

MG ALBA

Annual Plan

2026-27



Remit

Vision, Mission and Values

Statutory Remit

Functions

“The functions of MG ALBA* shall be to secure that
a wide and diverse range of high quality programmes in Gaelic
are broadcast or otherwise transmitted
so as to be available to persons in Scotland [and to others]”

Powers

“MG ALBA may -
a) make grants out of the Fund, or
b) otherwise apply it, for any of the purposes of carrying out their functions or for any purpose connected with the carrying out of those functions.

It shall be within the capacity of MG ALBA as a statutory corporation to do such things and enter into such transactions as are incidental or conducive to the discharge of their functions under section 183 of this Act.” (Sch 19)

Activities

“In carrying out their functions, MG ALBA may **finance, or engage in**, any of the following -

- a) the **making of programmes** in Gaelic with a view to those programmes being broadcast or otherwise transmitted so as to be available to persons in Scotland;
- b) the **provision of training** for persons employed, or to be employed, in connection with the making of programmes in Gaelic to be so broadcast or otherwise transmitted;
- c) **research** into the types of programmes in Gaelic that members of the Gaelic-speaking community would like to be broadcast or otherwise transmitted.”

Restrictions

“But MG ALBA are NOT to be entitled, for the purpose of carrying out their functions, to provide a Channel 3 service; Channel 4; Channel 5...”

• *Section 183 & Sch 19 Broadcasting Act 1990 as amended by section 208 Communications Act 2003, establishes Seirbheis nam Meadh anan Gàidhlig (the Gaelic Media Service, or MG ALBA)*

Vision Mission Values

Lèirsinn: A Route Map for Gaelic Media

Vision

Our Vision is for a modern digital Gaelic media service which delivers the content our audiences deserve, whilst acting as a catalyst for growth for Gaelic and our communities.

Mission

Gàidhlig tro na meadhanan, anns gach àite, airson gach neach

Gaelic for everyone, wherever you are

Values

Creativity

We enable the creation of high-quality Gaelic content

Audience

We are informed and inspired by our audience

Ambition

We strive for and deliver excellence

Partnership

We achieve through collaboration

Respect

We listen; we encourage; we are fair

Statement of Intent for 2026-27

Creating Value through serving Audiences

We will commission and publish, with the BBC, a wide and diverse range of high-quality, Gaelic language media content to:

- ✓ **Reach and be valued by all users of Gaelic**, serving in different ways those of diverse ages, interests and aptitudes, from heritage speakers to new members of the language community;
- ✓ **Foster wide recognition and appreciation of Gaelic language and culture**, extending a warm invitation to persons in Scotland, the UK and globally to participate in Gaelic language and culture through consumption of Gaelic media content; and
- ✓ **Inspire and support language acquisition and usage** through content propositions that encourage consumers of Gaelic media to become learners and users of Gaelic in their daily lives.

Building a Sustainable Future for Gaelic Media

We will collaborate with partners and make investments to:

- ✓ **Accelerate digital media and media business skills acquisition** by existing and aspiring media practitioners;
- ✓ **Foster creativity** in the wider Gaelic media creative community, including school-age; and
- ✓ **Increase levels of economic sustainability and viability** for producers and creators.

Strengthening Organisational Purpose and Presence

- ✓ We will consult with our audiences and stakeholders and make the case for better **status and financial provision** for BBC ALBA
- ✓ We will strengthen our **partnerships** for BBC ALBA, LearnGaelic and SpeakGaelic
- ✓ We will evolve our financial and business models to increase our **effectiveness and efficiency**; and
- ✓ We will work closely with the Scottish Government, Bòrd na Gàidhlig, Gaelic communities and other bodies to support and promote **the economic, social, cultural and linguistic wellbeing of the Gaelic language and its communities of users**

Strategic Outlook

Challenges and Objectives

BBC Charter & Framework Agreement

The BBC Charter and the BBC Framework Agreement, which accompanies the Charter, expire on 31 December 2027.

