

**BBC Trust Gaelic Digital Service
Analysis of Public Consultation**

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Contents	Page
1. Introduction	3
2. Executive Summary	6
3. Main Report : -	
3.1 Agree more focus required on educational aspects	17
3.2 Agree with requirement for additional evidence	25
3.3 Is there sufficient public value for approval	29
3.4 Appeal of the service	35
3.5 Sufficient public value to justify investment	42
3.6 Most convenient means of access	49
3.7 Appropriate to withdraw Gaelic zones on BBC2	52
3.8 Educational partnerships with GDS	57
3.9 Process for commissioning and targets	61
3.10 Do conditions seem appropriate	63
3.11 Any other issues	67
4. Free form responses	74

1. INTRODUCTION

The Trust's provisional conclusions on the BBC-GMS (Gaelic Media Service) proposal for a Gaelic Digital Service were open to public consultation for 28 days from the 19th November until 5pm on the 19th December 2007.

The BBC Trust has proposed a number of conditions to the BBC management's proposals and seeks thoughts on these. The aim of the consultation is to gain feedback from the public on these provisional conclusions and conditions.

The BBC Trust set out a number of questions to help respondents frame their answers. Respondents were able to reply either: -

- At the BBC Trust's website, replying to 11 set questions
- By e-mail – free form responses
- By post

This report contains a summary in Section 3 of the findings from the 223 responses to the BBC Trust's website. Additional free form e-mail (56) responses have been covered in Section 4. There was one response by post. A total of 280 responses to the consultation were received.

	Frequency	Percentage
Responses to the BBC Trust's website	223	79.6
Free form e-mail	56	20.0
Postal	1	0.4
	280	100.00

A number of responses were received from organisations. While some of these were in web form, others were freeform. Due to the detailed nature of these responses, they have not been covered fully in this summary

report, but can be referred to individually at the following ID references in the full data spreadsheet.

A list of organisations responding is given below:

List of Organisations Responding

Number	ID Ref. Number	Organisation	Web form or Freeform
1	105	MSP for the Western Isles	Web form
2	129	Deiseal Earranta	Web form
3	144	Comunn na Gaidhlig	Web form
4	207	Poetry Scotland	Web form
5	293	The Scottish Parliament Cross-Party Group on Gaelic	Web form
6	286	Canan Ltd.	Web form
7	290	Eyeline Media Ltd.	Web form
8	240	Isle of Gigha Heritage Trust	Freeform
9	242	Gaelic Society of Inverness	Freeform
10	245	Policy and Resources Committee	Freeform
11	259	Gaelic Media Service	Web form
12	260	BBC Audience Council for Scotland	Freeform
13	261	An Lochran	Web form
14	262	PACT	Freeform
15	265	University of Strathclyde	Freeform
16	266	Gaelic Advisory Committee	Freeform
17	269	Scottish Screen	Freeform
18	270	SISG	Freeform
19	272	VLV	Freeform

Number	ID Ref. Number	Organisation	Web form or Freeform
20	275	Sabhal Mòr Ostaig	Freeform
21	276	Bord na Gaighlig	Freeform
22	298	Highlands and Islands Enterprise	Freeform
23	228	AROS Isle of Sky Ltd.	Freeform
24	296	Comann nam Pàrant Dhun-Èideann & Lodainn	Web form
25	264	NUJ	Freeform
26	274	mactv	Freeform
27	241	Jansvans Ltd.	Freeform
28	263	An Comunn Gaidhealach	Freeform
29	278	POBAL	Freeform
30	280	Hecla Consulting	Freeform
31	300	ACNI	Freeform

2. EXECUTIVE SUMMARY

2.1 Q1. Do you agree that the BBC Trust is right that more focus is required on the educational aspects of the proposed service and also on how it will achieve a wider appeal in Scotland?

Total number of responses: 212

Q1	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Yes	85	38.1%	37	33.3%	48	42.9%
Yes – but with reservations	25	11.2%	17	15.3%	8	7.1%
Yes - TOTAL	110	49.3%	54	48.6%	56	50.0%
No	40	17.9%	17	15.3%	23	20.5%
No - Government responsibility	6	2.7%	3	2.7%	3	2.7%
No – but pro the service	36	16.1%	27	24.3%	9	8.0%
No – waste of money/little appeal	15	6.7%	2	1.8%	13	11.6%
No - TOTAL	97	43.4%	49	44.1%	48	42.8%
Other	3	1.3%	2	1.8%	1	0.9%
Don't know	2	0.9%	2	1.8%	0	0.0%
No answer	11	4.9%	4	3.6%	7	6.3%
TOTAL	223	100%	111	100%	112	100%

38.1% of all respondents agree that the Trust is correct to focus on the educational aspects of the proposed service and how it will achieve wider appeal. They also generally seem to be “pro” the service.

A further 11.2% say yes “but with reservations” in that for example they think that funding for the service should be fair in relation to the size of the population that will use it, or that the service should also be to provide entertainment, not just education.

A further 16.1% say that the service should go-ahead any way **without** any required further focus.

Just over a quarter of respondents (27.3%) say no to requiring further focus on educational elements because they are generally opposed to the service. They are against the service mainly because they feel the service will be a waste of resources or because it will be serving a minority.

Responses to this question are very similar between Scottish respondents and respondents from the rest of the UK.

2.2 Q2. Do you agree with the BBC Trust's decision that if the additional evidence requested is forthcoming and satisfactory, the Trust can approve the new BBC Gaelic Digital Service, subject to conditions outlined in the Trust's report of its provisional conclusions?

Total number of responses: 212

Q2	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Yes	95	42.6%	56	50.5%	39	34.8%
Yes - TOTAL	95	42.6%	56	50.5%	39	34.8%
No – should go ahead anyway	28	12.6%	22	19.8%	6	5.4%
No	62	27.8%	16	14.4%	46	41.1%
No – serving a minority	16	7.2%	10	9.0%	6	5.4%
No - TOTAL	78	35.0%	26	23.4%	52	46.5%
Other	10	4.5%	3	2.7%	7	6.3%
Don't know	1	0.4%	1	0.9%	0	0.0%
No answer	11	4.9%	3	2.7%	8	7.1%
TOTAL	223	100%	111	100%	112	100%

12.6% of all respondents felt that the GDS should be approved regardless (nearly 20% in Scotland).

Nearly 43% of respondents agreed that if more evidence was forthcoming, the Trust could approve the new BBC Gaelic Digital Service, subject to conditions outlined in the Trust's report of its provisional conclusions (50% in Scotland).

Overall a third of respondents DID NOT agree that if the additional evidence requested is forthcoming and satisfactory, the Trust can approve the service. This was higher in the rest of the UK at 46.5%.

The majority of negative comments (35% overall) relate to the fact that the GDS is seen as a waste of resources which the BBC could be using elsewhere and this service would be provided for a minority of people.

2.3 Q3. Do you agree with the statement that if the additional evidence requested is not forthcoming, then it is unlikely that the service will create sufficient public value for approval?

Total number of responses: 212

Q3	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Agree	76	34.1%	21	18.9%	55	49.1%
Agree, waste of resources	11	4.9%	5	4.5%	6	5.4%
Agree/disagree	1	0.4%	1	0.9%	0	0.0%
Agree - TOTAL	88	39.4%	27	24.3%	61	54.5%
Disagree	83	37.2%	57	51.4%	26	23.2%
Disagree, demand will follow	17	7.6%	7	6.3%	10	8.9%
Disagree, need to preserve Gaelic	13	5.8%	11	9.9%	2	1.8%
Disagree - TOTAL	113	50.6%	75	67.6%	38	33.9%
Other	10	4.5%	5	4.5%	5	4.5%
Don't know	1	0.4%	1	0.9%	0	0.0%
No answer	11	4.9%	3	2.7%	8	7.1%
TOTAL	223	100%	111	100%	112	100%

Just over 50% of all respondents DISAGREE that if the additional evidence requested is not forthcoming, then it is unlikely that the service will create sufficient public value for approval.

Nearly 70% of Scottish respondents believe the service would create sufficient public value even if further evidence is not forthcoming. However this is lower in the rest of the UK (33.9%).

Those who believe the service should go ahead feel it is needed to help preserve the language and Scottish culture and the BBC has a responsibility to do this. Once the service is up and running demand will become evident and grow. Marketing will also help develop demand.

Of those who agree that the service should not proceed if evidence is not forthcoming (39.4%), many feel the service would be a waste of resources.

