

WM/CC

Lord Hall of Birkenhead  
Director-General of the BBC  
Director General's Office  
W1 NBH 04 A  
Broadcasting House  
Portland Place  
London W1A 1AA

14 February 2017

Dear Lord Hall

I am aware that MG ALBA, is asking the BBC for increased investment in the Gaelic channel, BBC ALBA, and I am writing to you in support of their bid.

At Education Scotland, we are very clear that BBC ALBA is an asset to Gaelic Medium Education (GME) and would support the increase in hours of programming being sought. Children and young people in GME benefit greatly from hearing Gaelic on television out with the school context. This supports language acquisition and the development of Gaelic fluency, leading to raised attainment. Gaelic programmes on BBC ALBA positively enhance children's learning.

BBC ALBA provides valuable education resources, particularly for GME, which support learning and teaching across all sectors. It provides support for learning specialist vocabulary linked to a wide variety of topics and also helps to plug gaps that exist due to a recognised shortage of teaching and learning resources for GME. BBC ALBA raises the profile of Gaelic within and outwith Scotland and helps young people to learn about career opportunities available to them for Gaelic. Having current, modern content relating to culture and heritage attracts viewers and also assists children and young people with learning about Gaelic language and culture as part of Scotland's identity.

I trust you will consider the MG ALBA bid very seriously to support the important part of Scotland's national heritage represented by Gaelic.

Yours sincerely



**Dr Bill Maxwell**  
**Chief Executive**