

BBC Radio nan Gàidheal

Part I: Key characteristics of the service

1. Remit

The remit of BBC Radio nan Gàidheal is to deliver a comprehensive speech and music service for Gaelic speakers covering a wide range of genres and reflecting the issues, events, cultures and interests of the people of Scotland from a Gaelic perspective, and through the medium of the Gaelic language.

2. Scope of this Licence

BBC Radio nan Gàidheal should be available every day for general reception across Scotland on FM and more widely on DAB digital radio and digital television platforms¹, and it may be simulcast on the internet.

It may also offer its broadcast content on fixed and mobile internet protocol networks or via other platforms². On the same platforms, it may allow users retrospectively or prospectively via pre-booking to stream multiple episodes of first-run series (known as 'series stacking')³ until a date no later than seven days after the last episode in the relevant series. This includes series where there is a break in scheduling between sub-sections of the series. The aggregate volume of such "series stacked" content must represent no more than 15% of all content offered on-demand.

The service may offer its programmes streamed on-demand for a limited period after broadcast.⁴ It may also offer broadcast radio content for download for an unlimited period of time after broadcast, although this must not include unabridged readings of published works nor full track commercial music nor classical music (even if recorded

¹ Service availability will be dependent on geographic coverage of DAB and digital television services

² Provision by particular providers over certain platforms has been specifically approved by the Trust in its On-Demand public value test of April 2007. Content may also in future be syndicated to other providers and platforms over the internet, in accordance with the Trust's Syndication Policy for BBC on-demand content.

³ The Trust's guidelines for which programmes may be included in series stacking are those where the series has a distinct run, with a beginning and an end and a clear 'narrative arc' or those with exceptionally high impact. These should cover a broad range of programmes, in terms of genre and appeal.

⁴ BBC Radio nan Gàidheal currently offers a limited amount of mainly speech content on-demand for an unlimited time period after initial broadcast. Any expansion of the scope of this requires the approval of the BBC Trust.

by the BBC),⁵ and other interactive station and programme-related content via bbc.co.uk. Broadcast audio programmes may be visually enhanced.⁶

3. Service budget

BBC Radio nan Gàidheal has an annual service budget of £3.8 million.

Any planned or actual change in annual expenditure on the service of more than 10% in real value requires approval from the BBC Trust and may entail variation of this Service Licence. This parameter of change is set to allow variations in spending which arise from regular, cyclical factors such as spending on major sports events, a reasonable level of operational flexibility (e.g. programme scheduling) and changes in accounting policy. Allowing for these factors, the Trust may judge that planned or actual change in annual expenditure of less than 10% should require its approval if the implications of this are significant for the character of the service or its market.

4. Overview of aims and objectives

BBC Radio nan Gàidheal programmes should exhibit some or all of the following characteristics: high quality, original, challenging, innovative and engaging, and it should nurture Gaelic-speaking and other UK talent.

BBC Radio nan Gàidheal should provide accurate, impartial and independent news services and play a central role in reporting and scrutinising national political life as well as in providing platforms where issues can be tackled and debated by experts and listeners.

BBC Radio nan Gàidheal's daytime⁷ output should offer a significant proportion of speech-based programmes, including news and other genres. The station should support Scottish and Gaelic music and arts, and should commission work from new and established talent. Drama should be an occasional part of the mix.

BBC Radio nan Gàidheal should provide a platform for the BBC's cross-media activities in Scotland and should use digital and interactive technologies to extend its availability, encourage audience interaction and introduce audiences to related content and services.

⁵ Download of classical music in the form of incidental music, signature tunes or clips of up to two minutes duration within speech based programmes with a specifically musical theme is permitted

⁶ This may include video related to output created for BBC broadcast, but should not include the commercial purchase of unrelated video rights.

⁷ Daytime defined as 0730-1200hrs, and 1400-1800hrs, Monday-Friday

Part II: Contribution to public value

5. Contribution to the promotion of the BBC's public purposes

5.1 Sustaining citizenship and civil society

BBC Radio nan Gàidheal should make a very important contribution to this purpose amongst its audience through its provision of accurate, impartial and independent news and current affairs. News should be scheduled in all speech programmes at breakfast and drivetime, and news bulletins should be broadcast frequently across the day. Political coverage should focus on Scottish affairs, but also cover the Westminster and European parliaments, including substantial election commentary and analysis.

Listeners should be encouraged to explore a broad range of subjects and to engage and interact with the service – BBC Radio nan Gàidheal should offer a platform for the Gaelic-speaking communities of Scotland. It should version the BBC's wider media literacy initiatives for its own audiences.