2.4 Q4. As an individual, do you believe that a service with the conditions suggested by the Trust, would appeal to you either as a) a Gaelic speaker, b) a learner of Gaelic or c) someone with a wider interest in Gaelic or Scottish culture?

Total number of responses: 210

Q4	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Agree	27	12.1%	16	14.4%	11	9.8%
Agree - A	11	4.9%	9	8.1%	2	1.8%
Agree - B	21	9.4%	14	12.6%	7	6.3%
Agree - but no conditions	9	4.0%	5	4.5%	4	3.6%
Agree - C	19	8.5%	11	9.9%	8	7.1%
Agree - more than one	39	17.5%	26	23.4%	13	11.6%
Agree - TOTAL	126	56.4%	47	72.9%	45	40.2%
Disagree	75	33.6%	20	18.0%	55	49.1%
Disagree - TOTAL	75	33.6%	20	18.0%	55	49.1%
Other	9	4.0%	6	5.4%	3	2.7%
No answer	13	5.8%	4	3.6%	9	8.0%
TOTAL	223	100%	111	100%	112	100%

56.4% of respondents AGREE that a service with the conditions suggested by the Trust would appeal to them. Of these 4% say it would appeal without conditions.

Nearly 73% of Scottish respondents say the service would appeal to them compared to 40.2% in the rest of the UK.

A third of respondents say it would not appeal – this result is nearly 50% in the rest of the UK. Again some respondents feel it is a waste of resources and the service would be catering to a minority interest. Some Scottish people feel it is not appropriate and if required there are other ways to access the Gaelic language.

2.5 Q5. Do you believe that the additional incremental spend by the BBC each year of £2.5 million plus distribution costs, would create sufficient additional public value to justify this investment?

Total number of responses: 217

Q5	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Agree	57	25.6%	34	30.6%	23	20.5%
Agree-necessary	16	7.2%	12	10.8%	4	3.6%
Agree-not enough	20	9.0%	18	16.2%	2	1.8%
Agree-should be appropriate	22	9.9%	16	14.4%	6	5.4%
Agree - TOTAL	115	51.7%	80	72.0%	35	31.3%
Disagree	19	8.5%	2	1.8%	17	15.2%
Disagree-should be spent in other ways	48	21.5%	17	15.3%	31	27.7%
Disagree-waste of money	14	6.3%	4	3.6%	10	8.9%
Disagree - TOTAL	81	36.3%	23	20.7%	58	51.8%
Other	13	5.8%	6	5.4%	7	6.3%
Don't know	8	3.6%	2	1.8%	6	5.4%
No answer	6	2.7%	0	0.0%	6	5.4%
TOTAL	223	100%	111	100%	112	100%

51.7% of respondents AGREE that the additional incremental spend by the BBC each year of £2.5 million plus distribution costs, would create sufficient additional public value to justify this investment. However within that figure nearly 10% of respondents believe the amount of expenditure should be appropriate.

72% of Scottish respondents agreed compared to just a third of the rest of the UK. 16.2% of Scottish respondents think the amount spent is not enough.

Over a third of respondents disagree that sufficient additional public value would be created from this investment. This increases to nearly 52% amongst the rest of the UK. Again reasons given are that it is a waste of money which could be spent more effectively in other ways. It is perceived to be too much to spend on a minority group.

2.6 Q6. If you are a potential user of the service, what means of access (satellite, cable, Freeview, broadband) would be the most convenient to you?

Total number of responses: 195

Q6	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Any	12	4.4%	9	6.3%	3	2.3%
Freeview	77	28.2%	54	38.0%	23	17.6%
Broadband	57	20.9%	28	19.7%	29	22.1%
Satellite	37	13.6%	24	16.9%	13	9.9%
Cable	14	5.1%	10	7.0%	4	3.1%
User - TOTAL	197	72.2%	125	87.9%	72	55.0%
Non-user of service	45	16.5%	12	8.5%	33	25.2%
No answer	28	10.3%	5	3.5%	23	17.6%
Non-users - TOTAL	73	26.8%	17	12.0%	56	42.8%
Don't know	3	1.1%	0	0.0%	3	2.3%
TOTAL	273	100%	142	100%	131	100%

Interestingly a total of 72% of respondents answered as potential users of the service. This represents nearly 88% of Scottish respondents and 55% from the rest of the UK. The most popular means of access appears to be Freeview followed by Broadband.

2.7 Q7. Do you believe the withdrawal of the Gaelic zones on BBC Two is an appropriate measure if a Gaelic DTT (Freeview) channel is established?

Total number of responses: 205

Q7	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Yes	78	35.0%	36	32.4%	42	37.5%
Yes-with conditions	22	9.9%	10	9.0%	12	10.7%
Yes - TOTAL	100	44.9%	46	41.4%	54	48.2%
No	22	9.9%	11	9.9%	11	9.8%
No-shouldn't launch channel	20	9.0%	6	5.4%	14	12.5%
No-waste of money	1	0.4%	0	0.0%	1	0.9%
Keep BBC	53	23.8%	41	36.9%	12	10.7%
No - TOTAL	96	43.1%	58	52.2%	38	33.9%
Don't know	2	0.9%	0	0.0%	2	1.8%
Other	6	2.7%	4	3.6%	2	1.8%
Not applicable	1	0.4%	0	0.0%	1	0.9%
No answer	18	8.1%	3	2.7%	15	13.4%
TOTAL	223	100%	111	100%	112	100%

There was a fairly even divide on this question with nearly 45% of respondents agreeing to the withdrawal of the Gaelic zones on BBC Two and 43% of respondents being against the withdrawal. These results were also fairly similar across the results from Scotland and from the rest of the UK.

Amongst the 45% who were in agreement, 10% agreed with conditions in that the GDS should be well established and available to all before the Gaelic zones were removed. Alternatively some Gaelic programming should be retained on BBC Two rather than removing it completely.

Of those who were against the removal of the Gaelic zones, some felt that in spite of the GDS channel, Gaelic could become further marginalised. They were looking for an expansion of provision for Gaelic users. However others felt that the BBC Two Gaelic zones were sufficient and the GDS was unnecessary.

2.8 Q8. We would be particularly interested in responses from potential educational partners and others involved in the promotion of Gaelic, about your views on the possibilities to work in partnership with the GDS?

Total number of responses: 116

Q8	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Yes	5	2.2%	3	2.7%	2	1.8%
Feasible/interested to do so	24	10.8%	21	18.9%	3	2.7%
GDS would be valuable to those learning the language	16	7.2%	8	7.2%	8	7.1%
Yes - TOTAL	45	20.2%	32	28.8%	13	11.6%
No	2	0.9%	1	0.9%	1	0.9%
No - shouldn't launch channel	4	1.8%	2	1.8%	2	1.8%
Not BBC responsibility	1	0.4%	0	0.0%	1	0.9%
No - TOTAL	7	3.1%	3	2.7%	4	3.6%
Other	10	4.5%	6	5.4%	4	3.6%
Not applicable	54	24.2%	25	22.5%	29	25.9%
No answer	107	48.0%	45	40.5%	62	55.4%
TOTAL	223	100%	111	100%	112	100%

This element of the consultation was not seen as relevant to a large number of people who responded. 72% of respondents did not reply to Q8 as this was not relevant to them.

20% of respondents replied with a positive comment in relation to the GDS. Of these some thought that the idea of educational partners would be beneficial to the GDS.

Some respondents did not feel qualified to answer the question.

2.9 Q9. We would be particularly interested in views from industry respondents about the process for commissioning and the targets proposed by the Trust?

Total number of responses: 83

Q9	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Yes	2	0.9%	1	0.9%	1	0.9%
Fair and transparent	4	1.8%	4	3.6%	0	0.0%
Lots of skilled people out there	1	0.4%	0	0.0%	1	0.9%
Need to work with target audience	1	0.4%	1	0.9%	0	0.0%
Yes - TOTAL	8	3.5%	6	5.4%	2	1.8%
No	3	1.3%	1	0.9%	2	1.8%
No - shouldn't launch channel	5	2.2%	2	1.8%	3	2.7%
No - TOTAL	8	3.5%	3	2.7%	5	4.5%
Other	1	0.4%	0	0.0%	1	0.9%
Not applicable	66	29.6%	36	32.4%	30	26.8%
No answer	140	62.8%	66	59.5%	74	66.1%
TOTAL	223	100%	111	100%	112	100%

Again this element of the consultation was not seen as relevant to a large number of people who responded. 92% of respondents did not reply to Q9 as this was not relevant to them or they did not feel qualified to answer the question.

