



**MG ALBA**

AITHISG BHLIADHNAIL  
AITHRIS NAN CUNNTASAN  
ANNUAL REPORT  
STATEMENT OF ACCOUNTS

10 | 11



Rathad Shiphoint  
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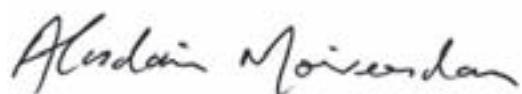
26 Cèitean 2011

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A Bh. Uas. Bowe

### Aithisg Bhliadhnaill & Aithris nan Cunntasan

An co-chòrdadh ri Earrann 19(12) de Achd Craolaidh 1990,  
tha mi a' cur an cois seo Aithisg Bhliadhnaill Sheirbheis nam  
Meadhanan Gàidhlig agus Aithris nan Cunntasan airson na  
bliadhna a dhùin 31 Màrt 2011.



**Alasdair Moireasdan**  
CATHRAICHE

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26 May 2011

Colette Bowe  
Chairman  
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Dear Ms Bowe

### Annual Report & Statement of Accounts

In accordance with Schedule 19(12) of the Broadcasting  
Act 1990, I enclose the Annual Report of Seirbheis nam  
Meadhanan Gàidhlig (Gaelic Media Service) and the  
Statement of Accounts for the year ended 31 March 2011.



**Alasdair Morrison**  
CHAIRMAN



# CLÀR-INNSE

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## TEACHDAIREACHD A' CHATHRAICHE CHAIRMAN'S MESSAGE



*Alasdair Moireasdan*

Alasdair Moireasdan | Cathraiche  
Alasdair Morrison | Chairman

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Rinneadh adhartas mòr airson BBC ALBA ann an 2010/11 is Urras a' BhBC ag aontachadh an seanail a chraoladh air Freeview. Bho chionn bliadhna b' e an cnap-starra a bu mhotha a bh' againn gun robh a' chuid as mothà de dhaoine ann an Alba gun chothrom BBC ALBA fhaicinn. Ged a thàinig sinn gu deireadh na bliadhna agus BBC ALBA fhathast air saideal a-mhàin, bha fios againn nach robh ach beagan sheachdainean ri dhol mus tòiseachadh craoladh air Freeview agus càball.

Mar sin, is ann le dòchas a tha MG ALBA agus ar co-obraichean aig a' BhBC a' coimhead air adhart gu linn ùr airson BBC ALBA, mar seirbheis a chithear le daoine air feadh na h-Alba agus a tha a-nis stèidhichte mar phàirt chudromach de bheatha chultarail na dùthcha.

Tha sinn an comain nan daoine a tha air taic a chumail ri BBC ALBA agus ri obair eile MG ALBA, gu h-àraig Riaghaltas na h-Alba, an Oifis Albannach, Roinn a' Chultair, Mheadhanan agus Spòrs agus luchd-poileataigs às gach partaidh aig Pàrlamaid na h-Alba agus Pàrlamaid na Rìoghachd Aonaichte. Tha beachdan bhuidhnean poblach leithid Bòrd na Gàidhlig, Alba Chruthachail agus comhairlean ionadail air a bhith sònraichte luachmhor san iomairt airson ìmpidh a chur air Urras a' BhBC ann a bhith a' tighinn dhan cho-dhùnadh aca, agus bha e follaiseach cuideachd bhon taic a thàinig bho bhuidhnean saor-thoileach, bhon choimhearsnachd Ghàidhlig agus bhon luchd-amhairc fhèin – le Gàidhlig no as a h-aonais – gun robh BBC ALBA airidh air sgaoileadh na bu farsainge. Dh'aithnich na h-Urrasairean sin, agus tha sinn taingeil.

Great progress was realised in 2010/11 when the BBC Trust approved the BBC ALBA's distribution on Freeview. A year ago, the greatest challenge we faced was that the majority of people in Scotland were unable to see BBC ALBA. Although we reached the end of the year with BBC ALBA still available only on satellite platforms, we knew that it would be only a matter of weeks before broadcasting on Freeview and cable would begin.

It is therefore with optimism that MG ALBA and our colleagues at the BBC can look forward to a new era for BBC ALBA, as a service which can be received by everyone throughout Scotland and is now established as an important part of the nation's cultural life.

We are indebted to the people who have supported BBC ALBA and MG ALBA's other work, especially the Scottish Government, the Scotland Office, the Department for Culture, Media and Sport and politicians of every party at the Scottish and UK Parliaments. The views expressed by public bodies including Bòrd na Gàidhlig, Creative Scotland and local authorities have been especially valuable in the campaign to persuade the BBC Trust to come to a positive conclusion, and it was also apparent from the support that was given by voluntary organisations, the Gaelic community and individual viewers – with or without Gaelic – that BBC ALBA was worthy of wider distribution. The Trustees recognised this, and we are grateful to them.



Tha BBC ALBA fhathast òg, ach leis a' cheum gu craoladh air a h-uile ùrlar didseatach tha sinn air stairsneach linn ùr. Agus a bharrachd air an t-seanail telebhisean fhèin, tha ar co-bhanntachd leis a' BhBC a' brosnachadh co-obrachadh agus leasachadh a thaobh rèidio agus stuthan air-loidhne, gus am faigh sinn air seirbheis choileanta a thabhall do dhaoine a tha a' cleachdad nam meadhanan ann an dòighean ùra ann an saoghal caochlaideach farpaiseach anns a bheil a h-uile craoladar a-nis a' strì airson luchd-amhairc a tharraing agus a chumail.

Tron bhliadhna bha atharrachaidhean ann am maoineachadh agus poileasaidh airson craoladh poblach, agus deasbadan air seirbheisean ùra leithid telebhisean ionadail agus lìonra didseatach airson na h-Alba. Tha am BBC ag obair airson roi-innleachd ùr a chur an gniomh, agus tha ceistean mun uallach airson craoladh Cuimris air a bhith fo dheasbad agus dàimh ùr gu bhith eadar am BBC agus S4C san àm ri teachd. Ged a chaidh a' cho-bhanntachd eadar MG ALBA agus BBC ALBA a mholadh mar mhodail airson co-obrachadh – agus bha e na thlachd dhuinn fàilte a chur air buill Comataidh Chùisean Cuimreach à Taigh nan Cumantan a thàinig a Steòrnabhagh airson na cleachdaidhean-obrach againn fhaicinn – tha sinn mothachail gu bheil suidheachadh eadar-dhealaichte aig mion-chànanan na Rìoghachd Aonaichte agus feum air poileasaidhean agus structaran maoineachaидh seasmhach a bhios freagarrach mar bhun-stèidh airson leasachadh. Nì sinn cinnteach gum bi feumalachdan luchd-amhairc BBC ALBA aig cridhe nan co-dhùnайдhean seo.

Is e an dùbhlann as mothà a bhios romhainn san obair leasachaidh sna bliadhnanachan ri teachd, gu bheil airgead poblach cho gann. Dh'fhuiling MG ALBA gearradh 4.8% san Lèirmheas Chosgaisean Albannach ann an 2010, agus ged a bhios sinn comasach, tro chùmhndh ann am buidseatan eile agus iomairtean èifeachd, air sruth phrògraman ùra a libhrigeadh do BhBC ALBA ann an 2011/12, cha tèid againn air an leasachadh susbainteach a bha fa-near dhuinn nuair a thàinig sinn gu aonta leis a' BhBC a chur air bhonn as aonais taic agus co-obrachadh.

Is e co-obrachadh an t-slighe air adhart. Tha ar co-bhanntachd leis a' BhBC seasmhach, agus tha sinn cuideachd ag obrachadh nas dlùithe ri Bòrd na Gàidhlig, Alba Chruthachail, Iomairt na Gaidhealtachd agus nan Eilean agus Sabhal Mòr Ostaig airson an èifeachd as fheàrr a lorg agus prìomh amasan a choilionadh aig àm dùbhlanchan.

Ann a bhith a' cruthachadh cho-bhanntachdan agus a' togail air an obair a rinn sinn còmhla thuige seo, tha mi air a bhith an comain an luchd-obrach againn agus an taic dhaingeann tha air a bhith agam bho bhuill a' Bhùird. Bu mhath leam taing shònraichte a thoirt don fheadhainn a tha a' fàgail an dreuchdan aig deireadh 2010/11 – An t-Àrd Ollamh Coinneach MacFhionghuin, Dòmhnull MacAoidh agus Ùisdean MacLlinnein – airson na sàr-obrach a rinn iad sna bliadhnaichean a bha iad air a' Bhòrd.

BBC ALBA is still young, but as we make the leap to broadcasting on all digital platforms we are on the brink of a new age. And in addition to the television channel itself, our partnership with the BBC allows us to collaborate on new developments for radio and online content, so that we can provide a comprehensive service to people who are using media in new ways in this changing and increasingly competitive world in which all broadcasters are vying to attract and keep audiences.

During the past year there have been changes in policy and funding for public service broadcasting, and there have been debates about new services such as local television and a digital network for Scotland. The BBC is working to implement a new strategy, and questions about responsibility for Welsh broadcasting have been raised in the context of the new relationship that is to exist between the BBC and S4C in future. Although the BBC-MG ALBA partnership has been praised as a model for collaborative working – and it was our pleasure to welcome members of the House of Commons Welsh Affairs Committee who visited Stornoway to learn more about our working practices – we are aware that the situation of each of the UK's minority languages is different and that there is a need for policies and sustainable funding structures that will create a suitable infrastructure for development. We will ensure that the needs of BBC ALBA viewers are at the heart of these decisions.

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The greatest challenge that we face in taking forward developments in the coming years is that public funding is so scarce. MG ALBA suffered a 4.8% cut in the Scottish Spending Review of 2010, and although we are able, through efficiency drives and savings in other budget areas, to maintain a supply of new programmes for BBC ALBA in 2011/12, we will not be able to achieve the substantial development to which we committed ourselves in our partnership agreement with the BBC without support and collaboration.

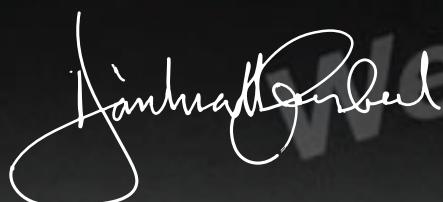
Collaboration is the way forward. Our partnership with the BBC is strong, and we are also working more closely with Bòrd na Gàidhlig, Creative Scotland, Highlands and Islands Enterprise and Sabhal Mòr Ostaig to achieve best value and fulfil key objectives in these challenging times.

In creating partnerships and building on what we have already achieved together, I am beholden to our staff and to members of the Board for their constant support. I would particularly like to thank those members who have left office at the end of 2010/11 – Professor Kenneth MacKinnon, Donald MacKay and Hugh Dan MacLennan – for their excellent work during their years on the Board.

LÈIRMHEAS AN ÀRD OIFIGEIR  
CHIEF EXECUTIVE'S REVIEW

# ALBA

Fàilte



Welcome



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Dòmhnall Caimbeul | Àrd Oifigear  
Donald Campbell | Chief Executive

Bha co-dhùnadh Urras a' BhBC san Dùblachd 2010 mar bheannachd phriseil air BBC ALBA airson dà adhbhar. Bha e a' ciallachadh gun rachadh BBC ALBA air na meadhanan-sgaoilidh càball agus Freeview chon a h-uile dachaigh an Alba far a bheil telebhisean ri fhaicinn agus bha e na dhearbhadh air an làn-bharail a bha air a bhith aig Gaidheal fad bhliadhnaichean; 's e sin gun seasadh seanail telebhisean Gàidhlig mu choinneimh gach dùbhlann is farpais nam faigheadh e a chothrom fhèin.

Chomharraich aithisg an Urrais soirbheachas ann an diofar raointean: gun robh an t-seanail a' seirbhiseachadh Ghaidheil gu làdir, gun robh an t-seanail cuideachd a' frithdealadh dhaoine gun Ghàidhlig ann an dòigh a bha feumail, gun robh adhartas ri fhaicinn anns an dòigh a bha an t-seanail a' cur ri obair tàlaidh luchd-bruidhinn ùra agus gun robh a' cho-bhanntachd eadar am BBC agus MG ALBA ag obair gu dòigheil le buannachdan a' sruthadh às an sin chon an roinn riochdachaidh neo-eisimeileach.

Gu h-inntinneach bha cuideachd rabhadh san aithisg, a' togail air cuspair nach robh na chùis iognaidh. Le crionadh air stòras phrògraman, dh'fhaighnich an t-Urras an robh maoin an t-seanail iomchaidh airson a chuid amasan is thargайдean a choileanadh gu leanntainneach.

The BBC Trust's report on BBC ALBA published in December 2010 was a strong endorsement of the channel. It gave the green light for BBC ALBA to be carried to every television-viewing home in Scotland on cable and Freeview as well as on satellite and it confirmed the long-held belief of Gaels that that Gaelic channel could be successful in the face of challenge and competition if it were allowed the opportunity to prove itself.

The Trust's report pointed to the success of the channel in different spheres: strong service provision to Gaelic speakers; usefulness to many who are not Gaelic speakers; strong progress in attracting new speakers to the Gaelic language; and a successful partnership between the BBC and MG ALBA with benefits flowing as a result to the independent production sector.

The Trust's report also contained a hint of concern, something that was not unexpected. With BBC ALBA's programme stock all but exhausted, the Trust questioned whether the channel's funding base was sufficient to enable BBC ALBA to meet its objectives in the future.



B' e seo a' bhliadhna' ionmhais anns an d'thàinig a' chìad teannachadh air an t-seanail. Theirig an stòras phrògraman a bh' ann bho thoiseach an t-seanail agus mar thoradh b' fheudar do BhBC ALBA a bhith bò tron bhliadhna le nas lugh a de phrògraman bho MG ALBA na bh' ann an uiridh, call den choigeamh pàirt. Mu choinneimh gearradh cho mòr b' e an cunnart gun tuiteadh àireamh agus iùre toileachas an luchd-amhairc.

Cha do thachair sin. Ghlèidh BBC ALBA an luchd-amhairc, an dà chuid an lùib Ghaidheil agus an lùib na feedhnach aig nach eil Gàidhlig. Gu dearbh thàiris air a' bhliadhna bha cheart uidhir de luchd-aimhairc aig an t-seanail 's bha an uiridh, 's e sin 220,000 gach seachdain a tha a' tionndadh gu BBC ALBA. Tha sinn gu h-àraid toilichte gu bheil a' mhòr-shluagh, a bharrachd air a bhith a' coimhead nam prògraman, a' toirt fianais dhuinn gu bheil sinn a' cumail inbhe nam prògraman agus tlachd an luchd-amhairc annta aig àrd iùre. Tha na riochdarean airidh air mòran clùi is moladh airson feabhas nam prògraman a chumail cho àrd. Ach tha rabhadh an lùib a bhith riaraichte, oir le teannachadh bhuidseatan agus losgadh stoc nam prògraman ùra againn bidh e nas duilghe agus nas duilghe an luchd-amhairc a chumail aig an aon iùre.

Bha sinn air ar misneachadh cuideachd gun robh còrr is 1m seallaidhean de phrògraman BBC ALBA air an iPlayer. Bha an t-iarrtas mar fhianais a bharrachd gun robh BBC ALBA feumach air sgaolleadh coleanta tro gach meadhan-sgaoilidh telebhisean.

Leis an sin, bha e na thlachd tighinn gu deireadh na bliadhna' ionmhais le fios gun tèid BBC ALBA a thoirt tro shaideal, càball agus Freeview chon a h-uile dachaigh an Alba aig a bheil telebhisean as t-samhradh 2011.

'S e an dùbhlann as moth a tha ron t-seanail a-nis seasmhachd a chosnadha thaobh maoin ann an dòigh a cheadaicheas gun tèid coileanadh an dùblachadh de dh'uaireannan de phrògraman ùra bho 1.5 gu 3 gach latha sa choigeamh bhliadhna den t-seanail (2013), amas a chaidh aontachadh leis a' BhBC ann an 2007. Mar sheanail a tha ag amas air 10% de luchd-amhairc na h-Alba a thàladh gach seachdain feumaidh sinn stèidh iomhnas maireannach agus iomchaidh a chosnadha airson an fhad-ùine. San ùine ghoirid nì sinn ar dìcheall buaidh a' gearraidh de 4.8% sa bhuidsean 2011/12 aig MG ALBA a chumail far an sgailean agus tha sinn a' cur romhainn fhìn na h-uairean craolaidh a chumail aig an aon iùre a dh'aidhneoin nas lugh a airgiod. Sa cho-theacsas sin bidh e na phriomhachas ann an 2011/12 aonta nan compàrtichean fhaighinn air plana fàs is daingnichaidh an t-seanail airson an fhad-ùine.

Bha sinn air ar brosnachadh gu mòr leis an uiread de luchd na Gàidhlig agus luchd-ionnsachaidh na Gàidhlig a tha a' cunntais BBC ALBA am measg nam priomh sheanailan aca. Tha sinn mothachail anns an t-saoghal a tha ann nach e telebhisean sleathach an aon dòigh a bhith a' sgaoileadh

The year saw a considerable tightening of the channel's resources as the programme stock reserve available to the channel at its outset was finally utilised in full. As a result the BBC ALBA television schedule had to cope with a reduction of one fifth of its programme supply from MG ALBA. The risk inherent with such a large reduction was that audience numbers and appreciation would also fall.

That did not happen. BBC ALBA retained its audience, both amongst Gaelic speakers and among those without Gaelic. In fact over the course of the year the average number of viewers tuning in to BBC ALBA each week remained the same as in the previous year at 220,000. It was especially pleasing that the public, as well as watching our programmes, also provided evidence that BBC ALBA has maintained programme quality and audience appreciation at a high level, and the production community must take much credit for keeping programme standards so high. Our satisfaction must be tempered by caution, however, as budget restrictions and the depletion of our original programme stock will make it increasingly challenging to maintain such audience levels.

Whilst we cannot be complacent we were nevertheless greatly encouraged that over 1m people viewed BBC ALBA programmes on iPlayer. Such strong demand was further evidence that BBC ALBA should be available on all television platforms.