The Framework Agreement sets out the BBC's obligations in relation to MG ALBA:

40. Scotland

(1) The BBC must continue to support the provision of output in the Gaelic language in Scotland.

(2) Through its partnership with MG Alba, the BBC must continue to provide a television service supporting MG Alba's function of securing that a wide and diverse range of high-quality programmes in Gaelic are broadcast or otherwise transmitted so as to be available to persons in Scotland.

Schedule 1

2. Existing Services

(g) BBC Alba: a mixed-genre television channel for Gaelic speakers and those interested in the Gaelic language and culture, provided by the BBC in partnership with MG Alba.

The Framework Agreement obliges the BBC to provide a route for Gaelic media content to be provided to audiences so that MG ALBA can fulfil its statutory obligations “to persons in Scotland and to others”.

The renewal of the BBC Charter offers an opportunity to clarify how Gaelic broadcasting will be funded and delivered in future years.

MG ALBA's approach to BBC Charter Renewal

On 16 December 2025, DCMS published “*Britain’s Story: The Next Chapter - BBC Royal Charter Review, Green Paper and public consultation*”, which proposes:

BBC ALBA has become the principal broadcaster for Gaelic speakers, offering content ranging from dedicated children’s programming to live coverage of Scottish sport, providing a daily presence for the Gaelic language. (Page 42)

MG ALBA, which co-funds BBC ALBA content along with the BBC, also plays an important role in the provision of minority language broadcasting by working with the BBC and other partners to ensure audiences have access to high-quality content in Gaelic. We will consider options for providing MG ALBA with more certainty over its funding as part of the Charter Review. (Page 74)

MG ALBA, in consultation with stakeholders, made a submission on 10 March 2026, advocating for:

- ❑ **Standing:** explicit provision in the BBC Charter to recognise the unique role of the BBC / MG ALBA partnership in delivering Gaelic broadcasting;
- ❑ **Funding:** a transparent funding mechanism for Gaelic broadcasting which bestows adequacy and certainty;
- ❑ **Prominence:** regulatory provision to ensure that Gaelic broadcasting services and Gaelic content enjoy appropriate prominence on smart TVs, devices and platforms and within the BBC iPlayer.

MG ALBA will continue to advocate for standing, funding and prominence in 2026-27. We will do so in the context of:

- ❑ Collaboration with enterprise and skills bodies and inclusion in their media sector strategies; and
- ❑ Alignment with statutory and policy provision for Gaelic and, if appropriate, for Gaelic areas of linguistic significance.

Strategic Challenges and Opportunities

At a time of accelerating change and disruption in the media sector, MG ALBA recognises that there are both opportunities and challenges. The following is a distillation of outputs from SWOT exercises held by staff and Board in 2025.

Opportunities

- Co-finance model to enable bigger budget productions
- Digital platforms can reach new audiences
- Potential of independent content creators / influencers
- Co-operation with counterparts in other minority languages
- Growing prestige of Gaelic among younger people
- The future talent within Gaelic Medium Education
- National audience are now more accustomed to media in languages other than English

Threats

- Limited core funding
- Fragmented audiences
- Limited capacity and precariousness of Gaelic production sector
- Limited talent pool for hiring (language x job skills)
- Pace of change in technology and media landscape
- Hyper-abundance of high-quality media elsewhere competing for our audiences

Goals

Strategic OKRs for 2026-27

Strategic OKRs for 26-27

The following Objectives & Key Results (OKRs) for 2026-27 are intended to help achieve a successful and sustainable future for Gaelic public service media

Objective	Key Results (indicators of success)
Secure future commitments for Gaelic media	Agreement with Government on the shape of a statutory/Charter settlement
	Agreement with BBC on partnership model for the new Charter
	A co-finance growth strategy supported by Screen Scotland and other agencies and bodies
Grow the audience on digital platforms while maintaining linear	Increased investment in content aimed at the “missing third” of the target audience
	From BBC, discoverability commitments for BBC iPlayer
	With BBC, implementation of a complementary viewing YouTube strategy
Stimulate capacity and capability building in the creative sector	With partners, a sector skills plan for indies and creators
	In house job placement and experience programme for target groups
	A new community content partnership scheme

Audiences Objectives & Key Results

OKRs 2026-27

Audience Objectives

Serve all users of Gaelic

- ✓ Serve all segments of the Gaelic language community, providing them with relevant, high-quality Gaelic video content that meets their needs and aspirations.

