luchd-fhreagairt ag aontachadh gu mòr gu bheil Gàidhlig na pàirt susbainteach agus cudromach de dhualchas na h-Alba, agus a rèir an rannsachaidh b' e BBC ALBA an t-adhbhar bu mhotha a thug air daoine a bhith smaoinichadh sin.</p>	<p><b>Gaelic Communities</b></p> <p>The Plan also identifies three broad types of community that Gaelic development needs to support.</p> <ul style="list-style-type: none"> <li>• The communities, mostly in the islands of north-west Scotland, who use Gaelic daily and where numbers of speakers still form a high percentage of the population,</li> <li>• the growing communities in towns and cities which are primarily centred around the growth in Gaelic medium education, and</li> <li>• the digital community, spread across the world and comprising an increasing number of young people who consume a large part of their entertainment online.</li> </ul> <p>The wider Scottish community is also very important to growth in Gaelic. Research carried out in 2013<sup>2</sup> showed that 80% of respondents strongly agreed that Gaelic is a significant and important part of Scotland's heritage, and BBC ALBA was cited as the main reason for this view.</p>

<sup>1</sup> Sgrùdadh air Beachdan Sòisealta na h-Alba 2013

<sup>2</sup> Scottish Social Attitudes Survey, 2013

<p><b>Gàidhlig agus an Eaconamaidh</b></p> <p>Thathar air a bhith dèanamh barrachd rannsachaidh air luach eaconamach na Gàidhlig o chionn beagan bhliadhnaichean agus tha an luach sin cudromach do choimhearsnachdan traidiseanta a thaobh obraichean ùra, a bhith cruthachadh beairteas agus a bhith gleidheadh an t-sluaigh. A rèir sgrùdadh a rinn Iomairt na Gàidhealtachd agus nan Eilean ann an 2014, bhathar a’ meas gum faodadh a’ Ghàidhlig suas ri £150 millean a chur ris an eaconamaidh gach bliadhna.</p> <p>Ann an sgrùdadh eile, chaidh tuairmse a dhèanamh air buaidh MG ALBA (a’ bhuidheann a tha ag obair ann an com-pàirt ris a’ BhBC gus BBC ALBA a mhaoineachadh is a stiùireadh) air eaconamaidh nan eilean<sup>3</sup>:</p> <table border="0"> <tr> <td>Cosnaidhean (ILT)</td> <td>49.7</td> </tr> <tr> <td>Teachd-a-steach (£)</td> <td>1,282,232</td> </tr> <tr> <td>Luach Iomlan a Bharrachd (£)*</td> <td>1,092,822</td> </tr> </table> <p>Tuairmse air na tha cùmhnanntan airson phrògraman telebhisein a’ cur ris an eaconamaidh:</p> <table border="0"> <tr> <td>Cosnaidhean (ILT)</td> <td>50.3</td> </tr> <tr> <td>Teachd-a-steach (£)</td> <td>1,359,890</td> </tr> <tr> <td>Luach Iomlan a Bharrachd (£)</td> <td>2,352,121</td> </tr> </table>	Cosnaidhean (ILT)	49.7	Teachd-a-steach (£)	1,282,232	Luach Iomlan a Bharrachd (£)*	1,092,822	Cosnaidhean (ILT)	50.3	Teachd-a-steach (£)	1,359,890	Luach Iomlan a Bharrachd (£)	2,352,121	<p><b>Gaelic and the Economy</b></p> <p>In recent years, the economic value of Gaelic has been increasingly researched and its impact on the traditional communities is of importance in terms of employment creation, wealth generation and population retention. A study carried out by Highlands and Islands Enterprise in 2014<sup>4</sup> estimated that the potential value of Gaelic as an economic asset was up to £150million per annum.</p> <p>A separate study estimated that MG ALBA, joint partner in BBC ALBA with the BBC, had the following impacts in the Islands<sup>5</sup></p> <table border="0"> <tr> <td>Employment (FTE)</td> <td>49.7</td> </tr> <tr> <td>Income (£)</td> <td>1,282,232</td> </tr> <tr> <td>Gross Value Added (£)*</td> <td>1,092,822</td> </tr> </table> <p>The impact of the television production contracts is estimated as:</p> <table border="0"> <tr> <td>Employment (FTE)</td> <td>50.3</td> </tr> <tr> <td>Income (£)</td> <td>1,359,890</td> </tr> <tr> <td>Gross Value Added (£)</td> <td>2,352,121</td> </tr> </table>	Employment (FTE)	49.7	Income (£)	1,282,232	Gross Value Added (£)*	1,092,822	Employment (FTE)	50.3	Income (£)	1,359,890	Gross Value Added (£)	2,352,121
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<p><b>BBC ALBA agus Radio nan Gàidheal</b></p> <p>Tha sinn an dòchas gu bheil e soilleir bhon fhiosrachadh gu h-àrd gu bheil sianalan telebhisein agus rèidio Gàidhlig fìor mhath is soirbheachail, le taghadh farsaing de phrògraman, deatamach ma tha a’ Ghàidhlig a’ dol a thighinn am feabhas ann an Alba agus ann an dùthchannan eile. Tha sinn den bheachd gu bheil feum air maoineachadh freagarrach agus siostam riaghlaidh èifeachdach mar an dà phrìomh mheadhan gus dèanamh cinnteach gun tèid na sianalan sin a libhrigeadh mar bu chòir.</p>	<p><b>BBC ALBA and Radio nan Gàidheal</b></p> <p>We trust that it is clear from the foregoing that flourishing, wide-ranging, and high-quality Gaelic television and radio channels are essential to the growth of Gaelic in Scotland and elsewhere. We are of the view that appropriate funding and an effective regulatory regime are the main mechanisms to ensure that these channels are delivered.</p>																								