It was gratifying, therefore, that we came to the year end with the knowledge that BBC ALBA will be available on satellite, cable and Freeview to every television-viewing home in Scotland in summer 2011.

The channel's biggest challenge is now to secure a robust funding base that will allow it to meet the goal agreed with the BBC in 2007, that is to double the amount of new hours of programming each day from 1.5 hours to 3 hours by the fifth year of operation, 2013, as agreed with the BBC in 2007. With an aspiration to achieve a weekly reach of 10% the channel will need adequate long-term resources. In the short term our aim will be to minimise the on-screen effect of MG ALBA's 4.8% funding cut in 2011/12 and we undertake to maintain current levels of broadcast hours of original content despite the drop in funding. In that context it will be a priority in 2011/12 to secure stakeholder commitment to the long-term growth and consolidation of BBC ALBA.

The fact that so many Gaelic speakers and learners count BBC ALBA among their favourite channels is highly encouraging. We accept that in today's environment linear television is not the only medium for education and on that basis, with funding and direction from the Scottish



## LÈIRMHEAS AN ÀRD OIFIGEIR ++ CHIEF EXECUTIVE'S REVIEW ++

stuthan-ionnsachaidh agus air sailleabh sin tha sinn, taobh ri taobh ris an iomairt telebhisean, air a bhith ag obair air làrach-lìn ùr airson luchd-ionnsachaidh, le maoin agus stiùir bho Riaghaltas na h-Alba. 'S e obair co-bhanntachd a tha seo eadar BBC ALBA, Bòrd na Gàidhlig, Bòrd na Ceiltis ann an Alba agus Sabhal Mòr Ostaig, agus tha an co-obrachadh sin fhèin na adhbhar misneachd agus dùil ri foillseachadh lethach slighe tron bhliadhna.

Tron bhliadhna bha sinn a' toirt taic do dhiofar iomairtean trìeanaidh is leasachadh thàlantan. Tha sinn mar bhuidheann a' creidsinn gu mòr ann an òigradh na Gàidhlig 's iad a' buileachadh dòchas is ciall dhar cuid obrach. Mar shamhlà thug sinn diofar dhaoine òga a-steach don bhuidheann airson greisean gniomhachais is eòlas-obrach, agus chunnaic sinn tron bhliadhna deagh thoradh na h-obrach sin. Tha sinn cuideachd air a bhith a' brosnachadh sgoiltean is choimhlearsnachdan gu bhith a' gabhail pairt anns na meadhanan Gàidhlig tron fharpais FilmG. Thàinig 71 filmichean goirid a-steach don fharpais am bliadhna, fàs de dh'aon trian, agus bha Cuirm nan Duaisean san Old Fruitmarket ann an Glaschu mar fhèill air tälantan ùra na Gàidhlig.

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Le bhith tapaidh nar co-dhùnaidhean chum sinn ris na sàbhalaidhean agus an èifeachdas a bha sinn air a chosnadh an uiridh. Tha sinn air leth mothachail gu bheil coimhlearsnachd nan riochdairean oidhirpeach agus easgaidh san dòigh anns a bheil iad a' dèanamh agus a' libhrigeadh phrògraman. San t-seadh sin bu chòir aire a tharraing chon na h-aithisg\* a chaidh fhoillseachadh san luchair 2010 gun do choimheasan BBC ALBA an dàrna leth de na uairean a chaidh a dhèanamh le riochdairean neo-eisimeileach an Alba ann an 2009. Tha àite cudromach aig BBC ALBA sa ghnìomhachas an Alba a-nis ach tha eaconamaidh telebhisean Gàidhlig a' ciallachadh gu bheil buidseatan teann. Sa bhliadhna' ionmhais bha cosgais meadhanach gach uair airson prògraman MG ALBA £19.3k an coimeas ri £23.9k an uiridh. Tha an èifeachdas seo na thoradh cuideachd air modal solarachaидh nam prògraman.

Government, we have been developing a new website for learners that will sit side by side with our television enterprise. This is another partnership endeavour, this time among BBC ALBA, Bòrd na Gàidhlig, the Board of Celtic Studies and Sabhal Mòr Ostaig. That co-operation is itself a source of inspiration and launch is expected half way through the financial year.

We have supported a variety of different training and talent development initiatives through the year. We derive a lot of hope and meaning for our work from our interactions with Gaelic youth and we believe strongly in their potential. To demonstrate this we welcomed a variety of young people though the year to share in our work and our media experience, to our great benefit and hopefully theirs. We enabled schools and communities to participate in Gaelic media through FilmG and were delighted with the 71 films submitted, a growth of one third over the previous year. The Awards Ceremony at the Old Fruitmarket in Glasgow celebrated this abundance of Gaelic talent.

We consolidated the savings and efficiency gains made the previous years by maintaining rigour in our decision-making. We are very aware also of how enterprising and flexible the production community is in the way it delivers programmes into BBC ALBA. In this respect it is worth noting the report\* published in the course of the year showing that BBC ALBA had commissioned half of the independently produced programme hours in Scotland in 2009. BBC ALBA is a very important player in the Scottish television industry now but the economics of Gaelic television means that budgets are tight. The average cost per hour of a BBC ALBA programme in 2010/11 was £19.3k compared with £23.9k the previous year. This efficiency is also a product of our production supply model.

\*UK Production Supply in the Nations & Regions, PACT Nations & Regions Policy Group, July 2010.



Feumar taing mhòr a thoirt do sgiobaidhean an t-seanail agus an ionmhais, aig MG ALBA agus aig a' BhBC, airson a' mholaidh oifigeil a fhuair BBC ALBA am bliadhna. Le farpais bho 500 sheanail eile agus le buidseatan cho teann 's a tha sa ghnìomhachas chan eil e furasta luchd-amhairc a ghèidheadh agus an cuid dillseachd a chosnadhl, gu sònraichte nuair a dh'fheumas an t-seanail a bhith a' riarrachadh Ghaidheal mar bu chòir agus aig an aon àm an fheadhainn aig nach eil Gàidhlig.

Tha soirbheachas na buidhne bho latha gu latha cuideachd an eisimeil saothrach is proifeiseantachd luchd-obrach rianachd, teicneolas is conaltraidh. Còmhla ri co-obraichean bho sgioba nam prògraman agus sgioba an ionmhais lean iad ri leasachadh na buidhne agus ri foghlam leantainneach proifeiseanta agus lean cursa Ùlpan san ionad-obrach fad na bliadhna airson na feadhna nach eil fhathast fileanta sa Ghàidhlig. Chaidh modhan measaidh air amasan coileanta a dhaingneachadh agus tron bhliadhna chaidh taic is leasachadh a thabhairn do mhanadsairean agus luchd-obrach. Rinn sinn measadh air raointean far a bheil leasachadh a dhùth agus thòisich sinn air obair an sin. Gu h-àraig tha an luchd-obrach air a bhith ag obair mar sgioba air briathran mu lèirsinn, rùn agus buadhan MG ALBA a chur an cèill.

Air na h-adhbharan sin, thug 2010/11 MG ALBA agus BBC ALBA gu stairsnich na h-ath cheum. Air sgath Achd na h-Eaconamaidh Didseataich 2010 cha bhi aig MG ALBA ri prògramam a thoirt gu STV tuilleadh agus fàsaidh BBC ALBA bho sheirbheis saideal a-mhàin gu stèisean telebhisean a gheibh gach neach ann an Alba, mar bu chòir. Sa bhliadhna 2011/12 tha tàrr obair romhainn: ùrachadh air cùmhñantan phrograman; sgeadachadh togalaich agus dòchas co-shuidheachadh leis a' BhBC ann an àrainneachd ath-nuadhaithe nam meadhanan ann an Steòrnabhagh; planadh fad-ùine airson maireannachd BBC ALBA.

Tha sinn air leth toilichte leis a' cho-bhanntachd leis a' BhBC, agus tha sinn a' toirt taing chridheil dhaibh airson an cuid obrach agus dicheall. Gu seachd àraig tha sinn a' toirt taing don fheadhainn a tha air a bhith a' coimhead ar prògraman agus a tha a' tilleadh gu BBC ALBA latha às dèidh latha, seachdain às dèidh seachdain.

Our channel and finance teams, at MG ALBA and at the BBC, deserve huge credit for the endorsement that BBC ALBA has received during the year. With competition from 500 other channels and budgets as tight as any in the industry it is far from easy to win viewers and gain their loyalty, especially for a channel like BBC ALBA that seeks to satisfy Gaelic speakers and at the same time attract a high number of non-Gaelic speakers.

The organisation also depends on the hard work and professionalism of administrative, technology and communications staff for its day to day operations. Together with colleagues from the content and finance teams they committed to the ongoing development of the organisation and to continuing professional development. The Ulpan course for those not yet fluent in Gaelic continued through the year, performance appraisal processes were strengthened, and support and coaching were available to managers and staff. We worked to identify areas of development need and began to address them. In particular as a team staff have been developing statements on the vision, mission and values of MG ALBA.

The year 2010/11 took MG ALBA and BBC ALBA to the threshold of the next phase. The Digital Economy Act 2010 will mean that MG ALBA will no longer have to supply STV with programming and BBC ALBA will transition from a satellite-only service to a television station available to all viewers in Scotland. A lot of hard work lies ahead in 2011/12: renewing programme contracts; developing the accommodation in the expectation of co-location with the BBC in a newly developed media environment in Stornoway; putting the plan in place for the long-term future of BBC ALBA.

We have been delighted with the partnership with the BBC and we thank them sincerely for their hard work and diligence. We thank especially the people who have watched our programmes and who return day after day, week after week, to BBC ALBA.

# AMASAN IS TORAIIDHEAN 2010|11

## OBJECTIVES AND OUTCOMES 2010|11

### AMAS OBJECTIVE

### TORADH OUTCOME

#### Sgaoileadh Distribution

Spectrum air a ghleidheadh airson sgaoileadh air càball agus DTT. DTT spectrum and cable carriage secured.	Cead airson sgaoileadh air a thoirt seachad. Ri thòiseachadh Cèitean agus Òg-mhios 2011. Distribution granted. Commencement expected May and June 2011.	
Cumail ri craoladh Gàidhlig air analog gus am bi an tionndadh gu didseatach ullamh ann an Alba. Maintain commitment to Gaelic broadcasting on analogue until switchover complete in Scotland.	Uairean craolaidh air BBC 2 agus STV air an cumail an àrd. Analogue hours maintained on BBC 2 and on STV.	
Àireamh 8 a ghleidheadh air Freeview. Secure Freeview channel 8.	Dùil ri seo san Òg-mhios 2011. Expected June 2011.	

#### Ruigse Reach

Ruigse gach seachdain 70% aig a' char as lugh a meag luchd na Gàidhlig, agus 5% den mhòr-shluagh gu leir. Weekly audience reach at least 70% among core audience and 5% of wider audience.	Ruigse aig 72% am meag luchd na Gàidhlig agus 5.4% am meag mòr-shluagh na h-Alba. 72% reach among Gaelic audience and 5.4% reach among Scotland-wide audience.	
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#### Prògraman Content

Feabhas agus èifeachd às na cùmhnantan libhrigidh. Quality and efficiencies from volume deals.	Sgrùadh ràitheil a' dearbhadh feabhas is luach airgid. Quarterly audits confirm quality and value for money.	
Roghainn farsaing de phrògraman a-mach à 3 cuairtean coimiseanaidh. Wide range of programmes from 3 commissioning rounds.	Roghainn farsaing de thagraidhean. Wide range of programme submissions received.	

#### Leasachadh Development

Pasgan mhaoineachaidh air a ghleidheadh airson dràma Gàidhlig. Funding package for Gaelic drama secured.	£70k maoineachadh leasachaidh air a ghleidheadh. £70k development funding secured.	
Cuir ri soirbeas FilmG. Improve on success of FilmG.	31% a bharrachd a' gabhail pàirt ann. 31% increase in participation.	
2 phrògram ùr gan leasachadh gu ire choimiseanaidh. 2 new, innovative programming ideas developed to full commissions.	2 air tighinn tro phròiseas leasachaidh gu ire craolaidh. 2 supported through active development process to broadcast standard.	

#### Air-loidhne Online

Taghadh de phrògraman ALBA rim faighinn air-loidhne air iPlayer a' BhBC. Online access to selected ALBA programming via the BBC iPlayer.	10 uairean gach seachdain. 10 hours each week.	
Leasachadh susbainteach air cho feumail 's a tha www.mgalba.com. Significant improvement in the relevance of www.mgalba.com.	Làrach seasmhach. Steady website usage.	
Cuir an gnìomh roi-innleachd airson nam meadhanan didseatach Gàidhlig. Implement a digital media strategy for Gaelic.	Gluasad an adhartach aig ire còmhraidi.	
Seirbheis air-loidhne a steidheachadh airson taic is oideas do luchd-ionnsachaidh. Establish an on-line support service for learners and educational purposes.	Co-bhanntachdan stèidhichte agus adhartas air a' phròiseact. Ceann uidhe Dàmhair 2011. Partnerships forged and project progressed towards launch in October 2011.	

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## AMAS OBJECTIVE

## TORADH OUTCOME

### Ràdio Radio

Cuir ri buaidh prògraman ràdio MG ALBA air stèiseanan ràdio coimhearsnachd agus coimeirsealta.  
To increase the impact of MG ALBA funded content in community and commercial radio.

Cuairet choimiseanaidh airson ràdio air a chumail.  
Radio commissioning round held.



Barrachd phrògraman ràdio gan dèanamh tro roi-innleachd airson coimiseanadh 360°.  
To achieve greater radio output through 360° commissioning strategy.

8 prògraman ràdio air an dèanamh an lùib coimiseanadh TBH.  
8 radio spin-offs commissioned through TV commissioning process.



### Rannsachadh Research

Fiosrachadh nas fheàrr fhaighinn à rannsachadh luchd-amhairc aon uair 's gum bi BBC ALBA ga chraoladh air a h-uile ùrlar sgaoilidh.  
Improve the quality of data from audience research once universal access achieved.

Cha robh feum air; cha robh BBC ALBA air a h-uile ùrlar sgaoilidh.  
Not required; universal access for BBC ALBA not achieved in year.

Tuigse nas fheàrr air an luchd-amhairc tro 4 buidhnean sgrùdaidh.  
Improve understanding of audience through 4 focus groups.

Cha robh feum air; rannsachadh eile air a dhèanamh.  
Not required; other research carried out.

### Trèanadh Training

Cuideachadh is structar airson sgeama trèanaidh sa ghnìomhachas riochdachaide neo-eisimeileach, le planaichean CPD stèidhichte airson priomh sholarachean BBC ALBA.  
Facilitate a structured training regime within the independent sector, with CPD plans in place at all major suppliers to BBC ALBA.

Sgeama stèidhichte.  
Scheme in place.



Taic a chumail ri steidheachadh iomairetan trèanaidh ûra airson daoine a' tighinn a-steach don ghnìomhachas.

Measgachadh de dh'iomairetan air an steidheachadh.  
Variety of projects established.



Support the establishment of new training provision for new entrants.

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### Obrachadh Operations

Feabhas air cleachdadh goireasan MG ALBA ann an Steòrnabhagh agus san Eilean Sgitheanach airson obrachaidhean an t-seanail.  
Improve operations and utilisation of MG ALBA media facilities in Stornoway and Skye for channel output.

Goireasan gan cleachdadh airson riochdachadh agus fo-riochdachadh phrògraman agus airson obrachaidhean làitheil an t-seanail.  
Facilities in use for programme production and post-production as well as day-to-day channel operations.



Tasglann gun teipichean agus sruth-obrach gu sgaoleadh gun teipichean a steidheachadh.  
Establish a tapeless archive and tapeless delivery to playout.

Co-dhùnadh pròiseact-deuchainn a dhèanamh ann an 2011/12.  
Deferred; pilot project to take place in 2011/12.



Goireasan MG ALBA a leasachadh mar ghoireas airson na coimhearsnachd le buannachd airson foghlam agus mheadhanan.  
Develop MG ALBA media facilities as a community resource benefiting local education and media.

Co-nbrachadh leis a' chomhairle ionadail air planaichean airson Baile nam Meadhanan agus leis an àrd-sgoil ionadail.  
Co-operation with council plans for Media Village and with local high school.



### Margaidheachd Marketing

Ùidh nam meadhanan ann am BBC ALBA agus pròiseactan co-cheangalite a chumail an àrd.  
Continue to generate high levels of media interest in the channel and related projects.

Aithisg-mheasaidh air naidheachdan a' dearbhadh gun do shoirbhich.  
Media evaluation report confirms success.





Trusadh: Cinn-connaidh nan Eilean | Hebridean Petrolheads



LÈIRMHEAS AIR A' BHЛИADHNA | BBC ALBA AGUS MEADHANAN GÀIDHLIG EILE  
A REVIEW OF THE YEAR | BBC ALBA AND OTHER GAELIC MEDIA CONTENT



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- 1 ALBA Challenge Cup
- 2 Trusadh: Clobairean Mara | Sea Shepherds
- 3 Trusadh: Shifting Sabbath | Là air Leth?
- 4 Air an Rathad
- 5 Kerry Anne MacLeod
- 6 Trusadh: Kenneth McKellar



*BBC ALBA has been one of the undoubted success stories of the past four years, and I am delighted that it will soon be available on Freeview*

Fiona Hyslop MSP  
Minister for Culture & External Affairs





# LÈIRMHEAS AIR A' BHLIADHNA

## A REVIEW OF THE YEAR

### LUCHD-AMHAIRC

Tha àireamhan luchd-amhairc BBC ALBA ann an 2010/11 air a bhith aig an aon ìre 's a bha iad ann an 2009/10, le ruigse air feadh na h-Alba fad 15+ mionaid aig àireamh mheadhanach 180,000 (no 4.3% den mhòr-shluagh) sna 12 mìosan gu 31 Màrt 2011. Tha ruigse as àirdé am measg dhaoine a tha a' fuireach air a' Ghaidhealtachd (faisg air trì uiread den àireamh mheadhanaich airson Alba gu lèir aig 11.7%). Tha an àireamh mheadhanach airson ruigse aig àm sam bith air a bhith 220,000 (no 5.4% den mhòr-shluagh) agus gu tric a' ruigsinn cairteal a' mhillean no nas àirdé tron bhliadhna. Cha robh BBC ALBA ri fhaighinn ach a-mhàin air ùrlaran saideil (Sky 168 agus Freesat 110) eadar Giblean 2010 agus Màrt 2011 agus cha robh e ri fhaighinn air càball Virgin ann an Alba.