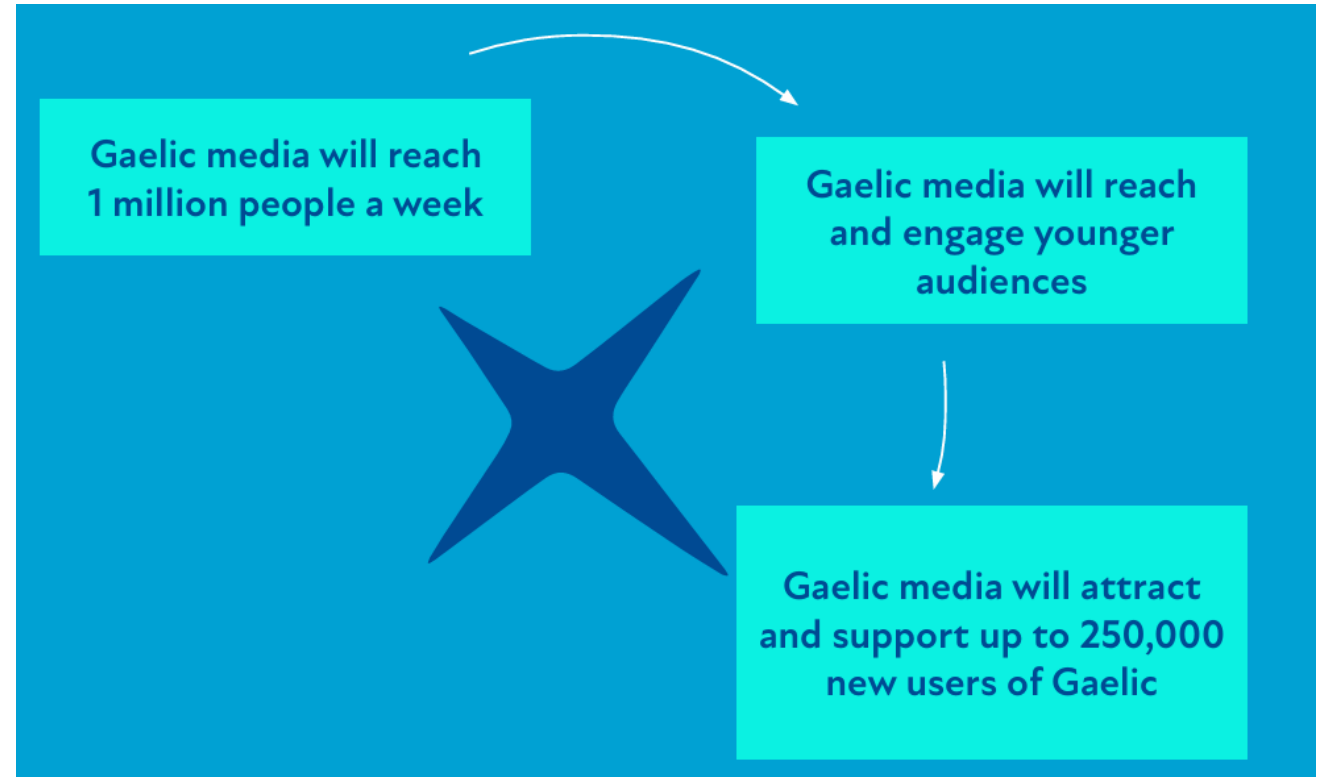
Create wide societal impact

- ✓ Create breakthrough presence for Gaelic media in Scotland, the UK and worldwide, normalising Gaelic and drawing people to the Gaelic language through easily accessible, useful and unique Gaelic video content.