2.10 Q10. Do the conditions proposed in the draft BBC service licence seem appropriate?

Total number of responses: 139

Q10	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Yes	54	24.2%	29	26.1%	25	22.3%
Yes - anti GDS	1	0.4%	1	0.9%	0	0.0%
Yes - pro GDS	3	1.3%	3	2.7%	0	0.0%
Yes - with clarifications	6	2.7%	6	5.4%	0	0.0%
Yes - TOTAL	64	28.6%	39	35.1%	25	22.3%
No	30	13.5%	7	6.3%	23	20.5%
No - anti GDS	5	2.2%	2	1.8%	3	2.7%
No - pro GDS	7	3.1%	6	5.4%	1	0.9%
No - TOTAL	42	18.8%	15	13.5%	27	24.1%
Other	13	5.8%	5	4.5%	8	7.1%
Not applicable	4	1.8%	2	1.8%	2	1.8%
Don't know	16	7.2%	11	9.9%	5	4.5%
No answer	84	37.7%	39	35.1%	45	40.2%
TOTAL	223	100%	111	100%	112	100%

There was quite a mix of feeling in response to this question, with only two thirds of respondents replying.

Just over a quarter of respondents felt the conditions were appropriate and nearly 20% felt that they were not appropriate. Scottish respondents were slightly more likely to agree that the conditions were appropriate.

Of those who did not feel the conditions were appropriate, some comments related to the fact that they did not feel the GDS should go ahead anyway because it was a waste of money or not appropriate. However others were pro GDS and felt that the GDS should proceed without conditions regardless.

2.11 Q11. Are there any other issues you would like the BBC Trust to consider in relation to the proposal?

Total number of responses: 127

Q11	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
In favour	25	11.2%	16	14.4%	9	8.0%
In favour - BBC should support	11	4.9%	10	9.0%	1	0.9%
In favour - needed to keep language alive	15	6.7%	12	10.8%	3	2.7%
Programme content	17	7.6%	10	9.0%	7	6.3%
Scottish responsibility	9	4.0%	3	2.7%	6	5.4%
Is it enough money?	1	0.4%	1	0.9%	0	0.0%
Pro - TOTAL	78	34.8%	52	46.8%	26	23.3%
Against	9	4.0%	3	2.7%	6	5.4%
Waste of resources	19	8.5%	4	3.6%	15	13.4%
Why support a dead language?	3	1.3%	2	1.8%	1	0.9%
Against - TOTAL	31	13.8%	9	8.1%	22	19.7%
General comments	18	8.1%	7	6.3%	11	9.8%
No answer	96	43.0%	43	38.7%	53	47.3%
TOTAL	223	100%	111	100%	112	100%

At this final opportunity for respondents to address any further issues, a variety of responses were given by 57% of the sample.

In summary, of these nearly 35% provided comments in favour of GDS and nearly 14% were against. A higher proportion of Scottish respondents were in favour.

Positive comments covered issues such as the need for the service, its content and the responsibility for providing this service.

Negative comments related to whether this was the best use of resources and that the service would just be supporting a dead language.

3. MAIN REPORT

3.1 Question 1

Do you agree that the BBC Trust is right that more focus is required on the educational aspects of the proposed service and also on how it will achieve a wider appeal in Scotland?

3.1.1 TABULATION

Q1	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Yes	85	38.1%	37	33.3%	48	42.9%
Yes – but with reservations	25	11.2%	17	15.3%	8	7.1%
Yes - TOTAL	110	49.3%	54	48.6%	56	50.0%
No	40	17.9%	17	15.3%	23	20.5%
No - Government responsibility	6	2.7%	3	2.7%	3	2.7%
No – but pro the service	36	16.1%	27	24.3%	9	8.0%
No – waste of money/little appeal	15	6.7%	2	1.8%	13	11.6%
No - TOTAL	97	43.4%	49	44.1%	48	42.8%
Other	3	1.3%	2	1.8%	1	0.9%
Don't know	2	0.9%	2	1.8%	0	0.0%
No answer	11	4.9%	4	3.6%	7	6.3%
TOTAL	223	100%	111	100%	112	100%

Approximately half of all respondents agreed that the BBC Trust is right that more focus is required on the educational aspects of the proposed service and also on how it will achieve a wider appeal in Scotland. This result was similar across the Scottish and “Rest of UK” respondents.

3.1.2 POSITIVE COMMENTS

Education element is important

Yes more focus is required on the educational aspects of the proposed service because as a Gaelic learner I value the learning material and am not alone in this. They need to achieve this by advertising the services more in Scotland. – ID 92

Having not read the original submission regarding the proposed service it is difficult to comment but I do think that the educational aspects of the service are highly important and that the channel should be appealing to as wide an audience as possible both in Scotland and beyond. – ID 109

I agree with the BBC Trust that it would be good to have a learning aspect in the proposed service. If it was based on the Gaidhlig culture this would draw people in. – ID 84

I do agree, at the moment the only Gaelic resources broadcast on the BBC appear to be the children's programmes, and as someone currently learning, I would appreciate programmes that could help me do that. I think Gaelic needs an image change. People see it as an ugly language associated with 'teuchters'. There needs to be a focus on promoting Gaelic as something to be proud of. – ID 131

I agree with this. In my opinion there are many people who would like to learn Gaelic, therefore the education aspect is vital. On achieving wider appeal, there are a number of programmes I will watch for their content (being a non-Gael), and that has been pivotal in inspiring me to learn Gaelic. – ID 64

Yes, education and offering an attractive service for new learners is an important concept. – ID 19

I believe that education and wider appeal are absolutely crucial to the proposed service - it will need to provide support for Gaelic Learners at all stages and also raise awareness of the language so that as many people as possible can be encouraged to support Gaelic as a living language - and may be thus encouraged to learn it. – ID 87

Yes I do. As a son whose parents watch and listen to a great deal of Gaelic media, programmes like Eorpa are a total waste of money. Also much of the grammar used on both radio and television is often corrected by my parents when they are watching, so maybe the educational aspect should be highlighted within BBC Alba. – ID 134

Yes. 1. Learning and practising any language is good for developing awareness of language in general, both English, Gaelic and any other. Through language we can explore culture too. 2. Gaelic is part of our heritage and if it is not part of current media developments, then it is in danger. 3. Supply (and advertising) can create demand. – ID 43

Completely: for Gaelic to survive as a living language education and attracting new speakers beyond the relatively small physical area where it is a first language is essential. – ID 59

Wide appeal is important

Yes - a wider appeal for Gaelic is important - subtitles are useful. As many people enjoy the sound of the language even if they cannot speak it. – ID 56

General comments

Yes, I think part of the aim of Gaelic broadcasting should be to expand interest in the Gaelic language as being a core part of the culture of the Highlands and the Hebrides. – ID 115

I think that it is important to have a service, any service, much as Welsh has a service and that education would automatically come from that. I can listen to Welsh all day, but not Gaelic. – ID 123

Yes, most certainly. It is long overdue. – ID 117

Yes I welcome the Trust's scepticism - STV broadcast a language course several years ago to encourage people to learn Gaelic which totally failed. – ID 102

3.1.3 POSITIVE BUT WITH RESERVATIONS

Yes, the focus should be educational. No, the appeal of the service should be directed at those who speak and those who wish to learn Gaelic - this may be incompatible with 'wider appeal'. – ID 85

Funds should be allocated

I think it is fair enough to ask for firm proposals. However I think it would be outrageous if funding were to be withheld solely on grounds that the proposals were not cut and dried. I am a non-Gaelic speaker, because unfortunately the language was already suffering at the hands of its opponents when my parents were growing up. I have and still do make some attempt to learn but I shall probably never be very fluent. One of the best aids to learning is the Gaelic programmes, many of which are now subtitled. Quite apart from the fact that they are some of the very best programmes to be found on 'main channel' television, they are of great help to a learner, partly for getting the sound and 'feel' of the language right but also directly, with words and phrases. – ID 110

Funding should be fair

I think the BBC should look at the regional programming budgets and allocate these fairly throughout the UK. The London area should be under-funded because it benefits so much from the London-centric nature of British politics, broadcasting and culture. However, the rest of the UK should have equality. The Midlands is about the same population as Scotland and ought to have the same level of funding. Additional money for GDS should come from the Scottish Executive and then working in partnership with the BBC the Scottish Executive and BBC Trust should determine the priorities. It is wrong to use BBC Licence payers' money for such a scheme above the level for regional programming allocated throughout the UK. – ID 112

Government responsibility

I believe that the state has an obligation to provide an improved Gaelic service for Scotland: this is a political and moral obligation, but it is also an obligation under the EU Charter for Regional and Minority Languages. This should be its first objective. A secondary objective should be that this channel seeks to increase the number of Gaelic speakers in Scotland, through directly supporting the learning of Gaelic by children and adults, and indirectly, through increasing the status of Gaelic in Scotland. Thirdly, I believe the new service should appeal - like the current TV and radio broadcasts - to a broader audience who can passively enjoy a high quality of programmes through enjoyment of the culture (e.g. on the radio) and through sub-titles on the television of high quality programmes e.g. such as Eorpa. – ID 143

Should provide entertainment not just education

I agree that there should be a focus on the educational aspects. However, a big emphasis must be placed on entertainment, culture & sport. Gaelic must be seen to be a language that is relevant, useful and widely used in present day society.