Sa bhithantas, bha luchd-amhairc à mòr-shluagh na h-Alba a' coimhead BBC ALBA airson uair agus 55 mionaid gach seachdain. Bha luchd-amhairc le Gàidhlig a' coimhead BBC ALBA fad 5 uairean agus 12 mionaidean gach seachdain. Bidh 72% de Ghaidheal aig a bheil telebhisean saideil a' coimhead gach seachdain, nas àirdé na 2009/10, agus tha tarraing BBC ALBA co-ionnan thairis air diofar àiteachan agus eadar fir agus boireannaich sa choimhleasachd Ghàidhlig.

Tha goireas "coimhead a-rithist" a' tabhann 10 uairean de phrògraman BBC ALBA air BBC iPlayer gach seachdain, agus bha buaidh iPlayer glè fhollaiseach am bliadhna, le barrachd air 1 millean seallaidhean air prògraman ALBA. Eadar Giblean 2010 agus Màrt 2011, bha 1,156,916 iarrtasan airson prògraman BBC ALBA air iPlayer, eadar 889,276 sruth iarrtais, 232,428 sruth co-chraoladh agus 35,212 iarrtas luchd-a-nuas. Tha seo na leasachadh mòr bho 766,844 seallaidhean iPlayer ann an 2009/10.

### PRÒGRAMAN AITHRIS

Choisinn BBC ALBA spèis a' ghnìomhachais chraolaidh leis a' chìad duais mhòr a fhuair an t-seanail airson prògram aithris a chuir am follais cuspair duilich, *Tormod: A Life*, a ghlèidh prìomh dhuaís nam britheamhan aig Fèis nam Meadhanaid Ceilteach ann am Baile an lubhair. Tha prògraman aithris tarraingeach agus cudromach sa chlár-phrògraman, a' taisbeanadh iomadach sgeul agus gnàth-eòlas.

### AUDIENCES

Viewing figures for BBC ALBA in 2010/11 have remained at the same level as 2009/10, with 15+ minute Scotland-wide reach averaging 180,000 (or 4.3% of the population) in the 12 months to 31 March 2011. Reach is highest amongst those living in the Highlands and Islands (almost three times the Scotland average at 11.7%). The average weekly any-time reach for the channel has been 220,000, (or 5.4% of the population) regularly reaching a quarter of a million and above throughout the year. BBC ALBA was available solely through the satellite platforms (Sky 168 and Freesat 110) for all of the period April 2010 until March 2011 and was unavailable on Freeview and Virgin cable in Scotland.

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On average, viewers amongst the general Scottish population watched BBC ALBA for 1 hour and 55 minutes per week. In the Gaelic community, BBC ALBA viewers watched 5 hours and 12 minutes per week. 72% of Gaelic-speaking viewers who have access to satellite television tune in each week, an increase on 2009/10, and BBC ALBA is appealing to the Gaelic community equally across gender and location splits.

A watch-again facility provides 10 hours of BBC ALBA content on the BBC iPlayer each week, and the impact of the iPlayer was very clear this year, with over 1 million views of ALBA programmes. From April 2010 to March 2011, there were 1,156,916 requests for BBC ALBA content on iPlayer, consisting of 889,276 on-demand streams, 232,428 simulcast streams and 35,212 on-demand downloads. This represents a marked increase on the 766,844 iPlayer views in 2009/10.

### FACTUAL PROGRAMMES

Recognition from industry peers came in the form of the channel's first major award with the revealing and challenging documentary *Tormod: A Life* winning the premier Jury Prize at the Celtic Media Festival in Newry. Factual programmes continue to form a central and popular element of the schedule covering a wide variety of stories and life experiences.

## LÈIRMHEAS AIR A' BHLIADHNA ++ A REVIEW OF THE YEAR ++

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San t-sreath aithris *Trusadh*, a tha a' toirt sùil air gnothaichean a' buntainn ri cultair na h-Alba san latha an-diugh, chunnaic sinn prògraman air na tha sinn a' caitheamh de bhiadh, a bhith a' dèiligeadh le autism, agus dùblain an lùib a bhith an eisimeil deoch-làidir, dhrugaichean agus stuthan eile. Sna trì prògraman telebhisein san t-sreath *Uaigneas*, agus sna prògraman ràdio co-cheangailte riutha, bhathas a' togail air mar a bha boireannaich air a' Ghaidhealtachd agus sna h-Eileanan a' dèiligeadh le amannan dulich ann am beatha an cuid theaghlaichean. Thug *Partaig* dhuinn sealladh inntinneach air beatha coimhlearsnachd ann am baile mòr Ghaschu a bha aig aon àm dlùth-cheangailte le cultair agus cànan na Gàidhlig. Bha *Thar an Aiseig* gar toirt gach seachdain an lùib choimhlearsnachdan ann an sgìrean air taobh tuath agus taobh siar na h-Alba far a bheil seirbheisean aiseig cho cudromach nam beatha. Chaidh na prògraman *Murtairean*, a' rannsachadh mhurtairean ainmeil ann an Alba, a dhèanamh airson BBC ALBA le STV agus tha iad air an reic mar-thà do Astràilia, dhan Òlainnd, do dh'Israel agus do dh'Eirinn. Bho chionn ghoirid chaidh na prògraman seo a cheadachadh airson craoladh air STV cuideachd agus tha iad air soirbheachadh airson an t-seanail choimeirsealta.

Aig àm na Nollaig agus na Bliadhna' Úir chuireadh prògraman aithris ùra an lùib a' chlàr-phrògraman, nam measg prògraman a' coimhead air beatha dhaoine ainmeil leithid Donaidh B MacLeod, *The Original King of Daytime*, agus Coinneach MacEalair (air a cho-riochdachadh le BBC Alba). Thug prògraman aithris eile sùil air an rannsachair Ernest Shackleton agus air turas a' Phàpa a dh'Alba. Agus chòrd prògram stèidhichte air film-tasglainn, *A Boy in Harris*, gu mòr ri luchd-amhairc aig an robh Gàidhlig.

Tha an t-sreath *Eòrpa* fhathast a' toirt seachad aithrisean le ùghdarris air cùisean làitheil bho air feadh na Roinn Eòrpa, le stòiridhean air na daoine a tha a' fuireach ann an sgàile bholcàno Innis Tile a dh'adhbharaich ùpraid air goireasan siubhail nuair a spreadh e, agus prògram aona-chuspair à Belarus, a chaidh a mholadh le Eric Joyce BP mar "phìos air leth math de sheòrsa nach fhaic sinn ach ainneamh air telebhisean san Rìoghachd Aonaichte. Tha beagan eòlas agam air cuid de na daoine seo agus chan fhaca mi pìos cho inntinneach a-riamh air telebhisean san RA. Sgoinneil. Prògram sàr mhath, agus is math a rinn sibh!"

The documentary strand *Trusadh*, which focuses on issues and aspects of contemporary culture in Scotland, featured programmes on topical issues including food waste, an insight into a life lived with autism and the challenge of addiction in today's society. *Uaigneas* was a three-part television series with a spin-off radio series focused on the experience of women in the Highlands and Islands as they dealt with crisis points in the lives of families. The *Partaig* series was a fascinating snapshot of life in a Glasgow urban community once synonymous with Gaelic language and culture. *Thar an Aiseig* brought us week by week to the communities up the west and north coasts of Scotland and their relationship with their ferry services. BBC ALBA's *Murtairean* investigations into infamous Scottish murders, produced by STV, have already been sold to Australia, Netherlands, Israel and Ireland. Recently STV have themselves licensed the programmes and they have performed very well for the commercial channel.

The BBC ALBA Christmas and New Year schedule contained a significant amount of new factual originations. These included personality-based documentaries on Donny B MacLeod, *The Original King of Daytime*, and on Kenneth MacKellar (a co-commission with BBC Scotland). Other documentaries featured the explorer Ernest Shackleton and the Pope during his recent visit to Scotland. There was an archive-based documentary *A Boy in Harris* which proved an outstanding hit with Gaelic audiences.

The *Eòrpa* current affairs series continues to provide authoritative and insightful coverage of stories from across Europe including an insight into the lives of communities living alongside the Icelandic volcano whose eruption brought such disruption to the travel schedules, and a special single subject edition of the programme from Belarus which MP Eric Joyce described as a "really good piece of a type rarely, if ever, seen on UK television. I know some of these people a bit and haven't seen an intelligent piece like this, ever, on UK television. Super. Excellent programme and well done!"



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*Se program math fhein a tha ann am 'BLASAD' agus Tony cho inntinneach 's cho math air a h-uile dad a chur tarsainn. Tha mi 'n dochas gum bi barrachd den t-seorsa ri fhaicinn.*



- 1 Trusadh: Na Coin Mhadadh-allaidh | Wolf Dogs
- 2 Turas a' Bhradain - Dealbh le Rick M. Walker
- 3 Partaig
- 4 Trusadh: Coltach ris an t-Saoghal | Living with Autism
- 5 Eòrpa
- 6 Trusadh: Na Gaidheileamaitich | German Gaels
- 7 Turas a' Bhradain - Dealbh le Rick M. Walker
- 8 Trusadh: Ciobairean Mara | Sea Shepherds



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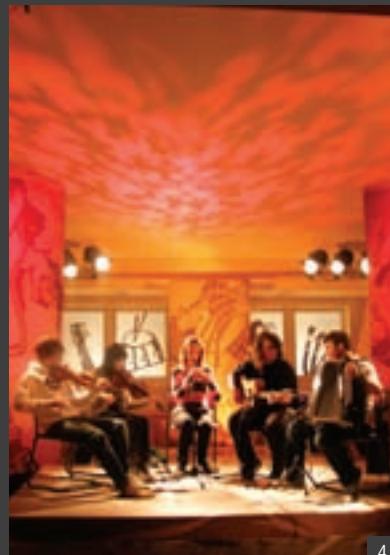
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- 1 Seudan a' Chuain | Jewels of the Ocean
- 2 Hebridean Celtic Festival: Imelda May
- 3 iTrad: Kirsty Watt
- 4 iTrad: Caledonian Canal Ceilidh Trail
- 5 Céilidh na Bláidhna Ùire

*The music on iTrad was great. Fine young musicians keeping up the tradition of great music.*



## LÈIRMHEAS AIR A' BHLIADHNA ++ A REVIEW OF THE YEAR ++

### CEÒL

Fad na bliadhna bha tachartasan ciùil a' faighinn prìomhachas sna clàran-phrògraman, nam measg Piping Live!, anns an robh "Suite for Allan", pìos airson phìoban agus fhidhlean a fhuair cliù is moladh, agus na fèisean Celtic Connections, Blas, Fèis Cheilteach Innse Ghall agus fèill air luchd-ciùil ainmeil à Sealltainn, Fiddlers' Bid, à Fèis Folk Shealltainn. Bha ceòl dùthchasach air an t-seanail cuideachd a' còrdadh ris an luchd-amhairc, a chunnaic prògraman à fèisean ciùil Ghallaibh agus Kelso.

Thàinig seirbheis Nollaig eacumeniceach às an Eilean Sgitheanach am bliadhna agus bha prògram Oidhche Challainn air leth soirbheachail, a' faighinn na ruigse as àird am measg luchd-amhairc le Gàidhlig a fhuaireas a-riamh airson prògram fa-leth. Chaidh a rioxchadh agus a chraoladh beò à Uibhist a Deas, a' toirt *Bliadhna nan Òran*, an iomairt tri-mheadhanach, gu crìoch. Aig deireadh iomairt *Bliadhna nan Òran*, tha an làrach-lín a' toirt a' chothroim an-dràsta èisteachd ri còrr is 800 òran le faclan nan cois, ri còrr is 300 earrann à prògraman rèidio agus còrr is 500 criomag bhideo. Gheibhear fiosrachadh eachdraidh-bheatha do mu thuaiream 500 seinneadair agus sgriobhadair.

Chaidh sreathan rèidio agus telebhisean *Sheinn am Bàrd*, iùl tro bhàrdachd Ghàidhlig nan 18<sup>th</sup> agus 19<sup>th</sup> linntean, a dhealbhachadh mar leasachadh air na goireasan air-loidhne *Làrach nam Bàrd*, a chaidh a leudachadh airson bàird agus bàrdachd na linne seo a thoirt a-steach. Chaidh obair ùr-nodha a' chòmhlaing *Na h-Òganaich*, a bha air ais sna charts le clàr ùr ann an 2010, a chomharrachadh ann am prògram a choisinn duais airson a' phrògraim aithriseach cur-seachad as fheàrr aig Fèis nam Meadhanan Ceilteach ann an Steòrnabhagh.

### MUSIC

Throughout the year various musical events featured in the schedules including Piping Live! which featured the highly acclaimed "Suite for Allan" pipes and strings collaboration, Celtic Connections, Blas, the Hebridean Celtic Festival and a celebration of Shetland master musicians "Fiddlers Bid" from the Shetland Folk Festival. Country music also remained popular on the channel with coverage of both the Caithness and Kelso music festivals.

The Christmas Eve ecumenical service came this year from the Isle of Skye and the annual Hogmanay programme was a resounding success, gaining BBC ALBA's highest ever reach for a single programme with the Gaelic audience. It was produced and transmitted live from South Uist, rounding off the trì-media *Bliadhna nan Òran / Year of Gaelic Song* initiative. At the end of the calendar year of the *Bliadhna nan Òran* initiative, the website currently offers the opportunity to listen to over 800 songs with support lyrics, over 300 excerpts from radio programmes and over 500 video clips. Biographical information is also available for approximately 500 singers and writers.

The radio and television series *Sheinn am Bàrd*, a guide to 18<sup>th</sup> & 19<sup>th</sup> century Gaelic poetry complemented the online resource *Làrach nam Bàrd* which was extended to encompass poets and poetry from this era. The ground-breaking work of the Gaelic music group *Na h-Òganaich*, who recharted with their new 2010 album, was recognised in a very insightful programme which would later win the prize for Best Factual Entertainment at the Celtic Media Festival in Stornoway.

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# LÈIRMHEAS AIR A' BHLIADHNA ++

## A REVIEW OF THE YEAR ++

### SPÒRS, CUR-SEACHAD AGUS CLANN

Le rugbaidh Lìog Magners a-nis am measg nan spòrsan air BBC ALBA, tha roghainn phrògraman nas fheàrr ri fhaighinn do luchd-leantainn spòrs, agus tha seo mar thoradh air an leasachadh agus co-obrachadh a tha air a bhith a' dol gu h-ionadail agus le com-pàirtichean riochdachaidh eadar-nàiseanta. Bha teas gu leòr san t-stòri eadar Glaschu agus Dùn Èideann sa Chupan 1872, farpais chudromach airson rugbaidh Albannach, airson an luchd-leantainn a chumail blàth tron gheamhradh. Chòrd e gu mòr le luchd-leantainn a' bhall-coise gun deach àm töiseachaidh nan geamaichean SPL a għluasad gu 5.30f gach Disathairne.

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Bha barrachd camanachd air ALBA na chunnacas riamh, le cuairt dheireannach Cupan a' Chomáinn Cheiltich agus geamaichean Camanachd/Hurling à Croke Park. Bha sinn air leth toilichte gun robh cothrom againn geamaichean deireannach "play-off" an SPL agus Cupan na h-Òigridh a thoirt don luchd-amhairc, còmhla ri Alba a' cluich an aghaidh Dhanmaирг ann an Cupan Cruinne nam Ban.

Is ann ainneamh a tha prògraman cur-seachad aotrom à Alba gan craoladh san latha an-diugh, ach tha BBC ALBA a' cumail seirbheis ris an luchd-amhairc Ghàidhlig sa ghnè seo. Fhuair daoine a tha craicte mu chàraichean dibhearsan agus sgiorraidhean gu leòr ann an *Air an Rathad*. Bha am prògram sgeadachaidh *Grinn* fhathast a' còrdadh ri boireannaich gu sònraichte, agus bha caractaran sgaiteil gan leigeil ma sgoil ann an teas a' chidsin airson *Còcaire nan Còcairean*, a' cruthachadh rudan gu math blasta airson an luchd-amhairc.

Tha feill mhòr air phrògraman cloinne, a tha gan craoladh fad dà uair de thìde a h-uile latha mar bhunait air clàr BBC ALBA, agus tha iarrtas glè mhòr air an son air an iPlayer cuideachd. Chaidh prògram singilte air leth tarraigeach, *Calum Dongle*, a chraoladh aig àm na Nollaig, a' taisbeanadh tàlant nan actairean òga às na coimhearsnachdan Gàidhlig. Cuideachd aig àm na Nollaig thàinig dealbh-beò *An Gruffalo* chun na Gaidhealtachd, a' còrdadh ri sean agus òg agus a' sealltainn cho mòr 's a tha buaidh nan ìomhaighean mòra eadar-nàiseanta air luchd na Gàidhlig.

### SPORT, ENTERTAINMENT AND CHILDREN

The addition of Magners League Rugby to the BBC ALBA sports portfolio offers greater choice to sports fans and represents a further development of partnership working both locally and with international co-production partners. The two live 1872 Cup clashes between Edinburgh and Glasgow, the highlight of domestic professional rugby in Scotland, provided enough heat to take the edge off our cold winter climate, and the move to a 5.30pm slot for BBC ALBA's deferred Saturday SPL games proved very popular indeed.

ALBA showcased more shinty than ever including the Celtic Society Cup Final and highlights from the Shinty/Hurling encounter in Croke Park. We were delighted to bring audiences the SPL play-off finals and the Junior Cup football final as well as the Scotland Ladies football World Cup Qualifier against Denmark .