Drive Gaelic learning

- ✓ Win new learners and support existing learners and Gaelic 'returners' to improve their skills and reach proficiency through video content and digital media engagement.

Lèirsinn: A Route Map for Gaelic Media



Serving Diverse Audiences

MG ALBA commissions content for BBC ALBA, LearnGaelic and SpeakGaelic on a multiplatform basis. In addition, FilmG delivers short films in Gaelic which are created mainly by young people and supported by industry professionals.

Brand	Approach
BBC ALBA	Flexibility to be digital-first on iPlayer, YouTube or other platforms
LearnGaelic	Grow traffic to this one-stop shop for Gaelic learning
SpeakGaelic	Online, social, YouTube, iPlayer and Sounds growth, focus on engagement
FilmG	Brand evolution for younger creators and alignment with Government/SQA media literacy aims

By age	Approach
Children	Digital-first content (rights permitting) plus linear
Ages 16-35	Digital-first and/or digital-only across all genres
Ages 35-44	Digital and linear, depending on the content proposition
Ages 44+	Linear and digital, depending on the content proposition

A monthly content “**tentpole**” - a live or highly marketable content moment - drives focus, helping us reach audiences more effectively and bringing clarity & structure to our communications and marketing.

The proposed Content genre mix for 2026-27 is set out on the following page.

Content Genres

Genre	Budget Spend (£000)		Budget Hours	
	2025-26	2026-27	2025-26	2026-27
Children	Detailed Budget <i>Please contact MG ALBA for further information</i>		5	0.5
Comedy			3	1.5
Factual			86	80
Entertainment			5	8
Drama			5	4
Music & Events			30	31
Sport			174	156
Digital First / Short-form			11	11
Learning (audio & social media)			9	11
Sector Development			-	1
Drama (Feature Film)			1.5	0.5
TOTAL			329	304

Key priorities for 2026-27

For BBC ALBA

- Develop high-impact commissioning model with less reliance on linear/low cost
- YouTube strategy
- Drama writing skills
- Comedy will be reviewed

For Learning

- Learning audio enhanced by visualisation and short-form content

Changes from 2025-26 include:

- Additional funding to Drama
- Increased allocation to Entertainment
- Increased cost per hour for Sport from July 2026
- Learning audio enhanced by visualisation and more short-form content

Audience OKRs 2026-27

These OKRs seek to fulfil MG ALBA's statutory remit for persons in Scotland and elsewhere

Objective	Key Results (indicators of success)
Media content for all Gaelic users	Increase MG ALBA weekly content reach from 60% to 65%
	Achieve Gaelic audience weekly viewing time of greater than 3 hours
	Maintain Gaelic audience satisfaction score at above 8/10
Creating impact through Gaelic media	Maintain monthly non-linear content views at 4m
	Achieve weekly reach of 7% for BBC ALBA in Scotland
	Achieve 6 prestigious Awards
Drive Gaelic learning through media content	Achieve at least 1m learning content views monthly
	Attract at least 10% of BBC ALBA's national audience to learning content
	Design and implement with partners a strategy to boost brand awareness

Skills

Objectives & Key Results

OKRs 2026-27

Skills for the Creative Media Sector

MG ALBA supports skills acquisition at all “ages and stages” within the creative community.

Practitioners	<ul style="list-style-type: none">✓ Step up roles on major productions✓ Bespoke CPD✓ Writing development commissions / projects✓ Practitioners lead FilmG workshops for 18+ and <18 groups✓ Producer Day✓ Storytelling training, for writers and producers✓ Test a co-owned commercial venture eg music
18+ Creators & Others	<ul style="list-style-type: none">✓ A new digital media Creator Development programme: Às Ùr✓ A new Community Content programme✓ Project to support those facing employability barriers to gain work in the screen sector✓ A FilmG competition and Awards Ceremony to unite all ages and stages
18+ Students	<ul style="list-style-type: none">✓ SMO Diploma – 8 month bursary for media students✓ Student traineeships on major productions✓ Student industry placements to producers, BBC and MG ALBA
<18 Schools	<ul style="list-style-type: none">✓ S4 industry experience, supporting Developing the Young Workforce Outer Hebrides✓ Support implementation of Screen curriculum