It is sensible to focus on educational aspects, but the service should be a well-rounded offering, not just a worthy project.

I think achieving wider appeal in Scotland is very important in the introduction of this service, but I don't think it will be difficult to do. I do not think the service should be too focused on educational, or on attracting new learners. There are already many opportunities to learn the Gaidhlig if people want to learn it - Gaidhlig medium education, distance learning courses, Colin and Cumberland, and many others. The problem is that Gaidhlig learners and speakers cannot use their language, and cannot be entertained in their language. This new service will address that, which is what is most important. – ID 135

Yes, the educational aspect is important, but it shouldn't be the only focus. It's also important that it provide entertainment. – ID 5

Yes - I think this is fair comment. However, the programming should be focused on material that reinforces education rather than education being the main focus of programming. – ID 16

Not sure. The vast majority of English-language broadcasting has little or no educational content, so I am not convinced that 'stricter' demands should be placed on the Gaelic. The only way to guarantee wide appeal is to have a wide range of programmes. At current proposed funding

levels and number of hours of broadcasting the level of appeal is bound to be restricted. – ID 98

3.1.4 NEGATIVE COMMENTS

Some respondents disagree with the idea of the Gaelic Digital Service completely saying it is a waste of money or for other reasons.

Serving too small an audience

No. Gaelic speaking has been steadily dwindling for decades in spite of many initiatives. – ID 140

No. I was born and raised in the highlands and if Gaelic came on the radio or telly I'd switch it off. None of my friends would listen to it either. It's a dead language and the BBC would be better off spending money focusing on modern Scottish culture, science and other such areas of genuine educational benefit. – ID 62

I do not believe that the provision of a Gaelic service will achieve a wider appeal in Scotland. It may satisfy a small and vocal parochialism but since Gaelic is so little used the effect on a mass audience will be insignificant. – ID 12

No. The whole drive by the BBC to make every service have "broad appeal" is misguided. What is needed are services that know and understand their audience and FOCUS on their interests. That means making choices about what to do and what to leave alone. The result will be services that are better valued by their audience, rather than the unfocussed porridge we are getting. The great mass of your audience is badly served at the moment and this minority effort is quite inappropriate. – ID 15

People should be speaking English

No, you are contributing to the segregation of the UK. English is the language of the Union. – ID 30

The BBC should broadcast in English only. If the BBC is to retain its place as the most respected broadcaster in the UK it will need to wake up and smell the coffee. Cut out the minority interest channels, sell off or scrap its radio channels apart from the bare minimum. The BBC does not need to try to appeal to a wider audience, it is already doing that with two of the five terrestrial channels and the multifarious digital ones that it seems to love so much. By all means broadcast with Gaelic subtitles in those regions requiring it, as is done with sign language programmes. – ID 74

Waste of money

If the Trust wanted to put more focus on the educational aspects it must think about the effectiveness of this service and how it can provide most value for money. This should be a UK-wide service. In my opinion broadcasting in Gaelic is not a good use of public money. – ID14

No, whole thing is a waste of public money. Only about 70,000 people out of approx 60,000,000 even speak Gaelic, all 99% of those all speak English. If it is of that much interest to Gaelic speakers, let them find a commercial model that works and produce it that way. – ID 2

No. Emphasising any educational aspects of the proposed service is a smokescreen, designed to distract us from the underlying fact that provision of the service is an inappropriate use of BBC money and that the expenditure on the service would be ridiculously high compared to the number of service users. – ID 45

What's wrong with the level of educational programming currently broadcast? How many languages do you need to waste funds translating into, for individuals who understand English? – ID 75

No. I believe that Gaelic should not be supported; the money could be better spent in other places rather than on a minority group. – ID 6

Government responsibility

Absolutely not: this ought not to be the main focus of a broadcaster, nor the main factor which determines whether this service should be approved. This is the business of the Scottish Government, who have established Bord na Gaidhlig to coordinate all the Gaelic agencies, and with responsibility for education and increasing the number of Gaelic speakers. It is for Bord na Gaidhlig to formulate the strategies which will reverse language shift, not the Trust of the BBC. – ID 129

No. The Government (Scottish and/or British) under the European Charter has an obligation to provide a Gaelic television service. "Education Aspects" are not a prerequisite of that Charter. Access to TV media for speakers of the language must be the priority of such a service to cater for an indigenous UK language audience under severe threat of extinction, cause to a large extent by centuries of a LACK of access to media in the native language. Neither S4C nor any other BBC channel to my knowledge has had to satisfy "educational requirements", why is Gaelic singled out in such a way? A Gaelic service may and should of course consider how to attract a wider audience but the number of non-Gaelic speakers attracted to such a channel cannot and must not be a prerequisite. – ID 142

Education of the Gaelic language should rest with the appropriate authorities in Scotland, not with licence payers' money. – ID 67

Other

No. The proposed service would encroach on English-based education and reduce the incentives for pupils to learn subjects more appropriate to their needs and the times in which they are to live. – ID 86

3.1.5 NEGATIVE BUT PRO THE SERVICE

No. Let's get this channel up and running ASAP! There should have been an educational remit included in the original submission. – ID 128

I think that Gaelic, an indigenous language, and also therefore a very fragile language, has required support for a long, long time from the BBC. Gaelic is part of our culture in Scotland. To say that there needs to be more evidence of educational aspects of our culture is quite insulting. – ID55

No I do not. This is a "chicken and egg" situation. In a creative process like this (unlike a new manufactured brand like for example a soap powder) one cannot in all fairness "achieve a wider appeal in Scotland" without allowing the service as proposed to create this appeal first. – ID 91

No, I think a Gaelic transmission has merits on its own account. An educational aspect is good but not to the detriment of the overall service. – ID 4

No. The case for a digital service is clear. It is an essential responsibility for government and BBC to support the language and, as a learner, I would say that it is vital to encourage its use and raise its profile in this way. The service is an essential requirement for doing this. – ID 103

No. Whilst the focus on education will have some benefit it will not encourage people like me to view unless there is a high entertainment value. – ID 40

No, a balance must be achieved between providing a service for native speakers as well as encouraging more learners to view the programmes. New interest and appeal will follow if the availability of the programmes is more mainstream. The Trust has to be proactive and encourage development. – ID 108

I do not agree with this position held by the BBC Trust. This position unfairly burdens the proposed service with providing more justification for its existence than is placed on other media and other programming. The BBC Trust must realise that precedence must be placed on the

service rather than on its assumed or proposed appeal. This argument is akin to withholding Gaelic services because the audience is so small, when in fact the size of the audience is in part caused by the scarcity of services. This service should be an investment by the BBC in the reclamation of the native culture of Scotland and not a service to be weighed in the balance sheet of the BBC's accounts alone. – ID 94

Not entirely. The BBC has a duty to broadcast not only in English, but in the other languages of this country, of which Gaelic is an important - and fragile - element. The focus on the educational aspects of the proposed service will be important in growing the language and serving children in Gaelic medium education, adult learners and so forth. However, the sense of unity that a dedicated Gaelic channel will give to Scotland cannot be underestimated. Those with a small or even passing knowledge of Gaelic - perhaps gleaned through watching programmes such as Eorpa - will be able to dip into a rich seam of programming that the new service will present. In this way, wider appeal for the language and culture will be engendered and Scotland will come together through the medium of one of its rich resources - the Gaelic language and culture. – ID 118

No. I think the educational aspects are already clear. – ID 48

No, personally I want to see this station happen regardless. – ID 130

3.1.6 CONCLUSION

38.1% of respondents agree that the Trust is correct to focus on the educational aspects of the proposed service and how it will achieve wider appeal. They also generally seem to be “pro” the service.

