

Leas Phrìomh Mhinistear agus Rùnaire a' Chalbneit
airson Foghlam agus Sgilean
Deputy First Minister and Cabinet Secretary for
Education and Skills



Scottish Government
Riaghaltas na h-Alba
gov.scot

John Swinney BPA/MSP
F/T: 0300 244 4000
E: dfmcse@gov.scot

Lord Hall of Birkenhead
Director-General of the BBC
Broadcasting House
Portland Place
London
W1A 1AA

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Dear Lord Hall,

Investment in BBC ALBA

The Scottish Government is pleased with the progress and achievements of BBC ALBA since its launch in 2008. We also welcome the productive collaboration between the BBC and MG ALBA that has made this possible.

We have both made important investments in the channel, BBC ALBA, and I am confident we share the ambition of its continued success. This success has been demonstrated in core broadcasting indicators but also in wider benefits for the economy, employment, skills, education, the Gaelic language and more.

You will be aware, of course, of the discussions about the future funding of the channel and the case that is being made for increased investment in programming from the BBC. Much of the discussion has been taking place in the context of BBC Charter Renewal and the expectation that this process will deliver improved outcomes for BBC ALBA that move towards greater parity with the arrangements in place for S4C. The case is strong and there are a growing number of key voices and interests supporting it. I would now like to add my support to this growing consensus which is looking to the BBC to increase its investment in the channel, BBC ALBA.

The MG ALBA request is fair, it is modest and it will undoubtedly contribute to sustaining and, indeed, growing a channel which delivers a wide range of positive outcomes to both audiences and our creative sector. I know that you will give these matters serious consideration. I will look forward to your reply.

Yours faithfully,

JOHN SWINNEY