Skills OKRs 2026-27

These OKRs seek to fulfil MG ALBA's statutory remit for training

Objective	Key Results (indicators of success)
Strengthen the skills of Gaelic creators and practitioners	Deliver CPD bursaries and/or writing commissions to support 4 practitioners develop high end skills
	Support creators through mentorship and ideas development with 5 winning commissions
	Deliver a creative project to support skills acquisitions by people facing barriers to employment
Grow pathways from education into media employment	Facilitate 5 student placements in industry and provide 3 in house traineeships or apprenticeships
	Deliver a community content partnership that surfaces ideas and talent for broadcast media
	Establish a feedback loop with industry and academic partners to inform curriculum development
Build a diverse and inclusive pipeline into Gaelic media participation	Provide structured Gaelic media work experience for 5 school age participants
	Enhance and deliver the FilmG project with at least 75 films
	Increase awareness of Gaelic media courses and careers in at least 5 secondary schools

Business Objectives & Key Results

OKRs 2026-27

Business, Citizenship and Transformation

Jobs and community benefit

We will seek to maximise the jobs and other economic benefits to Gaelic-speaking communities, bearing in mind the potential designation of areas of special linguistic significance under the Scottish Languages Act

Partnerships and co-finance

We will develop strategic alignments which have the potential to source or release investment.

Continual improvement

We will foster a culture of learning and improvement in across all areas, led not just by the leadership but by our CIG and BOO groups.*

Corporate responsibility

We will support colleagues to fulfil their potential. The detailed path to net zero plan will enhance our sustainability, and we will develop practical ways to evidence how we live our values.

** Continual Improvement Group & Buidheann Obrach Òigridh (Younger Staff Group)*

Organisation

We will grow a highly-skilled workforce able to pivot to rapid change

Process, Systems & Data

We will unify the system for managing cross-departmental workflows and provide decision-makers with high quality data and actionable insights.

Identity & Culture

We will promote trust, transparency, and a sense of belonging, boosting engagement, output and satisfaction

Skills

We will create confident managers, leaders and subject matter experts.

Equality, Diversity, and Inclusion

We will embed a positive culture which cultivates awareness, evolution of behaviours, and inclusion. Year 2 of a 3-year plan.

Path to Net Zero

We will embed a culture of sustainable business practice. Year 2 of plan.

Business OKRs 2026-27

These OKRs seek to achieve efficiency and continual improvement

Objective	Key Results (indicators of success)
Partnerships and Co-finance	Maintain co-finance at 2025-26 levels
	Secure at least £200k of co-investment into our skills and talent initiatives
	Develop up to three proposals for new partnering arrangements
Continuous Improvement	Complete implementation of transformation programme
	Assess suitability for a four-day week pilot
	Complete leadership and management competency development programme
	Ensure sustainability of business skills through 3 accredited inhouse traineeships
Corporate Responsibility	Improve Employee Net Promoter Score (eNPS)
	Implement year-2 actions from PtNZ and EDI plans
	Create at least 1 initiative with local community benefit

Budget 2026-27

Illustrative funding allocations

Budget 2026-27

Summary Budget	25-26	26-27	Change
Income	<i>£k</i>	<i>£k</i>	<i>£k</i>
Scottish Government core grant	13,800	15,000	1,200
Scottish Government other	1,000	0	(1,000)
Other Grant Income	171	171	0
Rental and Other Income	170	180	10
Total Income	15,141	15,351	210
Expenditure			
Content	13,425	13,561	136
Strategic Priorities	100	100	0
Industry Training	605	605	0
Stakeholder Engagement	71	76	5
Board costs	71	71	0
Administration & Overheads	1,566	1,593	27
Taxation	9	9	0
	15,846	16,015	169
Surplus/(Deficit)	(705)	(664)	41

Detailed Budget

*Please contact
MG ALBA
for further information*

Staff Structure

Priorities

How We Organise Ourselves