Scottish light entertainment prime-time programmes are quite rare nowadays, but BBC ALBA continues to serve Gaelic audiences very well in this area. *Air an Rathad* brought motor enthusiasts lots to enjoy and some breathtaking spills. The make-over series *Grinn* remained very popular especially with female viewers and *Còcaire nan Còcairean* continued to put strong characters into hot kitchens with some very tasty outcomes.

The daily two-hour block of children's programming remains a great strength of BBC ALBA and the children's programmes on the BBC iplayer continue to attract very strong viewing demand. A delightful one-off children's drama, *Calum Dongle*, was a feature of the Christmas schedule and demonstrated the wealth of young acting talent which continues to flow from the Gaelic communities. Last Christmas also saw the arrival in Gaeldom of the animated classic *An Gruffalo*, a wonderful hit with all and a clear demonstration of how big international brands can impact on Gaelic-speaking audiences.

“

Congratulations on securing the Magners League live coverage. I attended the league semi in Wales, but watched the game again on the iPlayer the next day. Excellent coverage and although a non Gaelic speaker I enjoyed it.

”

1 Campaichean | Free Church Camps

2 Rugbaidh Liog Magners | Magners League Rugby

3 Bill Paterson: guth a' Ghruffalo | voice of the Gruffalo

4 Breab, sreath 2 | series 2



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## LÈIRMHEAS AIR A' BHLIADHNA ++ A REVIEW OF THE YEAR ++

### TAGHADH 2010 AGUS NAIDHEACHDAN

Tha am BBC, com-pàrtiche MG ALBA ann am BBC ALBA, a' libhrigeadh seirbheis naidheachd a tha a-nis stèidhichte mar phrògram riatanach don choimhearsnachd Ghàidhlig air feadh na h-Alba. Chunnacas comes an luchd-naidheachd tron bhliadhna le naidheachdan a' briseadh air bàs an neach-obrach cobhair Linda Norgrove à Leòdhas agus air itealan Tornado na Feachd-adhair a' dol fodha sa mhuiрaisg air Geàrrloch. Rinn an luchd-aithris stòridhean chan ann a-mhàin airson luchd-amhairc BBC ALBA agus Radio nan Gaidheal ach cuideachd airson lònraidhean-naidheachd eile san RA, agus air sgeulachd Linda Norgrove chleachd an sgioba naidheachd agus MG ALBA teicneolas sònraichte airson conaltradh a chumail a' dol ann an sgìrean iomallach.

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Bha an Taghaidh Choitchinn sa Chèitean na clach-mìle eile airson an luchd-amhairc, agus sgioba-naidheachd *An Là a' dèanamh* a' chiad phrògramair airson toraidhean an taghaidh a bha a-riamh air telebhisean Gàidhlig. A bharrachd air na naidheachdan làitheil air *An Là agus Aithris na Maidne* air an rèidio, rinn iad prògram deasbald sònraichte le riocħdairean nam pàrtaidhean poileataigeach agus luchd-amhairc an làthair a' cur cheistean air cuspairean sam biodh ùidh aig muinntir na h-Alba. Chaighd am prògram a chlàradh ann an Glaschu agus a chraoladh an dà chuid air telebhisean agus air rèidio.

Chaidh prògram rèidio nan toraidhean tron oidhche cuideachd a chraoladh air BBC ALBA le camara stèidhichte san stiùideo rèidio. Às dèidh làimh bha prògram beò a mhair trì uairean a' tòiseachadh aig 5.30f, a' trusadh nan toraidhean gu leir agus a' togail air sgeulachdan co-cheangailte ris an taghadh.

### ELECTION 2010 AND NEWS

MG ALBA's partner in BBC ALBA, the BBC, continues to provide a news service which has become must-see viewing for the Gaelic community throughout Scotland. A number of stories across the year tested the Gaelic news team's reactions to breaking news with events such as the death of aid-worker Linda Norgrove from Lewis and the RAF Tornado jet ditching in the sea off Gairloch. Reporters brought the stories not only to BBC ALBA and Radio nan Gaidheal audiences but also supplied reports to UK network outlets, and in the case of the Linda Norgrove story using technology adapted by the news team and MG ALBA to facilitate such responsiveness from remote areas.

The UK General Election in May saw another milestone for the audience as the *An Là* news team produced the first ever Gaelic Election Results programme on television. Together with daily coverage in news output including *An Là* on television and *Aithris na Maidne* on radio, a special election debate with representatives from the parties and an invited audience focused on election issues of particular interest to the Scottish audience. The programme was recorded in Glasgow and broadcast on both television and radio.

The overnight radio results show was also broadcast on BBC ALBA via a fixed camera situated in the radio studio. This was followed by a three-hour live television special from 5.30pm, offering a bespoke round-up of the results and the developing story of the election outcome.

*Very good programmes. Sensitive presentation of thought provoking subjects like Uaigneas and Ann an Gaol. News and Weather are extremely well done.*



## LUCHD-IONNSACHAIDH

Tha MG ALBA agus am BBC air a bhith ag obair còmhla ri Bòrd na Gàidhlig, Bòrd na Ceiltis ann an Alba (buidheann a tha a' toirt còmhla nan daoine a tha a' teagasg chuspairean co-cheangailte ris a' Ghàidhlig ann am foghlam aig an treas ìre), agus Sabhal Mòr Ostaig (a' cholais Ghàidhlig) airson slighe cho-òrdanaichte a steidheachadh airson ionnsachadh na Gàidhlig leis na priomh chom-pàirtichean a tha an sàs ann. Tha na com-pàrtichean ag amas air dachaigh ùr air-loidhne a libhrigeadh ron Dàmhair 2011 airson ghoireasan ionnsachaidh aig an ìre as fheàrr. Tha e air tighinn am follais gu bheil iartas soilleir airson àrainneachd ionnsachaidh stèidhichte air fuaim agus bhideo, le innealan diofraichte agus aig ìrean ceart airson gach neach-ionnsachaidh. Bidh faclair ùr air an làraich-lin seo agus tha na com-pàrtichean an dòchas gun gabh a leasachadh mar inneal feumail airson luchd-labhairt na Gàidhlig gu lèir. Tha aon chompanaidh, Sealgar, fo chùmhnt airson bun-structar na làraich a thogail agus am pròiseact a stiùireadh. Tha trì buidhnean obrach air an steidheachadh, airson Stuthan, Faclaireachd agus Fios do Luchd-ionnsachaidh airson am pròiseact a thoirt air adhart, agus thèid an làraich-lin choileanta ùir LearnGaelic.net a chur air bhog aig Mòd Steòrnabhagh san Dàmhair 2011.

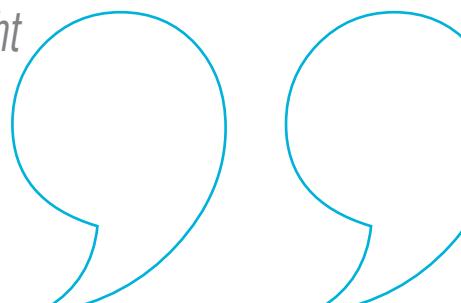
## LEARNERS

MG ALBA and the BBC have been working with Bòrd na Gàidhlig, the Board of Celtic Studies Scotland (the umbrella body for academics involved in third-level teaching of Gaelic related subjects) and Sabhal Mòr Ostaig (the Gaelic college) to achieve a co-ordinated approach to Gaelic language learning with the main stakeholders. The partnership are aiming for the delivery by October 2011 of a website which intends to provide a world-class non-linear home for Gaelic learning in due course. A clear demand is emerging for a non-linear audiovisual learning environment with scaled and varied language-learning tools to match personal needs. The new website will also contain a standardised online dictionary which the partners hope could develop into a core lexicographic working tool for all Gaelic speakers. One company, Sealgar, is being contracted to build the infrastructure of the website and lead the project. Three working groups for Content, Lexicography and Learners Information have been formed by the partnership to advance the project, and the new one-stop-shop website LearnGaelic.net will be launched at the Mòd in Stornoway in October 2011.

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*We love BBC ALBA. We watch it every night and often the repeats. It is such a help in understanding Gaelic.*





*Of course until recently being English I had not realised just to what extent Scotland and Ireland/Ulster have their own language(s), highly regarded musical culture which puts us English totally to shame!*



Deasbad BT nan Sgoiltean Gàidhlig 2010 | BT Gaelic Schools Debating Competition 2010





## LÈIRMHEAS AIR A' BHLIADHNA ++ A REVIEW OF THE YEAR ++

### RÈIDIO

Chunnac sinn am bliadhna toradh pròiseact co-bhanntachd air a stiùireadh le Urras Leabhraichean nan Eilean, maoinichte le MG ALBA agus le taic teicnigeach is obair deasachaидh a' BhBC agus cothrom tasglann Gàidhlig a' BhBC a chleachdadh. A' tarraing air an eòlas a th' aca ann a bhith a' cur air dòigh òraidean, cho-labhairtean, foillseachadh agus rannsachadh, rinn Urras Leabhraichean nan Eilean sreach de cheithir prògraman leth-uair de thìde, *Sgeulachdan agus Sgoilearachd*. Thèid na prògraman labhairt seo a chraoladh sa chìad dol-a-mach air rèidio coimhlearsnachd agus an uairsin air Radio nan Gaidheal. Is e seo a' chìad turas a tha MG ALBA air prògraman a choimiseanadh airson ciad chraoladh air rèidio ionadail agus darna craoladh air a' BhBC agus thathas an dòchas gun còrd an nòs ùr seo ris an luchd-èisteachd Ghàidhlig.

Is e an roi-innleachd airson rèidio a bhith a' leudachadh agus a leasachadh na thathas a' tabhann dhan luchd-èisteachd mar-thà. Tha BBC Radio nan Gàidheal mar bhun-stèidh sheirbheisean rèidio sa Ghàidhlig ach, eu-choltach ri craoladh sa Chuimris, tha a bhuidseat teann agus chan eileas an comas an stèisein a bhith a' toirt mòran dhan luchd-èisteachd sna gnèithean phrògraman as cosgail, comadaidh agus dràma. Am bliadhna tha MG ALBA air a bhith a' bruidhinn ri luchd-stiùiridh Radio nan Gàidheal mu na gnèithean seo agus tha sinn a' maoineachadh sreach ùr sia prògraman comadaidh/aoir, *Dè do Naidheachd*. Tha còmhraidhean a' leantainn mu phròiseactan eile a ghabhadh a leasachadh airson dràma air rèidio.

Tha BBC ALBA a' feuchainn ri mòr-shluagh na h-Alba a thàladh, agus tha MG ALBA cuideachd ag iarraidh gum bi Gàidhlig air an rèidio a' tàladh luchd-èisteachd nas farsainge. Bha còmhraidhean a' dol am bliadhna le Moray Firth Radio, an stèisean coimeirsealta airson na Gaidhealtachd agus an ear-thuath. Thathas an dòchas gur e toradh a' chonaltraidh seo gum bi prògram ceòl pop dà uair de thìde a' tighinn air an adhair gach seachdain ann an 2011/12.

### RADIO

This year saw the completion of a partnership project led by the Isles Book Trust, funded by MG ALBA and with a technical and editorial contribution from the BBC and access to the BBC Gaelic archive. Using their wealth of experience in organising talks, conferences, publishing and research, the Isles Book Trust produced a series of four half-hours, *Sgeulachdan agus Sgoilearachd*. These speech-based programmes will be broadcast first on community radio and then aired on Radio nan Gàidheal. This is the first time that MG ALBA has commissioned programming for primary broadcast on local radio and secondary broadcast on BBC and it is hoped that this innovation will prove popular with Gaelic-speaking audiences.

The strategy for radio development is to broaden and deepen existing audience offerings. BBC Radio nan Gàidheal is the mainstay in the provision of Gaelic radio but, compared at least to Welsh, has a very restricted budget and is unable to offer much to audiences in the more expensive genres of comedy and drama. This year MG ALBA has been discussing these areas with Radio nan Gàidheal management and is funding a new six-part comedy/topical satire series called *Dè do Naidheachd*. Discussions are also on-going regarding possible radio drama projects.

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In the same way as BBC ALBA is seen to be reaching out to mainstream Scotland, MG ALBA is also keen to see how the Gaelic language on radio can reach out beyond its core audience. This year has seen negotiations commenced with the commercial station for the Highlands and North-east, Moray Firth Radio. It is hoped that these discussions will lead to a weekly two-hour bi-lingual pop music charts show coming on air during 2011/12.



Jenny Forbes, winner of Best Student Film and Best Student Director, with David Hayman, at FilmG 2011 awards ceremony.



TÀLANT AGUS TRÈANADH  
TALENT AND TRAINING



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- 1 Sarah Cruikshank & Fiona NicChoinnich
- 2 Büth-obrach FilmG | FilmG workshop
- 3 Cuirm FilmG 2011
- 4 Farpaisich Gleusta | Gleusta competitors
- 5 Dunia Newton Del Campo & Liz Pyper



*the FilmG project is a very important and exciting initiative ... it has the capacity to develop creativity, teamwork, personal skills and management and production expertise.*

**David Hayman**  
Actor, FilmG workshop leader and awards presenter



## TÀLANT AGUS TRÈANADH TALENT AND TRAINING

B' e Làmh an Uachdar cuspair FilmG san treas bliadhna den fharpais. Le duaisean sònraichte, sleath de bhùithlean-obrach agus goireasan taic air-loidhne b'e toradh an fharpais gun tòinig 71 fhilmichean goirid a-steach, 37 dhiubh le daoine fo aois 18, agus gun deach fèill a dhèanamh oirre aig Cuirm nan Duaisean anns an Old Fruitmarket ann an Glaschu sa Ghearran 2011. Tha an fharpais agus a làrach-lìn [www.filmg.co.uk](http://www.filmg.co.uk) a-nis air an stèidheachadh sa chuairead de dhuaisean agus cothroman-leasachaiddh as luachmhor sna meadhanan didseatach. Tha FilmG air a lìbhrigeadh le taic Riaghaltas na h-Alba, Bòrd na Gàidhlig, Iomairt na Gàidhealtachd agus nan Eilean, chomhairlean ionadail, agus iomadach buidheann eile leithid Sabhal Mòr Ostaig, Oilthigh Taobh Siar na h-Alba, RSAMD agus an Lìonra Albannach airson Trèanadh Dràma.

Bha iomairtean trèanaidh eile a' dol am bliadhna, aig ère na sgoile, ère for-cheum agus airson phroifeiseantach ag obair sa ghnìomhachas chraolaidh. Mhaoinich MG ALBA dithis air càrsa MA ann an sgrìobhadh airson telebhisean aig Sgoil Ghníomhachais Chaledonian. Agus aig ère àrd-sgoil chum sinn taic ri càrsa ùr Meadhanan Didseatach tro mheadhan na Gàidhlig aig ère Intermediate 1 ann an Sgoil MhicNeacail ann an Steòrnabhagh, a' cur an gnìomh cuid de na prìomhachasan a dh'ainmich MG ALBA aig toiseach 2010.

Thàinig a' chiad sgeama trèanaidh leantainneach proifeiseanta (CPD) gu críoich san Dùblachd 2010 le measadh gun robh e air a bhith feumail ged nach robh na h-iarrasan cho mòr sa bha an dùil. Chùm sinn taic ri preaseantairean òga ùra air sleath chloinne **Gleusta**, aon a nochd gu follais tro FilmG, agus leanaidh sinn oirnn a' cumail taic ris a' ghnìomhachais tro 2011/12.

The theme chosen for the third year of the FilmG competition was Làmh an Uachdar (The Upper Hand). With special prizes, a series of workshops and online support for entrants, the competition attracted 71 short film submissions, 37 of them from people under the age of 18, and was celebrated with an awards ceremony at the Old Fruitmarket, Glasgow, in February 2011. The competition and the website [www.filmg.co.uk](http://www.filmg.co.uk) have now found an established place among the most valuable awards and development opportunities for digital media. FilmG is delivered with the support of the Scottish Government, Bòrd na Gàidhlig, Highlands and Islands Enterprise, local authorities, and many other organisations including Sabhal Mòr Ostaig, the University of the West of Scotland, RSAMD and the Scottish Drama Training Network.

MG ALBA supported other training initiatives during the year, at school and postgraduate level and for professionals working in the broadcasting industry. MG ALBA funded two students on the MA course for television fiction writing at Caledonian Business School. And at secondary school level we supported a new course in Digital Media through the medium of Gaelic at Intermediate 1 at the Nicolson Institute in Stornoway, delivering on a number of the training priorities MG ALBA identified at the beginning of 2010.

Our assessment of the first continuing professional development (CPD) course, which came to an end in December 2010, was that it had been useful although demand had not been as high as anticipated. We supported new young presenters involved in the children's series **Gleusta**, one of whom emerged as a new talent through FilmG, and we shall continue to support the industry throughout 2011/12.



## AITHRIS RIAGHLAIDH GOVERNANCE STATEMENT

### RAON-ÙGHDARRAIS MG ALBA

Chaidh MG ALBA a stèidheachadh (fo ainm Seirbheis nam Meadhanan Gàidhlig) fo ullachadh Achd Conaltraidh 2003, Earrannan 208-210, gus dèanamh cinnteach gum bi sreach fharsaing agus measgaichte de dheagh phrògraman Gàidhlig air an libhrigeadh tro chraoladh no eile gu sluagh na h-Alba.

Tha MG ALBA a' coilionadh an dleastanas seo tro BBC ALBA, an t-seirbheis telebhisein agus iomadh-mheadhanan Gàidhlig a tha e a' ruith ann an co-bhanntachd leis a' BhBC.

Tha ùghdarris air a thoirt do MG ALBA airson prògraman a dhèanamh agus ceadan craolaidh a chumail a bharrachd air an fheadhainn shònraichte air an liostadh ann an Earrann 208 (4B) de Achd Chonaltraidh 2003. Tha i air cumhachdan agus dleastanasan maoineachaидh a ghabhail a-staigh a thaobh maoineachadh phrògraman Gàidhlig, trèanadh, rannsachadh agus obair cho-cheangailte fo Earrannan 183 agus 184 de Achd Craolaidh 1990, Earrannan 32 agus 95 de Achd Craolaidh 1996 agus Pàipearan-taic co-cheangailte riutha.