<sup>3</sup> Buaidh Eaconamach MG ALBA: Aithisg Dheireannach 2015 – Reference Consultants

<sup>4</sup> Our Gaelic Asset – Highlands & Islands Enterprise, 2014

<sup>5</sup> Economic Impact of MG ALBA: Final Report 2015 – Reference Consultants

<p>A thaobh BBC ALBA, tha sinn den bheachd gum bu chòir an sianal a bhith air a libhrigeadh ann an dòigh a tha toirt fa-near do phrìomh cheann-uidhe a' BhBC: a bhith ag obair a chum leas a' phobaill, agus iad a' frithealadh air gach seòrsa luchd-amhairc is luchd-èisteachd tro bhith libhrigeadh phrògraman is seirbheisean a tha fìor mhath, eadar-dhealaichte agus gun leiteachas agus a tha a' toirt fiosrachadh is oideachadh seachad agus sa bheil dibhearsain.</p> <p>Tha BBC ALBA mar BhBC 1 do luchd na Gàidhlig, sluagh sa bheil daoine de dh'iomadh seòrsa agus a bhuineas do dh'iomadh dualchas agus aig a bheil ùidh ann am iomadh nì eadar-dhealaichte agus mar sin tha feum aca air sianal a fhritheileas air iomadachd an t-sluaigh sin.</p>	<p>With reference to BBC ALBA, we are of the view that the channel should reflect the BBC's mission to act in the public interest, serving all audiences through the provision of impartial, high-quality and distinctive output and services which inform, educate and entertain.</p> <p>BBC ALBA is the equivalent of BBC One for the Gaelic community, a community which is comprised of people from diverse backgrounds with many different interests and therefore seeks a channel which reflects this.</p>
<p><b>Na Gheibhear air BBC ALBA an-dràsta</b></p> <p>Tha am BBC an-dràsta a' cur mu 4.2 uairean gach seachdain ris na tha BBC ALBA a' craoladh. Fìù 's leis na chuireas MG ALBA ris an t-sianal, tha an sianal fhathast a' craoladh fada cus phrògraman a chaidh a shealltainn mu thràth, leis an ìre de phrògraman a tha air an ath-chraoladh aig 74% (MG ALBA 2016). Tha an suidheachadh seo na adhbhar dragha mòr.</p> <p>Tha grunn prìomh luchd-ùidhe air an dragh seo a thogail agus cho-dhùin an sgrùdadh aig Comhairle Luchd-amhairc is Luchd-èisteachd a' BhBC airson Alba, <i>'gun robh BBC ALBA a' dèanamh math...Gun robh an sianal a' dèanamh nas fheàrr na na targaidean a bha Urras a' BhBC air a stèidheachadh dha, ach gun robh cion maoineachaidh air, suidheachadh nach biodh seasmhach math dh'fhaodte san ùine fhada.'</i></p> <p>Cuideachd, tha cuid a raointean cudromach de phrògraman far a bheil feum air leudachadh is leasachadh air BBC ALBA. Tha sinn gu cinnteach den bheachd, ma tha an sianal a' dol a libhrigeadh 'taghadh farsaing agus measgaichte' de phrògraman, gum feum am BBC barrachd airgid a chur mu choinneamh an t-sianail.</p>	<p><b>Current provision in BBC ALBA</b></p> <p>The BBC currently contributes around 4.2 hours per week to BBC ALBA. Even after MG ALBA's contribution, the channel remains over reliant on repeats with 74% of broadcasting consisting of repeat content (MG ALBA 2016). There is significant concern about this situation.</p> <p>This concern has been expressed by a number of key interests and the BBC Audience Council for Scotland Review concluded that <i>'BBC ALBA ... [was] performing well...The channel exceeds the targets set for it by the [BBC] Trust but suffers from under-funding which may not be sustainable in the longer term.'</i></p> <p>In addition, there are certain key areas of programming that need to be increased on BBC ALBA. Our clear view is that if the channel is to deliver a 'wide and diverse range' of programming, this would require additional investment from the BBC.</p>