A further 11.2% say yes “but with reservations” in that for example they think that funding for the service should be fair in relation to the size of the population that will use it, or that the service should also be to provide entertainment, not just education.

A further 16.1% say that the service should go-ahead any way without any required further focus.

Just over a quarter of respondents (27.3%) say no to requiring further focus on educational elements because they are generally opposed to the service. They are against the service mainly because they feel the service will be a waste of resources or because it will be serving a minority.

3.2 Question 2

Do you agree with the BBC Trust's decision that if the additional evidence requested is forthcoming and satisfactory, the Trust can approve the new BBC Gaelic Digital Service, subject to conditions outlined in the Trust's report of its provisional conclusions?

3.2.1 TABULATION

Q2	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Yes	95	42.6%	56	50.5%	39	34.8%
Yes - TOTAL	95	42.6%	56	50.5%	39	34.8%
No – should go ahead anyway	28	12.6%	22	19.8%	6	5.4%
No	62	27.8%	16	14.4%	46	41.1%
No – serving a minority	16	7.2%	10	9.0%	6	5.4%
No - TOTAL	78	35.0%	26	23.4%	52	46.5%
Other	10	4.5%	3	2.7%	7	6.3%
Don't know	1	0.4%	1	0.9%	0	0.0%
No answer	11	4.9%	3	2.7%	8	7.1%
TOTAL	223	100%	111	100%	112	100%

Nearly 43% of respondents agreed that if more evidence was forthcoming, the Trust could approve the new BBC Gaelic Digital Service, subject to conditions outlined in the Trust's report of its provisional conclusions. A further 12.6% of respondents felt that the GDS should be approved regardless. In both cases the results in Scotland were higher than in the rest of the UK.

70.3% of Scots versus 40.2% of the rest of the UK felt positive towards the GDS.

Overall a third of respondents DID NOT agree that if the additional evidence requested is forthcoming and satisfactory, the Trust can approve the service. This was higher in the rest of the UK at 46.5%.

3.2.2 AGREE

The GDS should proceed with further evidence

I think that it is of utmost importance that everything is done to ensure that the Gaelic service starts as soon as possible. – ID 123

I agree that if sufficient evidence is produced, the channel should go ahead. – ID 113

I think it is a good idea for the new service to have some conditions otherwise there would be no control on quality. – ID 84

Yes. Anything that can help assure a future for Gaelic as a living language should be encouraged – ID 41

3.2.3 SERVICE SHOULD PROCEED REGARDLESS

No. There should be no question of the Trust withholding approval for the new service. Such a service (which will embrace programmes of news, current-affairs, culture, music, education and entertainment - all from a Gaelic perspective and through the medium of Gaelic) is long overdue. – ID 111

I believe that the BBC Trust should approve the new BBC Gaelic Digital Service. – ID 105

No, I do not agree that any conditions should apply. The British government and the Scottish government are obliged to provide this service unconditionally. – ID 104

I believe that the BBC has a duty to bring the language of Scotland's people to them. Gaelic is the native language of many people in Scotland. I think that the Trust should have a rethink, and ensure that Gaelic digital TV is given the go ahead as was originally proposed. – ID 55

No, I think you should approve it. Waiting for "additional evidence"; sounds like withdrawing commitment to this service which I would totally oppose. – ID 04

I think that the Trust should approve the new Digital Service as soon as possible. The only grounds for not doing so would be if there was clear evidence that it would be totally unsatisfactorily run. In other words, there should be a predilection in favour of the new service. Had there been dedicated Gaelic radio and TV services 40 or 50 years ago, the language would probably be more buoyant today than it is. – ID 110

The Trust should be proactive in encouraging development of the service and should not be requesting anymore evidence as the service when established will provide viewing numbers which will be the retrospective evidence required to justify the Trust's decision – ID 108

No additional evidence is required, stop dithering and set it up. – ID 142

It is essential that the Trust not only approves but positively supports the establishment of a new BBC Gaelic Digital service. – ID 96

No. Gaelic television in Scotland is of equal importance to Welsh television in Wales, regardless of additional evidence. This should be enough to endorse the establishment of a Gaelic channel on its own. – ID 137

The Trust has continued in the grand forked-tongue tradition and should have long since provided adequate funding for all of our indigenous languages. This question is mere sophistry. – ID 98

3.2.4 NEGATIVE COMMENTS

The majority of negative comments relate to the fact that the GDS is seen as a waste of resources which the BBC could be using elsewhere and this service would be provided for a minority of people.

Absolutely not, Gaelic is spoken by less than 1% of the Scottish population; I fail to see why any more licence payers' money should be spent on Gaelic television or digital services. – ID 120

I am sceptical that this service is a good use of licence fee funds given the tiny proportion of Scots who have any interest in Gaelic programming – ID 133

No, waste of licence payers' money – ID 13

No. No worthwhile evidence can be produced to justify the proposed level of expenditure, given the minute potential user base. – ID 45

Even if additional evidence is forthcoming I still feel that the Trust should not approve further use of licence payers' fees when the money could be spent on other worthwhile projects that would include all of Scottish licence fee payers. – ID 99

I consider that any expenditure or programme increases for Gaelic are totally unjustified. Any evidence provided by BBC Scotland should be viewed with suspicion as there is no demand or support for this language in the Central Belt of Scotland except for a small clique who are happy to spend other people's cash. – ID 102

I would not wish my licence money to be used on a BBC Gaelic Digital Service. There are currently sufficient programmes for the tiny number of Gaelic speakers all of whom also speak English. – ID 114

No - further consultation based on the additional evidence should be undertaken before spending public money in this way. – ID 61

I do not agree. I am fed up with the BBC wasting licence payers money on this sort of pathetic pandering to minorities. The BBC will never be able to please everyone all of the time, no TV channel can. Concentrate on providing quality programming, cut down on the amount of channels both TV and radio, go for a higher quality, more streamlined service. – ID 74

I disagree. The BBC already invests very heavily in Gaelic which is a minority language. With strong presence in new media, a dedicated radio station, Radio nan Gaidheal, and several hours of programming aimed at both children and adults on BBC Two, I feel the BBC is already making a significant investment in the Gaelic audience. There are less than 80,000 Gaelic speakers and I find it difficult to understand the justification for additional investment, when the BBC has made no investment of any kind in any other minority language in Scotland. Urdu for example has more speakers in Scotland, yet there are no programmes at all produced or commissioned by BBC Scotland for this audience. – ID 141

No. Gaelic broadcasting should not be part of the BBC's remit and is a drain on my licence fee. – ID 71

3.2.5 CONCLUSION

12.6% of respondents felt that the GDS should be approved regardless (nearly 20% in Scotland).

Nearly 43% of respondents agreed that if more evidence was forthcoming, the Trust could approve the new BBC Gaelic Digital Service, subject to conditions outlined in the Trust's report of its provisional conclusions (50% in Scotland).

Overall a third of respondents DID NOT agree that if the additional evidence requested is forthcoming and satisfactory, the Trust can approve the service. This was higher in the rest of the UK at 46.5%.

The majority of negative comments (35% overall) relate to the fact that the GDS is seen as a waste of resources which the BBC could be using elsewhere and this service would be provided for a minority of people.

3.3 Question 3

Do you agree with the statement that if the additional evidence requested is not forthcoming, then it is unlikely that the service will create sufficient public value for approval?

3.3.1 TABULATION

Q3	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Agree	76	34.1%	21	18.9%	55	49.1%
Agree, waste of resources	11	4.9%	5	4.5%	6	5.4%
Agree/disagree	1	0.4%	1	0.9%	0	0.0%
Agree – TOTAL	88	39.4%	27	24.3%	61	54.5%
Disagree	83	37.2%	57	51.4%	26	23.2%
Disagree, demand will follow	17	7.6%	7	6.3%	10	8.9%
Disagree, need to preserve Gaelic	13	5.8%	11	9.9%	2	1.8%
Disagree – TOTAL	113	50.6%	75	67.6%	38	33.9%
Other	10	4.5%	5	4.5%	5	4.5%
Don't know	1	0.4%	1	0.9%	0	0.0%
No answer	11	4.9%	3	2.7%	8	7.1%
TOTAL	223	100%	111	100%	112	100%

Just over 50% of respondents DISAGREE that if the additional evidence requested is not forthcoming, then it is unlikely that the service will create sufficient public value for approval.

