



Economic and social value of MG ALBA

Executive summary | October 2021

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CURRENT ECONOMIC IMPACT AND VALUE GENERATED



FTE Jobs
340



GVA
£17.2M



Salaries
£10.4M



ROI
£1:£1.34



POTENTIAL FUTURE IMPACTS



FTE Jobs
770



GVA
£35.6M



Salaries
£23.6M



ROI
£1:£1.43



SOCIAL AND WIDER VALUE OF MG ALBA

- **Supporting sustainability in the sector** through its unique content commissioning model which seeks to engage production companies via multi-year volume output agreements.
- **Investing around one-quarter of the annual production budget in “local” production companies** – this business, won through competitive tenders, contributes to the sustainability of a cluster of creative businesses in Western Isles and Skye.
- **Creating high value and high skilled employment opportunities across Scotland** – both directly and through the production companies they engage with.
- **Developing genuinely collaborative partnerships with the production sector** and “promoting creative integrity”.
- **Taking a leading role in supporting opportunities for co-production**, helping their content reach a broader audience and diversifying income streams.
- **Commissioning content that tells stories about the Gaelic people, land, history, culture, and heritage** – this has a significant reach that transcends the perceived language barrier to reach a new non-Gaelic speaking audience.
- **Supporting the creative industries, which are recognised as a distinct component of the regional attractiveness** – rooted in communities and contributing to a strong sense of place has a significant downstream impact within the Highlands and Islands tourism offering.
- **Helping create a sustainable future** – alongside Gaelic speaking schools, Gaelic language broadcasting is an important and accessible tool to help those learning Gaelic.
- **Championing diversity and inclusion** – BBC ALBA is rightly regarded as the “the home of women’s sport in Scotland” and dedicates a significant number of hours every year to bringing professional women sports to a broader audience, thereby increasing its profile.
- **Supporting, training, and developing a pipeline of talent** – MG ALBA is proactive in supporting the training and development of its own staff and the sector as a whole through employing Modern Apprentices, providing training grants, workplace internships and student training opportunities, funding residency training, and chairing the Industry Training Advisory Group.
- **Delivering community benefits** through its sponsorship of the Scottish Traditional Music Awards and Scottish Women’s Football Awards and dedicating a budget to sponsoring local community-based projects every year.



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Iomairt na Gàidhealtachd’s nan Eilean



Economic and Social Development