Tha Achd na h-Eaconamaidh Didseataich 2010 a' cur às do dh'Earrannan 184 agus 183A(7)(a) agus (b) den Achd Chraolaidh 1990. That has an dùil gun tèid na h-atharrachaidhean seo, a thaobh craoladh phrògraman Gàidhlig air Seanail 3 ann an Alba agus riochdachadh ùidhean na buidhne aig a bheil cead-craolaidh Seanail 3 air Bòrd MG ALBA, a chur an èifeachd rè 2011/12.

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### STRUCTAR A' BHÙIRD

Tha buill a' Bhùird gan cur an dreuchd air moladh Ofcom agus le aonta Rùnaire na Stàite airson na h-Alba. Tha am Bòrd air a dhèanamh suas de suas gu 12 ball, an cathraiche nam measg. Bidh gach ball san dreuchd airson suas gu 4 bliadhna. Feumaidh buill ainmichte le lomairt na Gaidhealtachd 's nan Eilean, am BBC agus Bòrd na Gàidhlig a bhith am measg nam ball. Feumaidh Ofcom dèanamh cinnteach, cho fad 's as urrainn dhaibh, gu bheil ùidhean a' gnìomhachais riochdachaidh neo-eisimeileach agus na buidhne aig a bheil cead-craolaidh Seanail 3 cuideachd gan riochdachadh mar bu chòir tro bhallrachd MG ALBA.

### MG ALBA'S REMIT

MG ALBA was established (as Seirbheis nam Meadhanan Gàidhlig or Gaelic Media Service) under the provisions of the Communications Act 2003, Sections 208-210, to ensure that a wide and diverse range of high-quality programmes in Gaelic is broadcast or otherwise transmitted so as to be available to persons in Scotland.

MG ALBA fulfils this remit through BBC ALBA, the Gaelic television and multi-media service which it operates in partnership with the BBC.

MG ALBA is empowered to make programmes and can hold broadcast licences other than those specifically listed in Section 208 (4B) of the Communications Act 2003. It has subsumed funding powers and responsibilities in relation to financing of Gaelic programmes, training, research and related activities under Sections 183 and 184 of the Broadcasting Act 1990, Sections 32 and 95 of the Broadcasting Act 1996 and related Schedules.

The Digital Economy Act 2010 deletes Sections 184 and 183A(7)(a) and (b) of the Broadcasting Act 1990. These provisions, which concern the broadcasting of Gaelic programmes on Channel 3 in Scotland and the representation of the Channel 3 licensee's interests on the Board of MG ALBA, are expected to come into force in 2011/12.

### THE BOARD'S STRUCTURE

The composition of the Board is determined by Ofcom with the approval of the Secretary of State for Scotland. The Board is made up of up to 12 members including the chairperson. Each board member serves for a period of up to 4 years. The Board must include members nominated by Highlands and Islands Enterprise (HIE), the BBC and Bòrd na Gàidhlig. Ofcom must also secure, so far as is practicable, that the Board's membership is such that the interests of the independent production sector and the Channel 3 licensee are adequately represented.



Sa bhliadhna a dh'halbh, bha dà chomataidh aig MG ALBA.

### Comataidh Sgrùdaidh & Dearbhaidh

Tha raon-ùghdarrais Comataidh Sgrùdaidh & Dearbhaidh a' gabhail a-staigh:

- breithneachadh air in-smachd, poileasaidhean cunntasachd agus sgrùdadhbh tonn taobh a-muigh
- dearbhadh gu bheil poileasaidhean, dòighean-obrach agus siostaman freagarrach, a rèir riatanasan reachdail agus builichte gu h-iomchaidh
- ath-sgrùdadhbh ullachaidhean peinnsean co-dhiù gach trì bliadhna
- measadh air cunnartan agus èifeachdas MG ALBA fhèin

Tha Comataidh Sgrùdaidh & Dearbhaidh air gnothaichean na seann Chomataidh Tuarastail a ghabhail os làimh. A thaobh nan cùisean seo tha a raon-ùghdarrais a' gabhail a-staigh:

- breithneachadh air poileasaichd tuarastail
- co-dhùnadh air tuarastal agus sochairean an Àrd Oifigeir agus an luchd-obrach gach bliadhna

### Comataidh Inbhean

Tha raon-ùghdarrais Comataidh Inbhean a' gabhail a-staigh:

- comhairleachadh a' Bhùird air mar a tha BBC ALBA a' coilionadh amasan a' Bhùird a thaobh craoladh phrògraman agus thargaidean
- measadh às leth a' Bhùird agus comhairleachadh air adhartas a bheir cothrom do dhaoine ann an Alba prògraman Gàidhlig fhaighinn
- measadh às leth a' Bhùird agus comhairleachadh air buaidh cosg Maoin Craolaidh Gàidhlig le MG ALBA air cànan, cultar, coimhersnachd agus eaconamaidh
- measadh às leth a' Bhùird agus comhairleachadh air aithne chorporra agus ìomhaigh phoblach MG ALBA
- molaidhean air gnèithean phrògraman agus poileasaidhean luchd-amhairc a tha rin cur an gnìomh ann a bhith a' cosg Maoin Craolaidh Gàidhlig

In the course of the year, MG ALBA had two committees.

### Audit & Assurance Committee

The remit of the Audit & Assurance Committee includes:

- reviewing internal controls, accounting policies and external audit
- ensuring that policies, procedures and systems are appropriate, compliant with legislative requirements and duly implemented
- reviewing the pension arrangements on at least a 3-yearly basis
- assessing risks and MG ALBA's own effectiveness

The Audit & Assurance Committee has also subsumed the functions of the former Remuneration Committee. In this capacity its remit includes:

- reviewing remuneration policy
- deciding upon the remuneration and benefits of the Chief Executive and staff annually

### Standards Committee

The remit of the Standards Committee includes:

- advising the Board on whether BBC ALBA is meeting the Board's aims and objectives in relation to programme output and targets
- considering on behalf of the Board and advising on progress towards universal access to Gaelic audiovisual content in Scotland
- considering on behalf of the Board and advising on the linguistic, cultural and socio-economic impacts of MG ALBA's disbursement of the Gaelic Broadcasting Fund
- considering on behalf of the Board and advising on MG ALBA's brand presence and corporate identity
- making recommendations to the Board on genre and audience policies to be applied to disbursement of the Gaelic Broadcasting Fund



# AITHRIS RIAGHLAIDH ++ GOVERNANCE STATEMENT ++

## AITHISGEAN AGUS STIÙIREADH

### Cinn Roinnean

Tha am Bòrd a' cur an dreuchd Àrd Oifigear, a tha na Oifigear Cunntachail.

Bidh an t-Àrd Oifigear, Ceannard Ghoireasan agus Ionmhais, Ceannard Phrògraman agus an t-Oifigear Corporra a' coinneachadh co-dhiù gach mìos airson sùil a chumail air cur-an-gníomh a' Phlana Ghniomhachais bhliadhnaile, a bhios air aontachadh le Ofcom ro thoisearch na bliadhna, agus airson dèiligeadh ri gnothaichean ionmhais, gnothaichean luchd-obrach agus cùisean eile.

Tha cinn-buidseit air an sgrùdadadh gach mìos a rèir slatan tomhais a' Phlana Gnìomhachais. Tha aithisgean agus cunntasan gan deasachadh airson luchd-stiùiridh na buidhne, airson Comataidh Sgrùdaidh & Dearbhaile, airson a' Bhùird agus airson Ofcom.

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Tha na Cinn Roinnean a' cumail Clàr Chunnartan, a thèid ùrachadh gach mìos agus a tha ri dheasbad gach ràith le Comataidh Sgrùdaidh & Dearbhaile, airson leis a' Bhòrd.

### Aithisgean Ràitheil

Gach trì mìosan tha na Cinn Roinnean a' coimhead gu mionaideach air aithisgean ràitheil air gach roinn de dh'obair na buidhne. Thèid pasgain de dh'aithisgean ràitheil a chur air adhart gu coinneamhan Comataidh Inbhean agus Comataidh Sgrùdaidh & Dearbhaile, agus as dèidh sin gu coinneamhan ràitheil a' Bhùird.

### Sgrùdadadh

Tha an Cathraiche a' coinneachadh gu cunbalach ris an Àrd Oifigear a tha an sàs bho là gu là anns gach roinn de obair MG ALBA.

Bidh luchd-sgrùdaidh on taobh a-muigh a' bruidhinn ris a' Bhòrd mu laigsean sam bith a thig am bàrr san sgrùdadadh bhliadhnaile aca. Thèid co-dhùnaidhean na h-obrach seo agus cunnartan susbainteach sam bith a rannsachadh agus thèid dèiligeadh leotha mar a tha iomchaidh.

## MANAGEMENT REPORTING

### Senior Management Team

The Board appoints the Chief Executive, who is the Accounting Officer.

The Chief Executive, Head of Operations and Finance, Head of Content and Corporate Affairs Officer meet at least monthly to oversee the implementation of the annual Operational Plan, approved by Ofcom before the start of the year, to deal with financial affairs and to address other business and staff matters.

Budget heads are monitored monthly by reference to the parameters set out in the Operational Plan. Reports and accounts are prepared for management, for the Audit & Assurance Committee, for the Board and for Ofcom.

The Senior Management Team also maintains a Risk Register, which is updated monthly and discussed quarterly with the Audit & Assurance Committee and the Board.

### Quarterly Reporting Cycle

Every three months the Senior Management Team considers in detail quarterly reports on all aspects of MG ALBA's activities. Quarterly reporting packs are presented to the Standards Committee and to the Audit & Assurance Committee, and thereafter to the Board.

### Monitoring

The Chairman is in regular contact with the Chief Executive, who has day-to-day responsibility for all aspects of MG ALBA activities.

MG ALBA's external auditors discuss with the Board any reportable weaknesses identified during their annual audit. Significant findings and risks are examined and are subject to appropriate action.



## CUNNTACHALACHD AGUS IN-SMACHD

Tha an t-uallach iomlan air a' Bhòrd airson dèanamh cinnteach gun cùm MG ALBA suas siostam in-smachd a bhios a' lùghdachadh chunnartan agus a' dòn maoin agus gnothaichean MG ALBA, agus a bheir don Bhòrd barrantas reusanta gu bheil am fiosrachadh ionmhais a thèid a cleachdad a-staigh agus fhoillseachadh a-muigh fior.

Ged nach urrainn do shiostam in-smachd sam bith làn bharrantas a thoirt an aghaidh mì-aithris, call no mì-riaghlaigh maoin MG ALBA, tha na siostaman an sàs dealbhte airson comharrachadh do na Buill cùisean a tha ag iarraidh aire ann an tide gus an tèid beachdachadh orra agus dèiligeadh riutha gu h-iomchaidh.

Bho àm gu àm bidh am Bòrd a' sgrùdadadh agus ag ùrachadh phoileasaidhean agus phàipearan corporra, a tha rim faighinn aig [www.mgalba.com](http://www.mgalba.com)

### Gnothaichean Poileasaidh Eile

Tha MG ALBA air raointe an obrach a chomharrachadh far a bheil gnìomhan na buidhne a' cur ri Toraidhean Nàiseanta Riaghaltas na h-Alba. Tha iad seo air an comharrachadh ann am Plana Gniomhachais na buidhne gach bliadhna agus thig iad fo sgrùdadadh bho àm gu àm.

Tha MG ALBA cuideachd air gabhail ri Poileasaidh Àrainneachd, a rèir poileasaidh àrainneachd Riaghaltas na h-Alba, airson buaidh agus èifeachd na buidhne a mheasadh agus a leasachadh, airson cleachdad seasmhach a bhrosnachadh agus airson droch bhuaidh gnìomhan na buidhne air an àrainneachd a lughdachadh. Thèid sgrùdadadh àrainneachd a chur air dòigh gach darna bliadhna, agus thèid targaidean a chur mu choinneamh plana gnìomh. Tha na Cinn Roinnean an urra ri bhith dèanamh cinnteach gu bheileas a' gabhail ris a' phoileasaidh agus a' phlana ghnìomh.

Bidh na Cinn Roinnean a' faighinn aithisgean cunbalach air gnothaichean Slàinte agus Sàbhailteachd. Thèid teisteanasan Slàinte agus Sàbhailteachd airson togalaichean MG ALBA air fad ùrachadh gach bliadhna agus thèid aithisg a chur chun a' Bhùird.

## ACCOUNTABILITY AND INTERNAL CONTROLS

Board members have overall responsibility for ensuring that MG ALBA maintains a system of internal controls that minimise risk, safeguard MG ALBA's assets and interests, and provide the Board with reasonable assurance of the reliability of the financial information used internally and for external publication.

Although no system of internal controls can provide absolute assurance against material misstatement, loss or mismanagement of MG ALBA's assets, the systems in place are designed to identify to the members matters which require attention on a timely basis so that they may be considered and dealt with appropriately.

The Board periodically reviews and revises policies and corporate documents, which are available at [www.mgalba.com](http://www.mgalba.com)

### Other Policy Matters

MG ALBA has identified areas in which its activities contribute to the Scottish Government's National Outcomes. These are outlined in MG ALBA's annual operational plan and reviewed periodically.

MG ALBA has also adopted an Environmental Policy, in line with the Scottish Government's environmental policy, to assess and improve upon environmental performance, to encourage sustainable use of resources and to minimise the negative impact of the organisation's operations on the environment. An environmental audit is carried out every second year and targets are set for an action plan. The Senior Management Team is responsible for ensuring compliance with the policy and action plan.

The Senior Management Team receives regular reports on Health and Safety matters. Health and Safety certificates for all MG ALBA premises are renewed annually and a report sent to the Board.



## AITHRIS RIAGHLAIDH ++ GOVERNANCE STATEMENT ++

### BBC ALBA: BÒRD NA CO-BHANNTACHD

Tha Aonta Laghail eadar MG ALBA agus am BBC, a tha a' cur an cèill mar a thèid BBC ALBA a ruith leis an dà bhuidhinn agus dè chuireas gach buidheann ris a' phròiseact.

Tha Bòrd na Co-bhanntachd, air a bheil luchd-obrach bho gach buidhinn, a' cumail sùil air obair BBC ALBA. Is iad buill Bòrd na Co-bhanntachd:

Àrd Oifigear MG ALBA (sa chathair)  
Ceannard Iomhais & Ghoireasan MG ALBA  
Prìomh Oifigear Ghoireasan a' BhBC ann an Alba  
Ceannard Phrògraman a' BhBC ann an Alba

Fon Aonta Laghail thèid Ceannard Seirbheis BBC ALBA fhastadh leis a' BhBC agus thèid Ceannard Phrògraman BBC ALBA fhastadh le MG ALBA.

### BBC ALBA: JOINT MANAGEMENT BOARD

MG ALBA and the BBC have entered into a collaboration agreement that sets out the terms on which the two organisations run BBC ALBA and the resources that they will provide to the project.

This partnership is overseen by a Joint Management board whose membership consists of:

MG ALBA Chief Executive (chair)  
MG ALBA Head of Operations and Finance  
BBC Scotland Chief Operating Officer  
BBC Scotland Head of Programmes

Under the terms of the collaboration agreement, BBC ALBA's Head of Service will be a BBC employee and BBC ALBA's Head of Content will be an MG ALBA employee.



**SEIRBHEIS NAM MEADHANAN GÀIDHLIG  
AG OBRACHADH FON AINM MG ALBA**

**CUNNTASAN AIRSON NA BLIADHNA A  
DHÙIN 31 MÀRT 2011**

**SEIRBHEIS NAM MEADHANAN GÀIDHLIG  
OPERATING AS MG ALBA**

**ACCOUNTS FOR THE YEAR ENDED  
31 MARCH 2011**

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## AITHRIS MU DHLEASTANASAN A' BHÙIRD STATEMENT OF THE BOARD'S RESPONSIBILITIES

Tha am Bòrd an urra ri na cunntasan agus an Aithisg Bhliadhnaill ullachadh a rèir Inbhean Cunntasachd na Rìoghachd Aonaichte (Gnàth-chleachdadh Cunntasachd Coitcheann na Rìoghachd Aonaichte) agus laghan iomchaidh.

Fo Achd Craolaidh 1990 (a chaidh a leasachadh le Achd Craolaidh 1996 agus le Achd Conaltraidh 2003), feumaidh am Bòrd cunntasan ullachadh airson gach bliadhna-ionmhais a bheir dealbh cheart fhùrinneach air cùisean na Seirbheis agus air toraidhean na Seirbheis rè na h-ùine sin. Agus na cunntasan seo gan ullachadh aige, feumaidh am Bòrd:

- poileasaidhean cunntasachd iomchaidh a thaghadh agus an uair sin an cur an gnìomh air an aon rèir;
- breitheanas agus measadh a tha reusanta agus seaghach a dhèanamh;
- cur an cèill an do chumadh ri inbhean cunntasachd iomchaidh, fo rèir chlaonaidhean sam bith a nochdar agus a mhìnichear anns na cunntasan;
- na cunntasan ullachadh mar ghnothach a' dol air adhart nas luga na chan eil e iomchaidh gabhail ris gun cùm an t-Seirbheis oirre ag obrachadh.

The Board is responsible for preparing the Annual Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The Broadcasting Act 1990 (as amended by the Broadcasting Act 1996 and the Communications Act 2003) requires the Board to prepare accounts for each financial year which give a true and fair view of the state of affairs of the Service and of the results of the Service for that period. In preparing these accounts, the Board is required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the accounts;
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the Service will continue in operation.



Tha buill a' Bhùird an urra ri clàran-cunntasachd ceart a chumail a nochdas le cruinneas reusanta aig àm sam bith suidheachadh ionmhais na Seirbheis agus a chuireas air chomas dhaibh a dhèanamh cinnteach gun gèill na cunntasan do dh'Achd Craolaidh 1990 (a rèir mar a chaidh a leasachadh). Tha iad cuideachd an urra ri maoin na Seirbheis a dhòn agus uime sin ceumannan reusanta a ghabhail gus feall agus mì-riaghailt eile a chasd agus a lorg a-mach.