Nearly 70% of Scottish respondents believe the service would create sufficient public value even if further evidence is not forthcoming. However this is lower in the rest of the UK (33.9%).

Nearly 40% of respondents AGREE that if the additional evidence requested is not forthcoming, then it is unlikely that the service will create sufficient public value for approval. However this is lower in Scotland (a quarter of Scottish Respondents) and higher in the rest of the UK (over half of respondents).

3.3.2 AGREE

Providing this service would not be the best use of resources

Definitely, as so few people speak Gaelic I do not believe that the BBC should provide any services in Gaelic. Providing even more is simply a waste of licence fees. – ID 120

Yes, it will be a waste of the majority of licence payer's money. – ID 30

I agree. Given the licence fee settlement, best use must be made of the BBC's resources. A service which creates insufficient public value should not be justified. – ID 141

Other

Yes there should be a demand for any new service that is to be supplied otherwise you do not know if your supposed target audience is interested in the service you think they require. The new service may not be fitting the need of Gaidhlig speakers. – ID 84

Regardless of what might be produced as evidence in favour of the service, there is insufficient public value in the proposed expenditure. – ID 45

I agree. Since Gaelic first language speakers are fluent in English it is difficult to see what cultural advantage there would be in a Gaelic service otherwise. – ID 59

Absolutely, I have already said there is no value in the proposal from the start. Tonight the BBC ran the SP07 awards, first and second place went to boxers. How much boxing is there on the BBC? Last year the winner was Zara Philips I believe, do the BBC know what sport she is involved in? I don't see a proposed BBC sport channel though. Yet the BBC does cover sport really well when it can be bothered, e.g. MOTD, the Grand National. However even here it seems that the BBC are unwilling to react to public interest and only show very limited coverage of in the case of football the highlights, and in the case of racing by showing only a very few of the actual races available. Luckily I have SKY and can watch football first for extensive highlights and the racing channel for EVERY race. Why doesn't the BBC learn from SKY and give the licence payers what they want? – ID 74

There shouldn't be one. Scottish people can understand the English language. I enjoy the Latin language... care to make a TV channel for me? Besides, there are probably more people in this country that speak Polish. – ID 63

3.3.3 NEITHER AGREE NOR DISAGREE

I think this is something that should definitely happen, so both sides should work together to develop a workable strategy to get this service off the ground as soon as possible. – ID 135

I think it is in Scotland's interest to provide such a service and it is not an unreasonable thing for the Gaelic community to expect. However I do agree that the service needs to be justified. – ID 131

3.3.4 DISAGREE

Need the GDS to preserve the language

I believe that the Gaelic Digital Service is one which is urgently required to help and support this historic and fragile language and the service should not be considered simply on the basis of how many viewers it will attract or cost alone. – ID 15

No. The service is both desired and needed to maintain and promote the Gaelic language and by using the medium of digital communication it will reinforce the relevance of the language in our society. – ID 96

No - there is immeasurable value in preserving and fostering a minority language (and culture) that is unique and threatened by the Anglophone ascendancy. We need to reverse the pressures that have led to the suppression of Gaelic, a bean counting approach is not appropriate. – ID 85

No not at all. In situations like this, where minority languages require as much help as possible, value is not the core issue. Imagine if in 100 years time Gaelic has died out due to lacklustre high-level support and we look back; what will we see? A few people moaning over money and that's the reason for the language's demise...you cannot put a price or value on protecting the future of Gaelic. – ID 117

Broadcasting is by far the most effective way of supporting a minority language, since by definition it reaches the largest possible audience. Rather than wasting fee-payers' money on a plethora of Anglophone digital channels, the BBC should justify its existence. Does the Trust flatter itself into believing that a Scottish Parliament with devolved control over broadcasting would tolerate this metro centric navel-gazing? Does it flatter itself into believing that a majority of Scots would choose to pay its fee if it were not compulsory? What about a voluntary licence fee like in Japan? – ID 93

No, a Gaelic digital service will help to improve to state of Scottish Gaelic much like increased Welsh media has help strengthen Welsh. – ID 65

I do not agree. It is time the pendulum swung in our direction. I was not permitted to speak Gaidhlig in school and had to learn a foreign language (English). – ID 136

Demand will be created once the service starts

No. The service will create zero public value until it exists. Its success in accumulating 'public value' will be determined by leadership, content and audience interaction. It must demonstrate vision, imagination and audience inclusiveness. – ID 51

No, I think the BBC Trust could provide additional input after the introduction of the service to ensure it adapts to meet demands and evolves to meet these requirements. – ID 66

Not necessarily. I think this question could only be resolved after the GDS is actually put on the air. – ID 100

No, this is not necessarily correct. The BBC has had many foreign language programmes which have been successful in encouraging interest. To ask for a level of interest before people can see the content is not necessarily grounds for not providing the service. – ID 41

No I do not agree with the statement I think that this 'statement' is actually a question, and is very confusing and ambiguousand I believe that the service should be approved as it is proposed currently, without the Trust's viewpoint..... as the service will create value! – ID 55

No I do not. I think that it should be approved and run for a period - say at least 5 years - and only if it is manifestly struggling should funding then be reconsidered and possibly withdrawn. – ID 110

No. Build it and they will come. This is a needed service which done properly can appeal broadly. – ID 49

No. Surely the case has been well made already. This last hurdle seems perverse; given the sense in Scotland - and around the world - that Gaelic is one of Scotland's national treasures. The service will create public value at home and around the world. Let it proceed. – ID 118

Marketing should create demand

The evidence can only come with advertising the service in the correct places and by getting enough support from Gaelic Speakers and learners. – ID 92

No. If the service is marketed and executed in an effective manner, there is no reason why the above should be true. – ID 43

BBC should represent and preserve Scottish culture

No, I do not agree. The BBC in a very real sense represents the British and Scottish populace, since they are taxed to provide the BBC's budget. The BBC is, I think, mistaken in its belief that it is only the viewing preferences of the residents of the UK to which it is subsequently subject. The BBC also has, because of its office, a responsibility to foster the culture of the nation. This culture includes what should be considered to be its own particular historical references. No other nation in the world can claim Scottish Gaelic as its own original language and culture - everywhere else is a colonization of the language. It is staggeringly difficult to understand why the nation that holds this cultural assets as its own would squander it by quibbling about so comparatively small a sum of money. Again, this service should be viewed by the BBC as an investment in the preservation of the language and the culture that the people of the UK own for themselves - to help ensure it is not lost. – ID 94

No. I don't believe that to be true. The channel is valuable to Gaelic speakers and learners, and for the large percentage of the population who enjoy many aspects of Scotland's indigenous language and its culture. The value of this language and its associated culture is recognised by the recent passing of the Gaelic Language (Scotland) Act, and the centrality of the service to maintaining this language, is unquestioned. It is not just about economic value, but about the cultural value of the language. The language has the public support of the Scottish people, and so will the channel. – ID 143

No. It is clear to me that the BBC is a public institution and that as such it should be active in seeking further ways to increase Gaelic provision to myself as a taxpayer. – ID 124

Other

I disagree with this argument. The service will provide an essential medium for Gaelic use, education and cultural expression: to Gaelic speakers, learners and to people with an interest in the language and wider Scottish culture. Gaelic programming, at its best, delivers unique arts, political and cultural programs of an exceptional quality. – ID 103

No I think that initially it will be a learning curve although a very steep one but the launch should go ahead as part of the future for Gaidhlig TV.
– ID 113

No additional evidence is required to justify an end to the present unacceptable level of discrimination practiced by the broadcasting authorities. - ID 111

No. Sufficient public value exists even if only the remaining native Gaelic speakers make use of the service. – ID 104

3.3.5 CONCLUSION

Just over 50% of respondents DISAGREE that if the additional evidence requested is not forthcoming, then it is unlikely that the service will create sufficient public value for approval.

Nearly 70% of Scottish respondents believe the service would create sufficient public value even if further evidence is not forthcoming. However this is lower in the rest of the UK (33.9%).

Those who believe the service should go ahead feel it is needed to help preserve the language and Scottish culture and the BBC has a responsibility to do this. Once the service is up and running demand will become evident and grow. Marketing will also help develop demand.