BBC Radio nan Gàidheal should aim to be the primary source of information for the Gaelic-speaking audience during weather crises or other civil emergencies.

5.2 Reflecting the UK's nations, regions and communities

BBC Radio nan Gàidheal should make a very important contribution to this purpose amongst its audience. Its output should fully reflect the diverse communities, cultures and faiths of Scotland. It should provide coverage of sport in Scotland. User-generated content should feature on BBC Radio nan Gàidheal. Outside broadcasts should be transmitted live from different locations in Scotland and it should cover events, ceremonies and anniversaries of national significance.

5.3 Promoting education and learning

BBC Radio nan Gàidheal should contribute to this purpose amongst its audience by providing opportunities for informal learning across a wide range of subjects in its factual and documentary output. It should broadcast formal and informal education series that support Gaelic Medium Education within the 5-14 National Guidelines and also support Gaelic learners.

BBC Radio nan Gàidheal should adopt pan-BBC social action campaigns in Scotland, adapting them where necessary to enhance their appeal to Gaelic-speaking audiences.

5.4 Stimulating creativity and cultural excellence

BBC Radio nan Gàidheal should contribute to this purpose amongst its audience. It should support established talent, and refresh it with new voices and contributors. It should commission independently produced output and contribute to the growth of the creative economy in Scotland. BBC Radio nan Gàidheal should support Scottish drama, music and arts and broadcast all styles of music-making found within Scotland, including traditional, folk, classical, contemporary and Celtic.

5.5 Bringing the UK to the world and the world to the UK

BBC Radio nan Gàidheal should play its part in this purpose amongst its audience primarily by bringing the world to the UK, by regularly covering international events and issues in its news and current affairs output. It should bring the Scottish Gaelic community to the world by making BBC Radio nan Gàidheal content available on bbc.co.uk.

5.6 Emerging communications

The BBC's sixth public purpose is defined in the Charter as "in promoting its other purposes, helping to deliver to the public the benefit of emerging communications technologies and services and, in addition, taking a leading role in the switchover to digital television".

BBC Radio nan Gàidheal should contribute to the promotion of this purpose in a variety of ways which are described in this Service Licence.

6. Annexes to this Licence

6.1 Annex I – Performance assessment

The performance of BBC Radio nan Gàidheal will be assessed by the Trust using the framework described in Annex I. BBC Radio nan Gàidheal's compliance with any Conditions, as described in section 5, will also be measured on an annual basis and reported in the Annual Report and Accounts.

The BBC Trust will expect BBC Radio nan Gàidheal to comply with the commitments described in sections 4 and 5 of the Service Licence. The BBC Trust will monitor compliance with these commitments retrospectively as part of its periodic service reviews and/or on an exceptional basis if there is evidence or allegation of non-compliance.

7. Operation of this Licence by the BBC Trust

For details of how the BBC Trust operates this Service Licence, please see the Service Licence Operating Framework. This is available from www.bbc.co.uk/bbctrust or upon request from the BBC Trust Unit.

Annex I: Performance measurement framework

Introduction

The BBC Trust has the function of assessing the performance of the Executive Board in delivering the BBC's services and activities and holding the Executive Board to account for its performance.⁸ It will use the framework described below as the basis for its assessment of BBC Radio nan Gàidheal.

The framework is based around the four drivers of public value: Reach, Quality, Impact and Value for money and it includes measurement of the five content characteristics, as described in the BBC Agreement⁹: high quality, challenging, original, innovative and engaging. Audience data for BBC Radio nan Gàidheal is supplied by the Leirsinn Research Centre and does not cover all areas, due to the relatively small number of listeners to this service.

The Trust can amend this framework without this constituting formal variation to this Service Licence.

Performance measurement framework

Reach: BBC Radio nan Gàidheal should contribute towards the maintenance of combined BBC weekly reach¹⁰ at over 90% by aiming to maintain its own *weekly reach*.

It should contribute towards on-demand consumption of content. This will be measured by weekly reach of non-DRM audio downloads over the internet.

Quality: audience perceptions of BBC Radio nan Gàidheal as *high quality* and *innovative*. Also, the proportion of *originated programmes* across all hours.¹¹

Impact: audience perceptions of BBC Radio nan Gàidheal as *engaging* and *challenging*.

Value for money: BBC Radio nan Gàidheal's *cost per listener hour*.

⁸ Charter, article 24 (c)

⁹ Agreement, clause 14

¹⁰ For all BBC services

¹¹ Including repeats