Chun na h-ìre agus gum bi buill a' Bhùird mothachail:

- chan eil fiosrachadh-sgrùdaidh iomchaidh sam bith air nach eil luchd-sgrùdaidh na Seirbheis eòlach; agus
- tha buill a' Bhùird air na ceumannan uile a ghabhail a bu chòir a bhith air an gabhail gus am biodh iad mothachail air fiosrachadh-sgrùdaidh iomchaidh sam bith agus gus a dhearbhadh gu bheil an luchd-sgrùdaidh mothachail air an thiosrachadh sin.

Tha am Bòrd an urra ri cumail suas agus amalachadh an fhiosrachaiddh a thaobh ionmhais a tha air làrach-lìn na Seirbheis.

The members of the Board are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Service and enable them to ensure that the accounts comply with the Broadcasting Act 1990 (as amended). They are also responsible for safeguarding the assets of the Service and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the members of the Board are aware:

- there is no relevant audit information of which the Service's auditors are unaware; and
- the members of the Board have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

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The Board is responsible for the maintenance and integrity of the corporate and financial information included on the Service's website.



# AITHISG BHON LUCHD-SGRÙDAIDH NEO-EISIMILEACH GU BUILL SHEIRBHEIS NAM MEADHANAN GÀIDHLIG

## REPORT OF THE INDEPENDENT AUDITOR TO THE MEMBERS OF SEIRBHEIS NAM MEADHANAN GÀIDHLIG

Tha sinn air sgrùdadh a dhèanamh air na cunntasan aig Seirbheis nam Meadhanan Gàidhlig airson na bliadhna a thàinig gu crìch 31 Màrt 2011 a tha air an dèanamh suas de Chunntas Teachd-a-steach is Cosgais, Cothromachadh Cosgais, Aithris mu Shruth-airgid agus notaichean co-cheangailte. Chaith laghan iomchaidh agus Inbhean Cunntasachd na Rioghachd Aonaichte (Gnàth-chleachdadh Cunntasachd Coitcheann na Rioghachd Aonaichte) a chur an gnòmh mar bhun-stèidh ann a bhith ag ullachadh nan aithisgean ionmhais seo.

Thatar air an aithisg seo a dhèanamh do Sheirbheis nam Meadhanan Gàidhlig a-mhàin, mar bhuidhinn, a rèir Achd Craolaidh 1990 (mar a chaidh a leasachadh le Achd Craolaidh 1996 agus le Achd Conaltraidh 2003). Tha sinn air an obair sgrùdaidh againn a ghabhail os làimh airson aithris a thoirt do bhuill Sheirbheis nam Meadhanan Gàidhlig air na gnothaichean air am feum sinn aithris thoirt dhaibh ann an aithisg luchd-sgrùdaidh agus chan ann airson adhbhar sam bith eile. Chun na h-ire as motha a cheadaichear fon lagh, chan eil sinn a' gabhail uallach do neach sam bith seach an t-Seirbheis mar bhuidhinn, airson ar n-obair sgrùdaidh, airson na h-aithisg seo, no airson nam beachdan a tha sinn air nochdad.

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### DLEASTANASAN A' BHÙIRD AGUS AN LUCHD-SGRÙDAIDH MU SEACH

Mar a chaidh a mhìneachadh gu h-iomlan anns an Aithris mu Dleastanasan a' Bhùird air duilleagan 36-37, tha am Bòrd an urra ri na cunntasan ullachadh agus a bhith riaraichte gu bheil iad a' toirt dealbh fhìor agus cheart. Is e an dleastanas a tha oirne na h-aithrisean ionmhais a sgrùdadh agus beachd a thoirt seachad orra a rèir laghan iomchaidh agus Inbhean Eadar-nàiseanta mu Sgrùdadh (An Rìoghachd Aonaichte is Éirinn). Tha na h-inbhean sin gar fàgail fo uallach a bhith a' gabhail ris na h-Inbhean Beusail airson Luchd-sgrùdaidh aig Bòrd nan Cleachdaidhean Sgrùdaidh.

We have audited the accounts of Seirbheis nam Meadhanan Gàidhlig for the year ended 31 March 2011 which comprise the Income and Expenditure Account, the Balance Sheet, Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to Seirbheis nam Meadhanan Gàidhlig members, as a body, in accordance with the Broadcasting Act 1990 (as amended by the Broadcasting Act 1996 and the Communications Act 2003). Our audit work has been undertaken so that we might state to Seirbheis nam Meadhanan Gàidhlig members, those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Seirbheis nam Meadhanan Gàidhlig's members as a body, for our audit work, for this report, or for the opinions we have formed.

### RESPECTIVE RESPONSIBILITIES OF THE BOARD AND AUDITOR

As explained more fully in the Board's Responsibilities Statement set out on pages 36-37, the Board is responsible for the preparation of the accounts and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the accounts in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board (APB's) Ethical Standards for Auditors.



## MEUD AN SGRÙDAIDH AGUS NAN CUNNTASAN

An lùib obair sgrùdaidh thathas a' lorg fianais mu na suimeannan agus foillseachaidhean anns na cunntasan a dh'fhòghnas airson dearbhadh reusanta a thoirt seachad gu bheil na h-aithrisean ionmhais saor bho mhì-aithris adhbharra, ge brith tha sin le feall no le mearachd eile. Tha seo a' toirt a-steach measadh air: cho iomchaidh 's a tha na poileasaidhean cunntasachd do shuidheachadh Sheirbheis nam Meadhanan Gàidhlig agus an deach an cur an sàs air an aon rèir agus an cur am follais gu leòr; cho reusanta 's a tha tomhasan cunntasachd susbainteach a rinn am Bòrd; agus cruth aithris nan cunntasan gu lèir. A bharrachd air sin, bidh sinn a' leughadh fiosrachadh ionmhais agus fiosrachadh eile ann an teachdaireachd a' Chathraiche agus lèirmheas an Àrd Oifigeir agus a' lorg mì-aithrisean adhbharra nach eil air an aon rèir ris na cunntasan. Ma dh'fhàsas sinn mothachail air mì-aithrisean sam bith no air cùisean nach eil a rèir nan cunntasan bidh sinn a' gabhail beachd air a' bhuaidh a bheir seo air an aithisg againn.

## BEACHD AIR NA CUNNTASAN

Nar beachd tha na cunntasan:

- a' toirt dealbh fhìor agus cheart, a rèir Gnàth-chleachdadh Cunntasachd Coitcheann na Rìoghachd Aonaichte, air cùisean Sheirbheis nam Meadhanan Gàidhlig mar aig 31 Màrt 2011, agus air an toradh aice airson na bliadhna a thàinig gu crich;
- air an ullachadh gu ceart a rèir Achd Craolaidh 1990 (a rèir mar a chaidh a leasachadh).

**GRANT THORNTON UK LLP**  
LUCHD-SGRÙDAIDH CLÀRAICHTE  
LUCHD-CUNNTASACHD CÙMHNANTAICHTE  
GLASCHU

26 Cèitean 2011

## SCOPE OF THE AUDIT AND ACCOUNTS

An audit involves obtaining evidence about the amounts and disclosures in the accounts sufficient to give reasonable assurance that the accounts are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the circumstances of Seirbheis nam Meadhanan Gàidhlig and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the Board; and the overall presentation of the accounts. In addition, we read all the financial and non-financial information in the Chairman's message and Chief Executive's review to identify material inconsistencies with the audited accounts. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

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## OPINION ON THE ACCOUNTS

In our opinion the accounts:

- give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice, of the state of Seirbheis nam Meadhanan Gàidhlig's affairs as at 31 March 2011, and of its income and expenditure for the year then ended;
- have been properly prepared in accordance with the Broadcasting Act 1990 (as amended).

**GRANT THORNTON UK LLP**  
REGISTERED AUDITOR  
CHARTERED ACCOUNTANTS  
GLASGOW

26 May 2011

**SEIRBHEIS NAM MEADHANAN GÀIDHLIG CUNNTAS TEACHD-A-STEARA & COSGAIS  
SA BHLIADHNA A DHÙIN 31 MÀRT 2011**

**SEIRBHEIS NAM MEADHANAN GÀIDHLIG INCOME & EXPENDITURE ACCOUNT FOR  
THE YEAR ENDED 31 MARCH 2011**

Fios Notes	2011 £	2010 £		
<b>TEACHD-A-STEARA</b>			<b>INCOME</b>	
Tabhartas Roinn an Iomhais	12,450,000	12,400,000	Treasury Grant	
Gluasad phrògraman rin craoladh	239,002	2,983,127	Movement in Productions to be Transmitted	
Teachd-a-steach Stiùidio	75,174	139,353	Studio Income	
	<b>12,764,176</b>	<b>15,522,480</b>		
<b>COSGAIS GHNIOMHACHAIS</b>			<b>OPERATING EXPENDITURE</b>	
Tabhartasan is Coirichean Riochdachaidh Tbh	10,551,832	13,719,900	Television Production Grants and Rights	
Tabhartasan Riochdachaidh Rèidio	37,117	80,730	Radio Production Grants	
Cosgaisean Ruith Sianail	196,758	189,910	Channel Operating Costs	
Cosgaisean Leasachaidh	165,211	329,750	Development Costs	
Cosgaisean Air-loidhne	570	87,742	On-line Costs	
Follaiseachd Sianal & Corporra	111,564	143,252	Channel & Corporate Promotion	
Tabhartasan Tréanaidh Gnìomhachais	272,782	98,784	Industry Training Grants	
Conaltradh Chompàirtichean	70,842	52,257	Stakeholder Engagement	
Conaltradh Coimhearsnachd	3,108	4,205	Community Liaison	
Cosgaisean Rianachd Sianail	498,715	520,318	Channel Administration Costs	
Cosgais Rannsachadh Luchd-amhairc	99,260	98,502	Audience Research Costs	
	<b>12,007,759</b>	<b>15,325,350</b>		
	<b>756,417</b>	<b>197,130</b>		
Cosgaisean Rianachd	857,184	773,870	Administrative Expenses	
<b>EASBHAIDH OBRACHAIDH</b>	<b>2</b>	<b>(100,767)</b>	<b>(576,740)</b> <b>OPERATING DEFICIT</b>	
Riadh Lom ri phàigheadh	3	1,451	1,292	Net Interest payable
<b>EASBHAIDH RO CHISEAN</b>		<b>(102,218)</b>	<b>(578,032)</b> <b>DEFICIT BEFORE TAXATION</b>	
<b>CISEAN</b>	<b>4</b>	<b>239</b>	<b>194</b>	<b>TAXATION</b>
<b>EASBHAIDH AN DÈIDH CHISEAN</b>	<b>13</b>	<b>(102,457)</b>	<b>(578,226)</b>	<b>DEFICIT AFTER TAXATION</b>

The accounting policies and notes form an integral part of these accounts.  
Tha na riaghailtean cunntasachd agus am fios nam pàirt riatanach de na cunntasan seo.



# SEIRBHEIS NAM MEADHANAN GÀIDHLIG COTHROMACHADH COSGAIS

## AIG 31 MÀRT 2011

### SEIRBHEIS NAM MEADHANAN GÀIDHLIG BALANCE SHEET AS AT 31 MARCH 2011

Fios Notes		2011 £	2010 £	
MAOIN STÉIDHICHTE				FIXED ASSETS
Maoin Làimhseachail	7	1,004,438	1,411,892	Tangible Assets
MAOIN LUATH				CURRENT ASSETS
Prògraman rin Craoladh		2,807,120	3,046,122	Productions to be Transmitted
Fiacharan & Ro-phàigheadh	8	151,356	67,469	Debtors & Prepayments
Airgead am Banca agus ri Làimh		223,502	208,590	Cash at Bank and in Hand
		3,181,978	3,322,181	
CREIDEARAN: SUIM RI ÌOCADH				CREDITORS: AMOUNTS FALLING DUE
TAOBH A-STAIKH BLIADHNA	9	(69,376)	(220,163)	WITHIN ONE YEAR
TAIRBHICH & TEACHD-A-STEACH AN DÀIL				ACCRUALS & DEFERRED INCOME
Tabhartas Teachd-a-steach an Dàil	10	(2,852,120)	(3,046,122)	Deferred Income Grant
MAOIN LUATH GLAN				NET CURRENT ASSETS
		260,482	55,896	
		1,264,920	1,467,788	
CREIDEARAN: SUIM RI ÌOCADH				CREDITORS: AMOUNTS FALLING DUE
AN DÈIDH CÒRR IS BLIADHNA	11	-	(5,047)	AFTER MORE THAN ONE YEAR
TAIRBHICH & TEACHD-A-STEACH AN DÀIL				ACCRUALS & DEFERRED INCOME
Tabhartasan Calpa an Dàil	12	(95,379)	(190,743)	Deferred Capital Grants
MAOIN IOMLAN ÀS AONAISS FHIACHAN				TOTAL ASSETS LESS LIABILITIES
CUNNTAS TEACHD-A-STEACH & COSGAIS	13	1,169,541	1,271,998	
		1,169,541	1,271,998	INCOME & EXPENDITURE ACCOUNT

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Ghabh am Bòrd ris na cunntasan air 26 Cèitean 2011

Alasdair Moireasdan | Cathraiche

Dòmhnull Caimbeul | Àrd-oifigear

Tha na riaghailtean cunntasachd agus am fios nam pàirt riatanach de na cunntasan seo.

These accounts were approved by the Board on 26 May 2011

Alasdair Morrison | Chairman

Donald Campbell | Chief Executive

The accounting policies and notes form an integral part of these accounts.

# SEIRBHEIS NAM MEADHANAN GÀIDHLIG SRUTH-AIRGID SA BHLIADHNA A DHÙIN 31 MÀRT 2011

## SEIRBHEIS NAM MEADHANAN GÀIDHLIG CASH FLOW STATEMENT FOR THE YEAR ENDED 31 MARCH 2011

Fios Notes	2011 £	2010 £	
RÈITE AIR EASBHAIDH OBRACHAIDH RI SRUTH-AIRGID LOM A-STEARACH BHO OBRACHADH			
Easbhaidh obrachaidh	(100,767)	(576,740)	Operating deficit
Cosgaisean isleachaidh	564,366	571,530	Depreciation charges
Lùghdachadh air prògraman rin craoladh	239,002	2,983,127	Decrease in productions to be transmitted
Tabhartasan calpa air am fuasgladh	(95,364)	(95,364)	Capital grants released
Lùghdachadh air tabhartas teachd-a-steach an dàil	(194,002)	(2,983,127)	Decrease in deferred Income Grant
(Meudachadh)/Lùghdachadh fhiacharan	(83,887)	85,971	(Increase)/Decrease in debtors
(Lùghdachadh)/Meudachadh fhiacharan	(151,580)	154,014	(Decrease)/Increase in creditors
Sruth-airgid lom a-steach bho obrachadh	177,768	139,411	Net cash inflow from operating activities

### IOMRADH AIR SRUTH-AIRGID

### CASH FLOW STATEMENT

Sruth-airgid lom a-steach bho obrachadh	177,768	139,411	Net cash inflow from operating activities
Buannachd tasgaidh agus frithealaidh ionmhais	(1,451)	(1,292)	Return on investments and servicing of finance
Cisean	(194)	(6,989)	Taxation paid
Cosgais calpa	(156,912)	(126,863)	Capital expenditure
Ionmhasachadh	(4,299)	(4,298)	Financing
Meudachadh/(Lùghdachadh) airgid am banca agus ri làimh	14	14,912	Increase/(Decrease) in cash at bank and in hand

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### IOMRADH AIR SRUTH-AIRGID

### NOTES TO CASH FLOW STATEMENT

#### GROSS CASH FLOWS

Na fhuaireadh air ais bho thasgaidhean agus bho sheirbheisearchadh ionmhais			Returns on investment and servicing of finance
Riadh a fhuaireadh	1,138	923	Interest received
Riadh a phàigheadh	(2,589)	(2,215)	Interest paid
Riadh lom a fhuaireadh	3	(1,451)	Net interest received

### Caiteachas-calpa

#### Capital Expenditure

Pàighidhean gus maoin stèidhichte làimhseachail a cheannach	7	(156,912)	(126,863)	Payments to acquire tangible fixed assets
--	---	-----------	-----------	--

### Maoineachadh

#### Financing

Pàighidhean air an dèanamh fo chùmhnan tan ceannach-air-lasad	4,299	4,298	Payments made under hire purchase contracts
--	-------	-------	--

The accounting policies and notes form an integral part of these accounts.

Tha na riaghailtean cunntasachd agus am fios nam pàirt riatanach de na cunntasan seo.



# FIOS MU NA CUNNTASAN

## NOTES TO THE ACCOUNTS

1

### POILEASIDHEAN-CUNNTASACHD | ACCOUNTING POLICIES

#### ULLACHADH

Thatar air na cunntasan ullachadh a rèir chosgaisean an dèidh a chèile agus fo na h-inbhean iomchaidh san Rìoghachd Aonaichte.

Thatar air na prìomh phoileasidhean-cunntasachd a thoirt gu buil air an aon rèir mu chunntasan na Seirbheis agus chan eil iad air atharrachadh bhon bhliadhna roimhe seo.

Tha Cuntas Teachd-a-steach agus Cosgais a' bhon-uiridh air ath-aithris a thaobh roinneadh chosgaisean rianachd eadar Cosgaisean Rianachd agus Cosgaisean Rianachd Seanail. Chan eil an ath-aithris seo a' toirt buaidh air toraidhean iomlan na bliadhna sin.

#### TEACHD-A-STEACH

Thatar air tabhartasan a fhuaireadh bho Chiste na Rìoghachd a chur sa Chunntas Teachd-a-steach is Cosgais don bhliadhna san d' fhuaireadh iad, fo rèir cur-an-dàil mar aithneachadh mar theachd-a-steach thabhartasan sam bith a fhuaireadh agus a chleachdadh gus prògraman a bha gun chraoladh fhathast aig deireadh na bliadhna a mhaoineachadh. Aithnichear an teachd-a-steach seo nuair a bhios na tabhartasan iomchaidh mu riochdachadh air an sgriobhadh dheth don Chunntas Teachd-a-steach is Cosgais a rèir mar a thatar a' mìneachadh anns a' phoileasaidh air leth mu Thabhartasan-riochdachaidh anns an fhiosrachadh gu h-ìseal.