Of those who agree that the service should not proceed if evidence is not forthcoming (39.4%), many feel the service would be a waste of resources.

3.4 Question 4

As an individual, do you believe that a service with the conditions suggested by the Trust, would appeal to you either as a) a Gaelic speaker, b) a learner of Gaelic or c) someone with a wider interest in Gaelic or Scottish culture?

3.4.1 TABULATION

Q4	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Agree	27	12.1%	16	14.4%	11	9.8%
Agree – A	11	4.9%	9	8.1%	2	1.8%
Agree – B	21	9.4%	14	12.6%	7	6.3%
Agree - but no conditions	9	4.0%	5	4.5%	4	3.6%
Agree – C	19	8.5%	11	9.9%	8	7.1%
Agree - more than one	39	17.5%	26	23.4%	13	11.6%
Agree – TOTAL	126	56.4%	47	72.9%	45	40.2%
Disagree	75	33.6%	20	18.0%	55	49.1%
Disagree – TOTAL	75	33.6%	20	18.0%	55	49.1%
Other	9	4.0%	6	5.4%	3	2.7%
No answer	13	5.8%	4	3.6%	9	8.0%
TOTAL	223	100%	111	100%	112	100%

56.4% of respondents AGREE that a service with the conditions suggested by the Trust would appeal to them. Of these 4% say it would appeal without conditions.

Nearly 73% of Scottish respondents say the service would appeal to them compared to 40.2% in the rest of the UK.

A third of respondents say it would not appeal – this result is nearly 50% in the rest of the UK.

3.4.2 GDS WITH NO CONDITIONS WOULD APPEAL

A Gaelic channel WITHOUT the additional conditions would appeal. – ID 142

Yes but no need for further evidence. - ID 108

As a speaker and teacher of Gaelic, I would like to see the very best service possible, with or without the conditions. – ID 87

I am a moderately fluent learner and would have used the service and valued it even without the implementation of the Trust's conditions. I would also have watched the channel BEFORE I began to learn Gaelic. – ID 103

3.4.3 WOULD APPEAL

Yes, but it must NOT result in a total loss of Gaelic from terrestrial television...this would have the potential in fact to reduce the profile of Gaelic in non-Gaelic speaking households which would be detrimental...the new Gaelic TV station must be an ADDITION to current programming, not a mere replacement. – ID 117

As a Gaelic speaker

I believe that the service would appeal to me personally as a Gaelic speaker, but that it also has a great potential to appeal to members of all three of these categories. – ID 105

I currently don't watch television. I would be attracted to do so by a dedicated Gaelic service. 80% of our household use Gaelic, two do so fluently. – ID129

As a fluent Gaelic speaker, I believe that parameters set should be achievable and the focus should be on quality rather than quantity. – ID 113

Yes it appeals. I speak some Gaelic and would like to develop my language skills. There is a strong demand for this service. – ID 52

I would like, as an individual, to be able to use this service for much more than this. I would certainly use the service as a Gaelic speaker - I would also use it as a teacher of the language, but perhaps more importantly, I would use it if at all possible as a medium for programming that I and others would like to add to the service. In short, I would like to reap the same benefits of this service as all the other users of the English language services enjoy, who do not have to worry about a balance sheet telling them whether or not they may have their service. – ID 94

As a Gaelic learner

As a learner of Gaelic and someone that is hoping to attend Sabhal Mor Ostaig, this channel would prove immensely important for me. For one, there are many Gaelic programmes of interest to me and two; it would help with listening skills which are needed in everyday life. It would also help raise people's awareness of Gaelic and Scottish Culture. – ID 139

I am a learner and would absolutely love this service. I watch all the Gaidhlig programmes I can, (including the kiddies ones) and have my radio constantly tuned into Radio nan Gaidheal. I need to immerse myself in the language to learn it properly and I'm not able to move to the gaeltacht. – ID 130

Yes, I believe that as a learner of Gaelic and with a strong interest in Gaelic that the service would appeal to me and others alike, and also to Gaelic Speakers too. – ID 92

As someone who would find it much easier to learn Gaelic if such a service existed, I believe the service will be of great use to me - even though I do not live in Scotland. – ID 56

Yes, I think as a Gaidhlig speaker I would be very interested in the service the Trust would supply. – ID 84

Yes. As an Englishman who moved to Scotland in 1989, I found the "Learning our Language" series interesting and informative. I taped the programmes and learned a few words and phrases. A few years ago I took up the opportunity of taking Gaelic classes at my place of work. Gaelic television programmes are an important help to me in learning the language. Both subtitled and non-subtitled programmes are useful. Extended Gaelic broadcasting would definitely appeal to me. Some existing programmes, such as "Eorpa" or some of the music programmes, stand by themselves as high quality programmes and would attract my interest even if I were not learning Gaelic. – ID 90

Yes - absolutely. I am a Gaelic learner whose grandparents and other family members are and were native Gaelic speakers. It is very important to our family and my interest has prompted other - younger - family members to take an interest in Gaelic, which they now use in their hill walking holidays in Scotland - hence adding to the benefits that accrue to Scotland in tourism terms from Gaelic. – ID 118

I am a learner of Gaelic and have put my children through Gaelic medium education. I also have a wide interest in Gaelic and Scottish culture. The digital service has a great appeal to me. – ID 96

I would be overjoyed if such a service was introduced, as a (rusty) speaker of Gaidhlig with little or no opportunity to use and practice my Gaidhlig. I also hope to learn more of the language, and I am interested in learning more about Scottish culture. – ID 135

As someone interested in Gaelic

I have an interest in Scottish culture due to my heritage and upbringing and think this service is something that is important to Scotland. – ID 106

I think that setting conditions at the start of a new service must be done with care and circumspection, but on the whole I agree. Gaelic needs all the help and support it can get and it has always been a mystery to me why immigrant languages gained support quite quickly, yet our oldest native language never got more than a token - not even today does it get very much air time. As mainly (c) with a bit of (b) above, I should certainly watch it. – ID 110

As someone with a wider interest in Gaelic: I am English and live in Wales and see the success of S4C in promoting the culture and national identity of Wales as a model of what could happen in Scotland. – ID 44

Though I have no interest in learning the language (as a Londoner) I have Basque heritage and have seen the positive impact a state funded broadcaster of this kind can have for promoting a language and culture. Much of the nationalism in Scotland seems to be quite reactionary, whereas much in the Basque Country is in the context of pride in one's cultural and linguistic heritage combined with an internationalist outlook. – ID 66

As more than one of these

Yes, as (a), (b) and (c), in as much as these conditions are necessary to safeguard the standards and quality of the service, without conceding the principle of the need for the service itself. – ID 111

It should appeal to all people who are interested in Scotland and her culture. But this channel can have wider appeal. Why not also have things like Spanish Football league showing or link in with the Irish station TG4 or S4C in Wales? Mix the programming up a bit! – ID 128

Yes, to all three. Interesting to non-Gaels, useful to learners, and Gaelic speakers should be able to watch TV in their own language - increase speaking and use of language – ID 126

Leaving aside the fact that the service suggested is entirely inadequate in the first place, a Gaelic channel would appeal to me both as b) a Gaelic learner and c) someone with a wider interest in Gaelic and Scottish culture. – ID 98

As an individual this service will be of interest to me but I would like to highlight the extent to which my own situation is mirrored by many people across Scotland. Firstly the broader context is that the Gaelic language is in danger of extinction - this can't be overlooked and the creation of this channel would be a major help in securing the future of the language. One of the other main routes by which the language is being supported is Gaelic Medium Education. It has to be borne in mind that nearly half of all children in GME do not live in areas that are predominantly Gaelic speaking but in areas where the language hasn't been spoken for several hundred years. For example where I live in Ayrshire the last native Gaelic speaker is reputed to have died in the 1700's with the language declining after the reformation in 1560. Amongst those families in areas such as Ayrshire, Lanarkshire, Glasgow and Stirling most of the families who send their children to GME aren't native Gaelic speakers (although some obviously are from such families). Rather they are from families who may have highland/island grandparents or ancestors, who have an interest in Scottish/Gaelic culture or who are attracted by the benefits of bi-lingual education. Many families (like myself) have parents who are learning the language whilst or before their children are in GME. This channel, in my opinion, is crucial in both supporting these types of families and in creating the type of wider communications and educational infrastructure which will help more families tap into Gaelic language and culture and help sustain their learning and commitment of/to the language. – ID 109