## Molaidhean

San Sgrìobhainn le Frèam-obrach a' BhBC, tha gealladh ann gum bu chòir don BhBC 'dèanamh cinnteach gu bheil taghadh farsaing agus measgaichte de phrògraman fìor mhath air an tabhann do dhaoine ann an Alba' ann an Gàidhlig agus tha sinn a' dèanamh gàirdeachas ris a' ghealladh sin.

A' leantainn air sin, tha an co-chomhairleachadh aig Ofcom a' toirt iomradh sònraichte air iomadachd (4.119-4.127) agus bhiomaid an dùil gum biodh sin air a thoirt fa-near sna dleastanasan craolaidh a tha air am buileachadh air BBC ALBA. A bharrachd air muinntir na Gàidhlig, tha BBC ALBA a' tarraing luchd-amhairc gu math nas farsaing, agus iad a' coimhead air spòrs, ceòl agus prògraman aithriseach agus bu chòir am mìneachadh a th' air adhbhar BBC ALBA a bhith air a leudachadh gu bhith gabhail a-steach barrachd air dìreach luchd na Gàidhlig.

Tha Ofcom air targaid de 75% a stèidheachadh airson prògraman a chaidh a dhèanamh a dh'aona-ghnothach airson BBC ALBA agus faodaidh sin a bhith gabhail a-steach prògraman air an ath-chraoladh. Chan eil sin a' fàgail dleastanas air a' BhBC gus barrachd maoinachaidh a chur an sàs airson an t-sianail no barrachd prògraman ùra a chruthachadh. Ach nuair a thig e gu CBBC agus CBeebies, tha Ofcom air targaidean de 400 agus 100 uair a thìde a stèidheachadh airson prògraman ùra. Tha sinn a' moladh gun stèidhich Ofcom targaid airson prògraman ùra san Fhrèam-obrach agus gun tèid sgrùdadh a dhèanamh air mar a thèid sin a choileanadh.

Mholamaid cuideachd gum biodh an targaid sin co-ionann ri targaidean a gheibhear airson prògraman ùra airson mhion-chànanan eile. Chan e a-mhàin gum bite a' frithealadh na b' fheàrr air luchd-amhairc is luchd-èisteachd, agus sin na phrìomh amas aig a' BhBC, ach cuideachd le targaid nas àirde bheireadh BBC ALBA buaidh nas motha air eaconamaidh na Gàidhlig tro na gnìomhachasan cruthachail.