#### TABHARTASAN-RIOCHDACHAIDH

Tha tabhartasan is còirichean riochdachaidh Telebhisein is Rèidio gan gleidheadh anns a' Chothromachadh Cosgais agus air an sgriobhadh dheth don Chunntas Teachd-a-steach is Cosgais aon uair is gu bheilear air an clàr dham buin iad a chraoladh don chiad uair.

#### TABHARTASAN EILE

Tha tabhartasan-leasachaidh agus tabhartasan sam bith eile a tha rim pàigheadh air an cur an aghaidh teachd-a-steach a rèir mar a dh'èirich.

#### BASIS OF PREPARATION

The accounts have been prepared on the historical cost basis and in accordance with applicable United Kingdom accounting standards.

The principal accounting policies have been applied consistently in relation to the Service's accounts and have remained unchanged from the previous year.

The prior year Income & Expenditure Account has been restated in terms of the allocation of administration costs between Administrative Expenses and Channel Administration Costs. This restatement has no effect on the overall results for the prior year.

#### INCOME

Grants received from Treasury are credited to the Income & Expenditure Account in the year to which they relate, subject to the deferral in recognition as income of any grants received which were used to fund programmes yet to be broadcast at the year end. This income will be recognised when the related production grants are written off to the Income & Expenditure Account as outlined in the separate policy for Production Grants as detailed below.

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#### PRODUCTION GRANTS

Television and Radio production grants and rights are held in the Balance Sheet and are written off to the Income & Expenditure Account once the production to which they relate has been first broadcast.

#### OTHER GRANTS

Development grants and all other grants payable are charged against income as incurred.



## FIOS MU NA CUNNTASAN ++ NOTES TO THE ACCOUNTS ++

1

### POILEASIDHEAN-CUNNTASACHD | ACCOUNTING POLICIES ++

#### GABHAIL

Tha màl a tha ri phàigheadh fo aonta-ghabhail sam bith a th' ann an-dràsta air an cur mar theachd-a-steach a rèir mar a dh'èirich.

#### COSGAISEAN PHEINNSEANAN

'S ionnan na cosgaisean pheinnseanan a tha air an cur sìos an aghaidh teachd-a-steach agus suim nan cuibhreannan a tha rim làigheadh san ùine dham buin na cunntasan.

#### MAOIN STÈIDHICHTE LÀIMHSEACHAIL

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#### Ìsleachadh

Tha ìsleachadh ga chleachdad airson cur-às cosgais maoin às aonais meas air a luach gach bliadhna fhad 's a tha luach eaconamach innte mar a leanas:

Innealradh-choimpiutaireachd .....	33% loidhne dhìreach
Àirneis is Uidheam Oifis .....	20% loidhne dhìreach
Leasachaidhean Gabhaltais .....	20% loidhne dhìreach
Carbadan .....	25% cothromachadh-lùghdachaidh
Goireasan Stiùdio .....	20% loidhne dhìreach

#### TABHARTASAN-CALPA

Tha tabhartasan-calpa air an gleidheadh sa Chothromachadh Cosgais agus air an cur don Chunntas Teachd-a-steach is Cosgais a rèir a' phoileasaidh mu ìsleachadh air luach na maoine dham buin an tabhartas.

#### LEASING

Rentals paid under operating leases are charged to income as incurred.

#### PENSION COSTS

The pension costs charged against income represent the amount of the contributions payable in respect of the accounting period.

#### TANGIBLE FIXED ASSETS

##### Depreciation

Depreciation is provided to write off the cost less estimated residual value of tangible fixed assets over their estimated useful economic lives as follows:

Computer Equipment .....	33% straight line
Office Furniture & Equipment .....	20% straight line
Leasehold Improvements .....	20% straight line
Motor Vehicles .....	25% reducing balance
Studio Equipment .....	20% straight line

#### CAPITAL GRANTS

Capital grants are held in the Balance Sheet and credited to the Income & Expenditure Account in line with the depreciation policy of the asset to which the grant relates.



## 2

### EASBHAIDH OBRACHAIDH | OPERATING DEFICIT

	2011 £	2010 £	
Thatar air an easbhaidh obrachaidh a chur an cùill an deidh:			Operating deficit is stated after charging:
Siubhal agus cothachadh: Buill	39,807	29,343	Travel and subsistence: Members
Siubhal agus cothachadh: Luchd-obrach	91,664	86,352	Travel and subsistence: Staff
↳cadh luchd-sgrùdaidh: Sgrùdadh	20,892	18,086	Auditor's remuneration: Audit
↳cadh luchd-sgrùdaidh: Seach an Sgrùdadh	16,958	9,927	Auditor's remuneration: Non-audit
↳sleachadh air Luach	564,366	571,530	Depreciation
Tabhartas-calpa a sgaoileadh	<u>(95,364)</u>	<u>(95,364)</u>	Capital grant release

## 3

### RIADH LOM | NET INTEREST

	2011 £	2010 £	
Riadh ri fhaotainn	1,138	923	Interest receivable
Riadh agus faraidhean eile rim pàigheadh	<u>(2,589)</u>	<u>(2,215)</u>	Interest payable & similar charges
Riadh lom ri phàigheadh	<u>(1,451)</u>	<u>(1,292)</u>	Net interest payable

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## 4

### CÌS | TAXATION

	2011 £	2010 £	
Tha am faradh-cìse air riadh a fhuaireadh airson na bliadhna mar seo a leanas:	The taxation charge on interest received for the year is as follows:		
Cis corporaid na RA @ 21% (2010: 21%)	239	194	UK Corporation tax @ 21% (2010: 21%)

## FIOS MU NA CUNNTASAN ++ NOTES TO THE ACCOUNTS ++

**5**

### STIÙIRICHE & LUCHD-OBRACH | CHIEF EXECUTIVE & EMPLOYEES' REMUNERATION

B' e an àireamh mar mheadhan de dhaoine air am fastadh leis a' Bhòrd (an t-Àrd Oifigear nam measg) 27 (2010: 26)

The average number of persons (including the Chief Executive) employed by the Board during the year was 27 (2010:26)

	2011 £	2010 £	
Cosgaisean luchd-obrach (airson nan daoine gu h-àrd)			Employee costs (for above persons)
Tuarastal agus duais	891,287	864,603	Wages and salaries
Cosgaisean tàrainanteachd shòisealta	100,589	98,893	Social security costs
Cosgaisean pheinnseanan eile (faicibh not 19)	126,821	106,197	Other pension costs (see note 19)
	<u>1,118,697</u>	<u>1,069,693</u>	

	2011 £	2010 £	
Thathar air na cosgaisean gu h-àrd a bhriseadh sios thar nan roinnean mar seo a leanas:			The above costs have been allocated across departments as follow:
Cosgaisean rianachd	409,192	392,339	Administrative expenses
Rianachd seanaill	378,277	381,216	Channel administration
Cosgaisen obrachadh sianail	108,150	91,803	Channel operating costs
Riochdachadh	223,078	204,335	Productions
	<u>1,118,697</u>	<u>1,069,693</u>	

	2011 £	2010 £	
Ìocadh an Àrd-oifigeir:			Remuneration in respect of the Chief Executive was as follows:
Tuarastal (agus sochairean)	96,371	98,971	Emoluments (including benefits in kind)
Cuibhreannan pheinnseanan ri ceannach-airgid sgeama pheinnseanan eile (faicibh not 19)	13,706	13,706	Pension contributions to money purchase pension scheme (see note 19)
	<u>110,077</u>	<u>112,677</u>	



## 6

### CATHRAICHE & BUILL | CHAIRMAN & MEMBERS

Thàinig cìsean agus tuarastalan eile, le sochairean san àireamh, a fhuair an Cathraiche £11,346 (2010: £11,346)

Fees and other emoluments, including benefits, received by the Chairman amounted to £11,346 (2010:£11,346)

	2011 Àireamh Number	2010 Àireamh Number	The number of other Members who received amounts falling within the following scale was:
B' e àireamh nam Ball eile a fhuair suim fo na tomhasan seo a leanas:	0 - £4,999	11	0 - £4,999

# FIOS MU NA CUNNTASAN ++

## NOTES TO THE ACCOUNTS ++

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### MAOIN LÀIMHSEACHAIL | TANGIBLE ASSETS

Uidheam Coimp.	Àirneis & Uidheam.	Leasach. Gabhaltais	Carbadan	Uidheam Stiùdio	Cosgais	
Computer Equip.	Furniture & Equip.	Leasehold Improve.	Motor Vehicles	Studio Equip.	Total	
£	£	£	£	£	£	
lomlan						Cost
Aig 1 Giblean 2010	149,249	66,743	173,285	45,580	3,136,936	3,571,793
Cur-ris	3,440	789	72,612	-	80,071	156,912
Aig 31 Màrt 2011	152,689	67,532	245,897	45,580	3,217,007	3,728,705

### Ísleachadh

						Depreciation
Aig 1 Giblean 2010	144,717	33,253	92,330	22,957	1,866,644	2,159,901
Faradh son na bliadhna	5,489	12,344	27,834	5,656	513,043	564,366
Aig 31 Màrt 2011	150,206	45,597	120,164	28,613	2,379,687	2,724,267

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### Luach Lom a rèir nan Leabhraichean

						Net Book Values
Aig 31 Màrt 2011	2,483	21,935	125,733	16,967	837,320	1,004,438
Aig 31 Màrt 2010	4,532	33,490	80,955	22,623	1,270,292	1,411,892

Tha luach lom a rèir nan leabhraichean airson charbadan aig 31 Màrt 2011 a' gabhail a-steach £6,785 (2010: £9,047) a thaobh maoin air a chumail fo chùmhant ceannach-air-iasad. Chaidh ìsleachadh luach £2,262 (2010: £3,016) a chur mu choinneamh na maoine seo sa bhliadhna.

Aig 31 Màrt 2011 bha Uidheamachd Stiùideo luach £58,725 ga chur a-steach agus bha Leasachaidhean Gabhaltais luach £67,546 a' dol air adhart agus chan eil iad air an ìsleachadh sna h-aithisgean ionmhais seo.

The net book value of motor vehicles at 31 March 2011 includes £6,785 (2010: £9,047) in respect of an asset held under a hire purchase contract. Depreciation of £2,262 (2010: £3,016) was charged in relation to this asset in the year.

Studio Equipment to the value of £58,725 was in the process of being installed and Leasehold Improvements to the value of £67,546 were in progress at 31 March 2011 and have not been depreciated in these financial statements.

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## LUCHD-FIACH RIM PÀIGHEADH AN TAOBH A-STAIKH AON BHLIADHNA | DEBTORS DUE WITHIN ONE YEAR

	<b>2011</b> £	<b>2010</b> £	
Luchd-fhiach malairt	44,820	4,291	Trade debtors
Ro-phàigheadh agus teachd-a-steach air a chàrnadh	31,302	25,364	Prepayments and accrued income
Luchd-fhiach VAT	75,234	37,814	VAT debtor
	<u>151,356</u>	<u>67,469</u>	

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## LUCHD-CREIDEIS: SUIMEANNAN RIM PÀIGHEADH AN TAOBH A-STAIKH AON BHLIADHNA | CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	<b>2011</b> £	<b>2010</b> £	
Luchd-creideis malairt	27,068	160,436	Trade creditors
Càrnadh	37,021	55,233	Accruals
Suimeannan a-muigh fo chùmhnanan			Amounts outstanding under hire
ceannach-air-iasad	5,048	4,300	purchase contracts
Cis Chorporra	239	194	Corporation Tax
	<u>69,376</u>	<u>220,163</u>	

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## TABHARTASAN TEACHD-A-STEACH AIR AN CUR AN DÀIL | DEFERRED INCOME GRANTS

	<b>2011</b> £	<b>2010</b> £	
Tabhartasan air an Cur an Dàil - Prògraman gun chraoladh fhathast	2,807,120	3,046,122	Deferred Grant - Programmes yet to be broadcast
Tabhartasan air an Cur an Dàil - Leasachadh & Trèanadh	45,000	-	Deferred Grants - Development & Training
	<u>2,852,120</u>	<u>3,046,122</u>	

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## FIOS MU NA CUNNTASAN ++ NOTES TO THE ACCOUNTS ++

### 11

#### LUCHD-CREIDEIS: SUIMEANNAN RIM PÀIGHEADH AN DÈIDH BARRACHD AGUS AON BLIADHNA | CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2011 £	2010 £	
Suimeannan a-muigh fo chùmhnantan ceannach-air-iasad	-	5,047	Amounts outstanding under hire purchase contracts

### 12

#### TABHARTASAN-CALPA AIR AN CUR AN DÀIL | DEFERRED CAPITAL GRANTS

'S ionann tabhartasan air an cur an dàil agus tabhartasan a fhuaireadh mar chuibhreannan mu uidheam  
ùrachadh-Stiùidio.

Deferred grants represent grants received as contributions  
in respect of equipment for the studio upgrade.

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	2011 £	2010 £	
Aig 1 Giblean 2010	190,743	286,107	As at 1 April 2010
Air a chur don Chunntas Teachd-a-steach is Cosgais	<b>(95,364)</b>	<b>(95,364)</b>	Released to the Income & Expenditure Account
Aig 31 Màrt 2011	95,379	190,743	As at 31 March 2011

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#### CUNNTAS TEACHD-A-STEACH IS COSGAIS | INCOME & EXPENDITURE ACCOUNT

	2011 £	2010 £	
Aig 1 Giblean 2010	1,271,998	1,850,224	At 1 April 2010
Easbhaidh airson na bliadhna	<b>(102,457)</b>	<b>(578,226)</b>	Deficit for year
Aig 31 Màrt 2011	1,169,541	1,271,998	At 31 March 2011



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### RÈITE AIR SRUTH-AIRGID GLAN RI GLUASAD ANN AN IONMHAS GLAN | RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN NET FUNDS

	2011 £	2010 £	
Lùghdachadh/(meudachadh) airgid sa bhliadhna	14,912	(31)	Increase/(Decrease) in cash in year
Sruth-airgid a-mach airson chùmhnantan ceannach-air-iasad	4,299	4,298	Cash outflow for hire purchase contracts
Meudachadh ann an ionmhas lom bho shruth-airgid	19,211	4,267	Increase in net funds resulting from cashflows
Ionmhas glan aig 1 Giblean 2010	199,243	194,976	Net funds at 1 April 2010
Ionmhas glan aig 31 Màrt 2011	218,454	199,243	Net funds at 31 March 2011

Sgrùdadh air atharrachadh ionmhais Ghlain

Analysis of change in Net Funds

	Aig 1 Giblean At 1 April 2010	Sruth airgid Cash flow	Aig 31 Màrt At 31 March 2011		
	£	£	£		
	Airgead am Banca agus ri Làimh	208,590	14,912	223,502	Cash at bank and in hand
Suimean ri iocadh fo chùmhnantan ceannach	<b>(9,347)</b>	4,299	<b>(5,048)</b>		Amounts due under hire purchase contracts
	<b>199,243</b>	<b>19,211</b>	<b>218,454</b>		

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## FIOS MU NA CUNNTASAN ++ NOTES TO THE ACCOUNTS ++

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#### GEALLAIDHEAN MU THABHARTASAN | GRANT COMMITMENTS

Mar aig 31 Màrt 2011 bha geallaidhean mu thabhartasan-riochdachaidh air adhart £7,012,544 (2010: £8,681,821). Tha an gealladh seo ri phàigheadh thairis air 4 bliadhna mar seo a leanas:

	2011 £	2010 £
2010/11	-	4,432,705
2011/12	5,979,543	3,849,116
2012/13	849,667	400,000
2013/14	136,667	-
2014/15	46,667	-
	<u>7,012,544</u>	<u>8,681,821</u>

As at 31 March 2011 forward production grant commitments were £7,012,544 (2010: £8,681,821). This commitment is payable over 4 years as follows:

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#### GEALLAIDHEAN MU AONTAIDHEAN-GABHAIL | LEASING COMMITMENTS

Tha pàighidhean mu obrachadh air ghabhail a' tighinn gu £85,060 (2010: £72,819) rim pàigheadh an taobh a-staigh aon bhliadhna. Tha na h-aontaidhean-gabail dham buin na suimeannan seo a' crìochnachadh mar a leanas:

Fearann agus Togalaichean	2011		2010	
	Land and Buildings	Other	Land and Buildings	Other
	£	£	£	£
Ann an aon bhliadhna no nas lughá	14,437	-	6,046	-
Eadar dà bhliadhna agus còig bliadhna	-	6,123	-	6,773
An dèidh barrachd agus còig bliadhna	64,500	-	60,000	-
	<u>78,937</u>	<u>6,123</u>	<u>66,046</u>	<u>6,773</u>

Operating lease payments amounting to £85,060 (2010: £72,819) are due within one year. The leases to which these amounts relate expire as follows:



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### GEALLAIDHEAN-CALPA | CAPITAL COMMITMENTS

Cha robh geallaidhean-calpa aig an t-Seirbheis aig 31 Màrt 2011 no 31 Màrt 2010.

The Service had no capital commitments at 31 March 2011 or 31 March 2010.

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### FIACHAN TUITEAMACH | CONTINGENT LIABILITIES

Tha suidheachadh na Seirbheis agus an ìre de chìsean malairt a ghabhas a thoirt air ais gan rannsachadh an-dràsta le Cìsean is Cusbainn na Bànrighe. Aig an àm seo chan eil Cìsean is Cusbainn na Bànrighe air tomhas a thoirt seachad air an t-suim a bhiodh san amhairc, nam biodh suim idir ann, agus ma dh'èireas gnothaichean às an rannsachadh nì an t-Seirbheis sgrùdadh orra còmhla ri an luchd-comhairleachaidh proifeiseanta. Dh'haodadh fiach tuiteamach a bhith ann airson na Seirbheis aig 31 Màrt 2011 airson suim sam bith de chìsean malairt a bhiodh Cìsean is Cusbainn na Bànrighe a' sireadh ach chan eil tomhas air an t-suim seo an-dràsta.

HM Revenue & Customs are currently reviewing the affairs of the Service and the level of input tax which is able to be recovered. At present no quantification of the potential amount involved, if any, has been provided by HM Revenue & Customs and any issues raised will be subject to further review by the Service in discussion with their professional advisers. A potential liability may exist for the Service at 31 March 2011 for any amount of input tax HM Revenue & Customs seek to recover but this amount has not been quantified at present.

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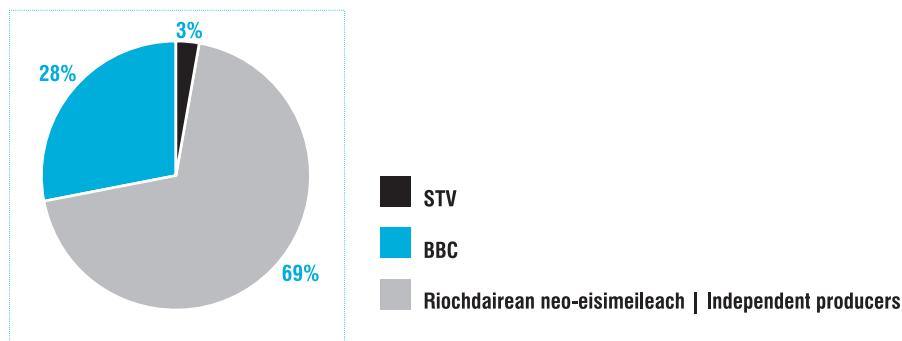
### SGEAMA PHEINNSEANAN | PENSION SCHEME

Tha ullachaidhean pheinnseanan comharrachte aig an t-Seirbheis airson an luchd-obrach uile a tha airidh air an leithid. Tha a' mhaoin seo ga gleidheadh fa leth bhon fheadhairinn aig an t-Seirbheis fhèin ann am maoin air a rianachd gu neo-eisimeileach le buidhnean-àrachais. 'S ionann cosgais pheinnseanan na bliadhna, aig ireacha caochlaideach air am bonntachadh air tuarastal, agus na cuibhreannan a tha rim pàigheadh leis an t-Seirbheis don mhaoin agus tha i a' tighinn gu £126,821 (2010: £106,197).

The Service operates defined contribution pension arrangements for all eligible employees. The assets are held separately from those of the Service in independently administered funds with insurance companies. The pension cost for the year, at variable rates based on salaries, represents the contributions payable by the Service to the funds and amounts to £126,821 (2010: £106,197).

## TUILLEADH FIOSRACHAIDH ADDITIONAL INFORMATION

TABHARTASAN GU PRÒGRAMAN TELEBHISEIN & LEASACHADH PHRÒGRAMAN TELEBHISEIN, 2010|11  
ALLOCATION OF TV PROGRAMME & TV PROGRAMME DEVELOPMENT GRANTS, 2010|11



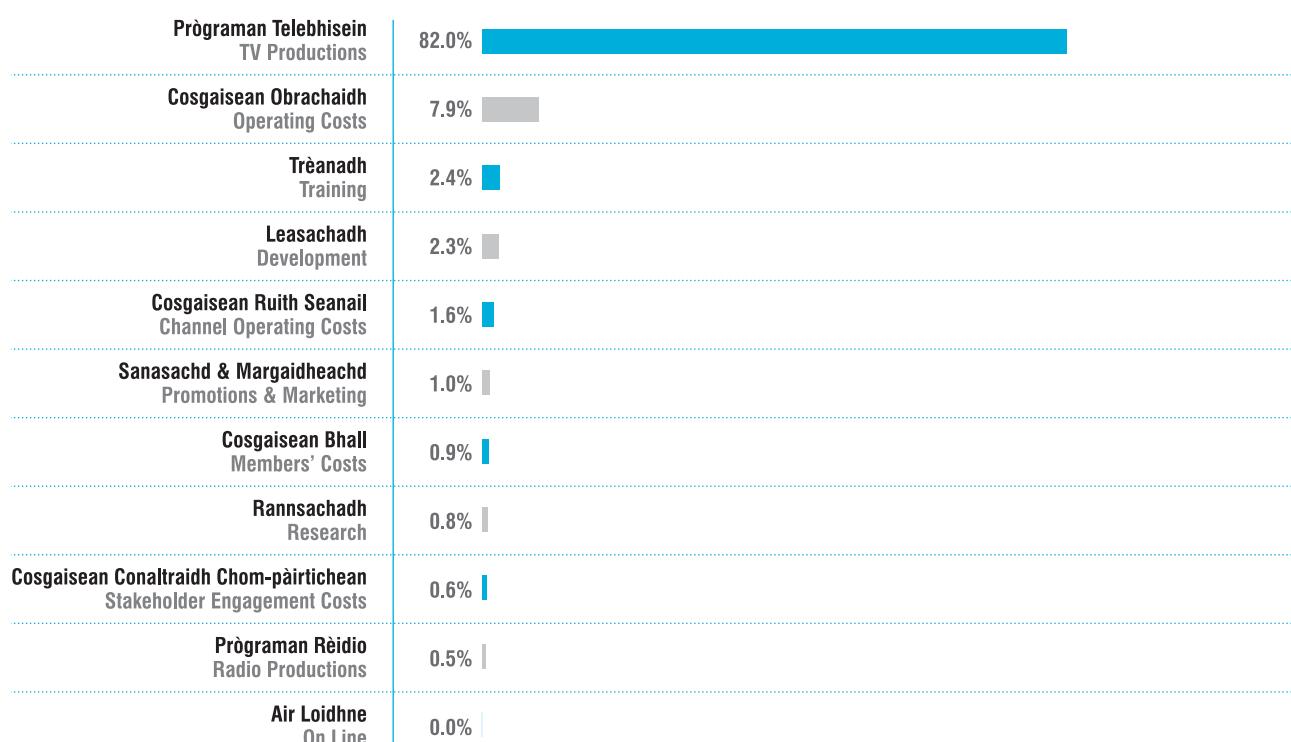
Tha seo air a bhriseadh an àrd mar a leanas:  
This allocation can be further analysed as follows:

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MNE TV	29.0%	
BBC	27.7%	
Mac-TV	14.5%	
Bees Nees Media	8.0%	
Eyeline Media	3.8%	
STV Productions	2.8%	
Obh Obh Productions	2.4%	
Caledonia TV Productions	2.0%	
Midas Multimedia	1.9%	
Sorbieir Productions	1.6%	
Moja	1.3%	
HCF Productions	1.0%	
Solus Productions	0.9%	
Corcadal Productions	0.8%	
Pure Magic Films	0.6%	
Corran Media	0.5%	
Tern Television Productions	0.4%	
Sealladh Productions	0.3%	
Burach Productions	0.2%	
Madmac Productions	0.1%	
Tele Ar-a-Mach & Co	0.1%	



ROINNEADH NA MAOINE, 2010|11  
ALLOCATION OF THE FUND, 2010|11



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TABHARTASAN RIOCHDACHAIDH AIR DUALAN PHRÒGRAMAN, 2010|11  
PRODUCTION GRANTS BY PROGRAMME STRAND, 2010|11

	2010-11 Cosg £ Spend £	Uairean Co-ionnan Equivalent hours	Cosgais gach uair £ Cost per hour £
Aithris Factual	2,910,301	116.2	25,046
Ealan & Cur-seachad Arts & Entertainment	2,668,042	93.8	28,444
Spòrs Sport	1,805,128	130.2	13,864
Clann Children's	898,650	53.7	16,735
Creideamh Religion	332,964	14.4	23,123
Rèdio Radio	90,633	43.0	2,108



## LUCHD-OBRACH STAFF

### CORPORRA CORPORATE

Dòmhnall Caimbeul Donald Campbell	Àrd Oifigear Chief Executive
Alison Lang	Oifigear Corporra Corporate Affairs Officer
Katie NicLeòid Katie MacLeod	Deasaiche Lìn Web Editor
Eilean Green	Neach-taic Phròiseactan Projects Assistant

### PRÒGRAMAN CONTENT

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Alan Esslemont	Ceannard Phrògraman Head of Content
Mairead Chamshron Margaret Cameron	Deasaiche Seanail Channel Editor
Donaldh Dòmhnullach Donnie MacDonald	Manaidsear Ionmhas Phrògraman Programme Finance Manager
Magaidh Nic an Tàilleir Margaret Taylor	Manaidsear Clàr-phrògraman Scheduling Manager
Murchadh Moireasdan Murdo Morrison	Manaidsear Margaidheachd Marketing Manager
Fiona NicChoinnich Fiona MacKenzie	Preasantair Seanail & Co-òrdanaiche Sgioba Channel Presenter & Team Co-ordinator
Lisa Annette	Riochdaire Clàir Schedule Producer
Charissa Gray	Neach-cuideachaидh a' Chlàir Scheduling Assistant
Michelle Mhoireasdan Michelle Morrison	Neach-taic Seanail Channel Assistant



## GOIREASAN OPERATIONS

Niall Greumach Neil Graham	Ceannard Ghoireasan & Ionmhais Head of Operations & Finance
Donaidh Moireasdan Donnie Morrison	Cunntasair Management Accountant
Iain MacGilliosa Iain Gillies	Manaidsear Teicneòlas Fiosrachaidh IT Manager
Màiri Anna NicAonghais Mary Ann MacInnes	Manaidsear Oifis Office Manager
Donna NicDhòmhnaill Donna MacDonald	Neach-taic Ghoireasan Operations Assistant
Marina NicDhòmhnaill Marina MacDonald	Neach-taic Ghoireasan (pàirt-ùine) Operations Assistant (part-time)
Calum Moireasdan Calum Morrison	Neach-aire Caretaker

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## GOIREASAN (STIÙIDEO) OPERATIONS (STUDIO)

Donaidh MacAoidh Donnie MacKay	Stiùiriche Sheirbheisean Teicniceach Technical Services Director
Ùisdean MacLeod Ùisdean MacLeod	Manaidsear Obrachaidhean Teicniceach Technical Operations Manager
Annette Kerr	Manaidsear Ghoireasan Stiùideo Fàs Fàs Studio Facilities Manager
Richard McHale	Neach-taic Innleachd Support Engineer
Ruth NicCoinnich Ruth MacKenzie	Deasaiche Editor
Dòmhnull Eadie Donald Eadie	Neach-taic Stiùideo Studio Assistant
Ivor MacCoinnich Ivor MacKenzie	Neach-taic Stiùideo Studio Assistant
Cailean Moireach Colin Murray	Neach-taic Stiùideo Studio Assistant



## BUILL A' BHÙIRD BOARD MEMBERS



Alasdair Moireasdan  
(Cathraiche)  
Gu Òg-mhios 2012  
Until June 2012



Dòmhnall MacAoidh  
Gu Màrt 2011  
Until March 2011



Úisdean MacLlinnein  
Gu Màrt 2011  
Until March 2011



Dòmhnall Iain MacAonghais  
Gu Màrt 2014  
Until March 2014



Shona Nicllinnein  
Gu Màrt 2012  
Until March 2012



Donnchadh MacAonghais  
Gu Màrt 2012  
Until March 2012



Coinneach MacFhionghuin  
Gu Màrt 2011  
Until March 2011



Dòmhnall Màrtainn  
Gu Màrt 2014  
Until March 2014



Rhoda Meek  
Gu Màrt 2012  
Until March 2012



Rob Dunbar  
Gu Màrt 2012  
Until March 2012



Alasdair MacCaluim  
Gu Màrt 2012  
Until March 2012



Gordon MacLlinnein  
Gu Màrt 2012  
Until March 2012



## COM-PÀIRTEAN NAM BALL

### MEMBERS' INTERESTS

	BUIDHEANN ORGANISATION	ÙIDH NATURE OF INTEREST
Alasdair Moireasdan Alasdair Morrison	Clò Mòr Innse Gall UBC Group Western Isles Credit Union	Stiùiriche Director Stiùiriche Director Stiùiriche Director
Alasdair MacCalum	Pàrlamaid na h-Alba The Scotsman Publications Ltd Cì Gàidhlig	Neach-obrach Employee Sgrìobhaiche & deasaiche Freelance writer & editor Ball àbhaisteach Ordinary member
Dòmhnull Iain MacAonghais Donald John MacInnes	Sabhal Mòr Ostaig	Urrasair (gu Samhain 2010) Trustee (until November 2010)
Coinneach MacFhionghuin Kenneth MacKinnon	Bòrd na Gàidhlig University of Aberdeen Orkney College UHI University of Hertfordshire The Open University SGRÜD Research	Ball a' bhùird Board member Ollamh Urramach Honorary Professor Research degree supervisor Visiting Professor & Emeritus Reader Associate Lecturer Self-employed consultant
Ùisdean MacLlinnein Hugh Dan MacLennan	Urras Shomhairle MNE Media BBC Radio nan Gàidheal Bòrd na Gàidhlig Bòrd na Gàidhlig HDM Communications	Urrasair Trustee Freelance TV presenter Freelance radio presenter Member of interim senior support team (to August 2010) Contracted PR consultant (Sept 2010 to March 2011) Freelance PR consultant
Donnchadh MacAonghais Duncan MacInnes	Western Isles Fishermen's Association Western Isles Sea Fisheries Training Association Outer Hebrides Inshore Fisheries Group Comhairle nan Eilean Siar, Fisheries Joint Consultative Committee	Rùnaire Secretary Rùnaire Secretary Co-òrðanaiche Co-ordinator Ball comataidh Committee member
Shona NicLlinnein Shona MacLennan	Solas Business Services Ltd Sabhal Mòr Ostaig West Highland College UHI	Stiùiriche Director Ball comataidh sgrùdaidh Member of audit committee Rùnaire na colaise College secretary
Gordon MacLlinnein Gordon MacLennan	Strathclyde Partnership for Transport Millar Motors Ltd	Àrd Oifigear Chief Executive Stiùiriche Director
Rhoda Meek	Gaelic Society of Ottawa Deiseal Ltd	Ball a' bhùird Board member IT Developer & Designer (full-time) Freelance web designer Ùlpan tutor
Rob Dunbar	Bòrd na Gàidhlig Soillse Cì Gàidhlig Pobal	Ball a' bhùird Board member Stiùiriche Director Ball àbhaisteach Ordinary member Ball àbhaisteach Ordinary member
Dòmhnull MacAoidh Donald MacKay	Aupec Ltd Parkmead Group plc	Stiùiriche Director Stiùiriche Director
Dòmhnull Märtainn Donald Martin	Acair Colaiste Caisteal Leòdhais Ùghdarris a' Chlò Hearaich Urras Bòrd an Dealain Bòrd na Gàidhlig Bòrd na Gàidhlig	Stiùiriche & Cathraiche Director & Chairman Ball bòrd stiùiridh Member of board of directors Cathraiche Chairman Urrasair Trustee Member of interim senior support team (until Sept 2010) Discrete consultancy projects (Sept 2010 to March 2011)



## COMHAIRLICHEAN ADVISORS

LUCHD-LAGH: <b>SOLICITORS:</b>	MacDonald & MacIver 20 Francis Street Stornoway Isle of Lewis HS1 2NB	McGrigors LLP Pacific House 70 Wellington Street Glasgow G2 6SB
BANCAICHEAN: <b>BANKS:</b>	Royal Bank of Scotland 17 North Beach Street Stornoway Isle of Lewis HS1 2XH	Bank of Scotland 47 Cromwell Street Stornoway Isle of Lewis HS1 2DE
LUCHD-SGRÙDAIDH: <b>AUDITORS:</b>	Grant Thornton UK LLP 95 Bothwell Street Glasgow G2 7JZ	

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## FIOS THUGAINN CONTACT DETAILS

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Steòrnabhagh  
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Post-d: fios@mgalba.com  
Làrach-lìn: [www.mgalba.com](http://www.mgalba.com)

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Is e MG ALBA ainm gnìomh Sheirbheis nam Meadhanan Gàidhlig.  
MG ALBA is the operating name of Gaelic Media Service.

## A' LÙGHDACHADH BUOIDH NA H-AITHISG SEO AIR AN ÀRAINNEACHD REDUCING THE IMPACT OF THIS ANNUAL REPORT

Chaidh an Aithisg Bhliadhnaile againn a chlò-bhualadh a' cleachdadadh dhòighean-obrach agus chleachdailhean a tha a' lùghdachadh na droch buaidh a dh'fhaodadh tighinn à clò-bhualadh an leabhair seo. Thathas a' cleachdadadh ionca ola luis, ag ath-chuartachadh 90% de stuthan caithte tioram agus 95% de stuthan glanaidh airson ath-chleachdadadh san àm ri teachd. Tha an clò-bhualadair air teisteanas àrainneachd ISO14001 a choisinn.

Our Annual Report was printed using environmentally friendly techniques and practices that minimise the potential negative impact of printing this document. These include the use of vegetable oil-based inks, and recycling of 90% of dry waste and 95% of cleaning solvents for future use. The printer has attained ISO14001 environmental accreditation.



Chaidh an còmhach a chlò-bhualadh air Revive 100 Offset, dèante 100% de stuthan caithte for-cheannachd – barrantaichte FSC agus gun chlòirin. Chaidh na duilleagan a chlò-bhualadh air Revive 75 Matt, dèante 50% de stuthan caithte for-cheannachd gun ionca, 25% stuthan caithte ro-cheannachd, agus 25% snàithleach ùr – barrantaichte FSC.

The cover was printed on Revive 100 Offset, made of 100% post-consumer waste – FSC certified and chlorine free. Pages were printed on Revive 75 Matt, made of 50% de-inked post-consumer waste, 25% pre-consumer waste and 25% virgin fibre – FSC certified.

Nuair a tha sibh ullamh leis an aithisg seo, thoiribh gu leughadair eile i, no cuiribh air falbh i am measg stuthan pàipeir eile rin ath-chuaireachadh.

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