Tha an clàr gu h-ìosal feumail ann a bhith sealltainn mar a tha diofar ann a thaobh maoinachaidh eadar an dà shianal airson chànanan dùthchasach a dh'aindeoin 's gu bheil ìrean ruigsinneachd na dhà dhiubh gu math coltach aig ìre nàiseanta agus am measg luchd-labhairt nan cànanan.

## Recommendations

The BBC Framework Document includes the commitment that the BBC should 'ensure that a wide and diverse range of high quality programmes is made available to persons in Scotland' in Gaelic and we welcome this commitment.

Similarly, Ofcom's consultation makes particular reference to diversity (4.119-4.127) and we would anticipate this being reflected in requirements made of BBC ALBA. In addition to the Gaelic community, BBC ALBA draws a much wider audience, consuming sport, music and factual/documentary programming and the definition of BBC ALBA's purpose should be widened to beyond solely Gaelic-interest.

Ofcom has set a 75% original productions target for BBC ALBA which can include repeats. This does not place a duty on the BBC to increase its investment or provide additional content for first run programming. In contrast, Ofcom has set first run targets for CBBC and CBeebies of 400 and 100 hours respectively. We would recommend that Ofcom establishes a target for first run programmes in the Framework and performance is monitored on this basis.

We would also recommend that this target should equal any other first run targets set for other minority languages. As well as better serving audiences which is the primary aim, an increased target would have a consequent beneficial impact from BBC ALBA on the role of the creative industries in the Gaelic economy.

As an illustration of the difference in funding but the similarity in reach on a national level and indigenous language level, the following table is helpful.

	Air na thathar a' ruighinn gach seachdain sa chumantas	Ruigsinneachd a measg luchd-labhairt a' chànan dhùthchasaich (%)	Maoineachadh a' BhBC	Tursan Amhairc Air-loidhne
BBC ALBA	657,000*	74%	c.£7.4m	5.3m
S4C	629,000	79%	£75m	8.2m

\* 15% de shluagh na h-Alba a tha nas sine na 16.

Tha S4C a' faighinn maoineachadh a tha còrr is 10 uiread nas motha na tha BBC ALBA a' faighinn bhon BhBC a dh'aindeoin 's gu bheil cha mhòr an aon ìre de ruigsinneachd aca am measg luchd-labhairt nan cànanan dùthchasach aca agus a dh'aindeoin 's gu bheil BBC ALBA a' ruighinn air barrachd dhaoine gach seachdain. Chaidh an neo-ionannachd sin a chomharrachadh don BhBC air feadh na h-ùine a bhathar ag ùrachadh na Cairte, agus chaidh iarraidh air a' BhBC beachdachadh air an aon ìre de phrògraman Gàidhlig a dhèanamh do BhBC ALBA agus a tha iad a' dèanamh ann an Cuimris do S4C: 10 uairean a thìde de phrògraman ùra gach seachdain. A thaobh na ceiste mu bharrachd maoineachaidh, thuirt Comhairle Luchd-amhairc is Luchd-èisteachd a' BhBC airson Alba ann an 2016: *'Bu chòir don mhaoineachadh air fad airson seirbheisean Gàidhlig a' BhBC a bhith tighinn bhon mhaoin choitinn, agus chan ann bho bhuidseat BBC Scotland, agus bu chòir don BhBC ro-innleachd a stèidheachadh gus fuasgladh fhaighinn air neo-ionannachd neo-iomchaidh sam bith a thaobh mar a tha am BBC a' cur maoineachadh an sàs airson seirbheisean do mhion-chànanan air feadh na RA.'*

Ged nach eil iomradh air seo ann an sgrìobhainnean a' Cho-chomhairleachaidh seo, bu thoigh leinn cothrom a ghabhail aire Ofcom a tharraing gu na h-àiteachan a th' aig BBC ALBA air Clàran Eileagtronaigeach nam Prògraman (EPGs), gu h-àraidh air Freeview. San ùine air thoiseach, tha sinn a' miannachadh gun tèid na h-àiteachan a th' aig BBC ALBA a ghleidheadh dha, oir tha sin cudromach a thaobh cho furasta 's a tha e do dhaoine an sianal a lorg agus a thaobh a bhith dèanamh Gàidhlig na nì àbhaisteach sa chomann-shòisealta san fharsaingeachd.

	Average national weekly reach	Indigenous language reach (%)	BBC Funding	Online views
BBC ALBA	657k*	74%	c.£7.4m	5.3m
S4C	629k	79%	£75m	8.2m

\* 15% of the Scottish population above age 16.

S4C receives over 10 times the amount of funding of BBC ALBA from the BBC despite there being a similar reach among indigenous language speaking audiences and a higher weekly reach on BBC ALBA. This disparity was highlighted to the BBC throughout the Charter renewal period and the BBC was asked to consider providing the same level of Gaelic language programming to BBC ALBA as it does for S4C in Welsh: 10 hours of original programming per week. On the question of additional funding the BBC Audience Council for Scotland's said in 2016: *'BBC Gaelic services should be entirely funded from the centre, not from BBC Scotland's budget, and the BBC should set a strategy to resolve any inappropriate disparity in the funding of BBC indigenous minority language services across the UK.'*

While not part of the current Consultation documents, we would like to take the opportunity to draw Ofcom's attention to the BBC ALBA's placings on the EPGs, particularly in Freeview. In future developments, we would wish to see these placings retained by BBC ALBA as it is important to the channel's accessibility and the normalisation of Gaelic within wider society.

Dh'fhoillsich am BBC am Plana Cruthachail aca airson 2017/18 o chionn ghoirid, agus an cois sin bha fios air mar a tha iad an dùil airgead nach beag a chosg mu choinneamh phrògraman cloinne. Tha sinn a' moladh gun tèid cuotathan aontaichte a stèidheachadh a thaobh na th' ann de shusbaint ùir a tha ga dèanamh a dh'aona-ghnothach airson prògraman cloinne Gàidhlig, agus airson nam meadhanan air-loidhne a tha ag amas air òigridh. Nì sin cinnteach gum faigh an dà raon sin an taic a tha dhìth orra a nì cinnteach gun ruig iad air an òigridh mar bu chòir agus gun tog barrachd òigridh ùidh annta.

Cuideachd sa Phlana Chruthachail tha barrachd fiosrachaidh mun t-sianal ùr a thathar a' moladh, BBC Scotland. Tha sinn a' cur fàilte air an airgead ùr agus mòr seo a thathar a' dol a chosg air telebhisean ann an Alba. Thuirt am BBC, *'Le bhith tòiseachadh sianal ùr agus le bhith cur maoineachadh ùr an sàs, tha sinn ag ràdh gum faigh BBC ALBA buannachdan follaiseach às a' sin... Tha sinn a' tomhas gun tèid againn air 100 uair a thìde a bharrachd de phrògraman a dhèanamh a dh'aona-ghnothach don t-seirbheis. An-dràsta tha sinn a' toirt dhaibh 4.2 uairean a thìde de phrògraman a dh'aona-ghnothach gach seachdain, bu thoigh leinn leudachadh de 3 uairean a thoirt air sin gu 7.2 uairean thairis air na beagan bhliadhnaichean a tha romhainn.'* (BBC Scotland a' bruidhinn ris a' Chomataidh airson Cultair, Turasachd, na h-Eòrpa agus Dàimhean Taobh A-muigh aig Pàrlamaid na h-Alba). Thug am BBC iomradh cuideachd air mar a dh'fhaodadh cothroman a bhith aig BBC ALBA agus an sianal Albannach ùr gus susbaint a cho-mhaoineachadh. Tha sinn a' sireadh soilleireachadh, ge-tà, a thaobh dè na buannachdan a gheibh BBC ALBA bhon mhaoineachadh seo agus tha sinn ag iarraidh gum bi am frèam-riaghlaidh a' stèidheachadh co-theacsa agus targaidean a bheir taic do BhBC ALBA agus an t-seirbheis aca.

Tha sinn cuideachd ag iarraidh gun coimhead am BBC air dè cho co-ionann 's a tha an ìre de phrògraman a thathar a' libhrigeadh air rèidio airson chànanan dùthchasach. An-dràsta, tha am BBC a' cosg £14.2m air Radio Cymru ach chan eil iad a' cosg ach £3.9m air Radio nan Gàidheal. Tha Radio nan Gàidheal air a bhith ruighinn gu cunbhalach air àireamh àrd (69%) de luchd na Gàidhlig ann an Alba (Aithisg Bhliadhnail a' BhBC 2015/16). Tha sinn airson gum faigh am BBC fuasgladh air an neo-ionannachd seo gus an urrainn do Radio nan Gàidheal leudachadh air an t-seirbheis a tha e a' toirt do luchd-èisteachd ann an Alba.

The BBC has recently published its Creative Plan for 2017/18, including an announcement of a significant investment for children's programming. We would recommend that quotas for first originations for children's Gaelic programming, and for online developments aimed at the youth audience, are established, to ensure that these two sectors are given the support required to ensure continued and increased engagement.

The Creative Plan also provides further detail on the proposed BBC Scotland channel. Significant new investment in television provision in Scotland is very welcome. The BBC said, *'By launching the new channel and making the new investment, we are saying that obvious benefits will accrue to BBC Alba... We estimate that we will be able to offer an additional 100 hours of originated programming to the service. We currently offer 4.2 hours of origination a week, and we would like that to increase over the next few years by 3 hours to 7.2 hours.'* (BBC Scotland to the Scottish Parliament's Culture, Tourism, Europe and External Relations Committee). The BBC also referred to the possibility of co-commissioning between BBC ALBA and the new Scottish channel. We would seek clarity, however, on how this investment will benefit BBC ALBA and look to the regulatory framework to provide context and targets which support BBC ALBA and its provision.

We would also seek that the BBC look at its parity in programming between indigenous language radio. Currently the BBC provides £14.2m to Radio Cymru but only £3.9m for Radio nan Gàidheal. Radio nan Gàidheal continues to have a high reach (69%) among the Gaelic speaking population of Scotland (BBC Annual Report 2015/16). We would seek that the BBC address this disparity to enable Radio nan Gàidheal to further serve its audiences in Scotland.

Cuideachd, tha Ofcom air riatanas a stèidheachadh far am feum Radio Cymru a bhith ri fhaotainn air feadh na Cuimrigh (Clàr 4 de Sheirbheisean Poblach na RA). Tha sinn ag iarraidh gun tèid an aon riatanas a stèidheachadh a thaobh mar a tha Radio nan Gàidheal ri fhaotainn ann an Alba.

San fharsaingeachd, mholamaid gum biodh amasan nas àirde is lèirsinn aig Ofcom airson na Gàidhlig, a thaobh telebhisean, rèidio agus susbaint air-loidhne, agus nì sin cinnteach gum bi am BBC a' frithealadh air coimhearsnachd eadar-mheasgaichte luchd-labhairt na Gàidhlig agus na daoine aig nach eil Gàidhlig. An lùib nan amasan àrda sin: dheigheadh na targaidean, air a bheilear a' ruighinn no a' toirt bàrr, àrdachadh; dheigheadh targaidean ùra a stèidheachadh airson phrògraman ùra a thèid a shealltainn airson a' chiad uair; bhite a' dèanamh cinnteach gun deigheadh susbaint ùr a chruthachadh is a chraoladh do luchd-ionnsachaidh; agus dhèante cinnteach aig a' char as lugha nach biodh an sianal ùr BBC Scotland a' dèanamh cron air BBC ALBA, agus gu dearbha gun cuireadh e ris an ìomhaigh nàiseanta a tha air a taisbeanadh le BBC ALBA agus Radio nan Gàidheal.

Furthermore, Ofcom sets a requirement that Radio Cymru is available throughout Wales (Schedule 4 The UK Public Services). We would ask that a similar commitment is made for availability of Radio nan Gàidheal throughout Scotland.

Overall, we would recommend that Ofcom is more ambitious for Gaelic, in terms of television, radio and online content, ensuring that the diverse community of Gaelic speakers and non-speakers is served by the BBC. This would include raising targets which are already being met or exceeded; setting new targets for first-run original productions; ensuring that new content for learners is created and broadcast; and that the development of a new BBC Scotland channel at the very least does not detract from BBC ALBA and in fact adds to the national identity as delivered through BBC ALBA and Radio nan Gàidheal.