The services will appeal to me as (a) a Gaelic speaker (b) who has learnt Gaelic (c) and who has a wider interest in Scottish culture, of which Gaelic plays a very important part given it is the indigenous language of Scotland. – ID 143

As an individual who supports the interests of all three categories, I want the BBC to be more enthusiastic in its support of Gaelic services. – ID 124

I qualify as (b) and (c), slowly moving toward (a). While the Trust's aims do lack precision, I've some sympathy for their position. I'm writing this in New Zealand, where Maori Television launched to a chorus of "impossible ... incompetent ... waste of resources". They've demonstrated a willingness to make do, to understand their audience - and demonstrate the transforming power of shoestrings. I'd hope that the service would be partly funded by advertising, if only because of their capacity to kill purists, and remain in touch with the market. – ID 51

3.4.4 WOULD NOT APPEAL

No, though I do wish to make it clear that I have a strong interest in Scottish Culture. I do not consider Gaelic part of past, present or future

Scottish Culture. I believe it is a minority language and should not be catered to by the BBC. May I please mention that Scots is an official language of Scotland, just like Gaelic, let the BBC makes no radio or television programmes available in this language? – ID 120

No. I am proud of being Scottish but I have no interest in Gaelic and am concerned at the level of licence fee income which this service will consume. As a Lowlander I would prefer to support programming in the Scots dialect/language, which does not appear to be on offer. – ID 133

No, waste of licence payers' money – ID 13

No, the service would be of no interest to me at all, and I cannot believe that it can be justified by a tiny number of people claiming at this stage that it would be of interest to them. – ID 45

The service is only going to interest people who speak Gaelic or are interested in speaking Gaelic. I lived in Scotland for four years; in no way would this service have interested me. – ID 112

No. I have a general interest in Scottish culture and find my needs are met via further learning classes, the library and the internet. – ID 140

No. Spend the money on sorting out the rest of the UK digital infrastructure first! – ID 77

It would not appeal to me as a Scottish citizen. – ID 26

Not a service that should be expanded. We gave up Gaelic a generation ago and I would fear my daughter would have to waste her time and my money becoming familiar with it. It has nothing to do with our life in the main cities and further south. – ID 88

I am a Scottish Highlander who has never spoken Gaelic, whose ancestors never spoke Gaelic and who has never had any interest in Gaelic. – ID 114

No, I believe the BBC should use its scarce resources in a more effective way than providing such a focused service to such a small group of people. – ID 61

It would not appeal to me in the slightest, I am not a Gaelic speaker but I am very much Scottish and interested in the culture of my country. – ID 6

3.4.5 OTHER COMMENTS

Several respondents were unhappy with the question and felt it was biased.

So the question is 'if you are one of the tiny minorities who are interested in Gaelic in some form or another would you like access to a service that somebody else is paying for?' Is this a daft survey or what? – ID 14

This is an unfair question with so many conditions being applied by the Trust. Each condition should be subject to a response and not an omnibus question. I am fully in favour of the proposal as submitted and will support even more any further submissions from the BBC executives in reply to the Trusts conditions. – ID 91

As an individual I think that this questionnaire is inherently biased in its presentation in favour of the Trust's viewpoint. I think that Gaelic should be promoted to the full and not half-baked as the Trust is suggesting. – ID 55

3.4.6 CONCLUSION

56.4% of respondents AGREE that a service with the conditions suggested by the Trust would appeal to them. Of these 4% say it would appeal without conditions.

Nearly 73% of Scottish respondents say the service would appeal to them compared to 40.2% in the rest of the UK.

A third of respondents say it would not appeal – this result is nearly 50% in the rest of the UK. Again some respondents feel it is a waste of resources and the service would be catering to a minority interest. Some Scottish people feel it is not appropriate and if required there are other ways to access the Gaelic language.

3.5 Question 5

Do you believe that the additional incremental spend by the BBC each year of £2.5 million plus distribution costs, would create sufficient additional public value to justify this investment?

3.5.1 TABULATION

Q5	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Agree	57	25.6%	34	30.6%	23	20.5%
Agree-necessary	16	7.2%	12	10.8%	4	3.6%
Agree-not enough	20	9.0%	18	16.2%	2	1.8%
Agree-should be appropriate	22	9.9%	16	14.4%	6	5.4%
Agree – TOTAL	115	51.7%	80	72.0%	35	31.3%
Disagree	19	8.5%	2	1.8%	17	15.2%
Disagree-should be spent in other ways	48	21.5%	17	15.3%	31	27.7%
Disagree-waste of money	14	6.3%	4	3.6%	10	8.9%
Disagree - TOTAL	81	36.3%	23	20.7%	58	51.8%
Other	13	5.8%	6	5.4%	7	6.3%
Don't know	8	3.6%	2	1.8%	6	5.4%
No answer	6	2.7%	0	0.0%	6	5.4%
TOTAL	223	100%	111	100%	112	100%

51.7% of respondents AGREE that the additional incremental spend by the BBC each year of £2.5 million plus distribution costs, would create sufficient additional public value to justify this investment. However within that figure nearly 10% of respondents believe the amount of expenditure should be appropriate.

72% of Scottish respondents agreed compared to just a third of the rest of the UK.

A third of respondents disagree that sufficient additional public value would be created from this expenditure. This increases to nearly 52% amongst the rest of the UK.

3.5.2 AGREE

Amount spent should be appropriate

I believe that any investment should be proportionate and appropriate. Anything that promotes cultural awareness, inclusion, education and civil respect should receive priority. – ID 89

I have no idea about the costs involved, so couldn't comment as to whether it is an appropriate figure. I only know that I think it is worthy of investment, and that figure should be set by those in the know. I think money should be spent making programmes in Scotland as a priority, and if this can be done through the new service, and create quality programmes in Gaidhlig all the better. – ID 135

I can't answer without knowing what the BBC spends on other projects: the World Rugby Cup, yachting tournaments, comedy shows, Parliament. Welsh and Gaelic cultures must be slotted alongside these, and funded appropriately. – ID 51

Necessary to maintain the language

Yes I believe it to be very worthy investment, and one which requires a long-term vision. The service cannot be viewed only as a media service for Gaelic speakers in their first language - which is a laudable objective in itself on the basis of fairness and equality of provision of the service in a language which is indigenous to this country. It is also an essential instrument for raising the prestige, status and presence of the language in Scotland and provides support to language acquisition, and as such, plays an important role in securing a future for the language (along with other public investment in to the language via e.g. education and other key public services). This is the indigenous language of Scotland: it is up to the people of Scotland to protect the language's future. – ID 143

It is an appropriate investment. We all have a duty to protect and encourage the language and culture of this country. If we don't then we are abrogating one of our fundamental responsibilities. – ID 103

Appropriate but too little

It's appropriate - arguably too little. – ID 117

It's not enough. There is a huge deficit in Gaidhlig broadcasting to make up. – ID 136

To my mind, it is nowhere near enough but will suffice to begin with. I do not want the money to be spent elsewhere; I want access to media in my language without any further consultations unless the BBC is willing to open a wider discussion at the same time on the value of certain other programmes it produces. – ID 142

We are talking about a language here, which in effect means a culture. It is essential that the up-coming generations be tuned in, both literally and metaphorically, to their native/acquired language. In the light of the way money is wasted by authorities of one sort and another, not least governments, this is a very small sum. This is not a profit and loss

exercise. Gaelic needs and deserves (has long needed and deserved) real investment and it will be timely to make it now. – ID 110

I do think that it is an appropriate investment. Again the context that should be borne in mind is the recent figures suggesting that despite raising 9% of licence fee money programming in Scotland accounts for only 3% of BBC spend. I would suggest that helping to save the oldest of Scotland's spoken languages would help make up for that shortfall in investment. – ID 109

I believe this is an appropriate investment and a relatively small amount to pay for the supporting of an entire language and culture. – ID 105

£2.5 million extra? Is that all? In TV nowadays £2.5 million pounds is nothing. I see it this way - Would the public rather £2.5 million was wasted on a yearly reality TV show or put to good use on this Gaelic channel? I know which I, and many others, would choose... Wait, you could always launch BBC3+1... That is just what we need! I understand that this money will go towards the TV channel, internet and radio? If so I feel this is a great use of the money, and the fact that an extra £2.5 million has to be spent is neither here nor there. I feel it will give Gaelic the boost it needs. – ID 139

It is very appropriate! The station needs much more than £14.7 million. Come on. How much does S4C get? How much does TG4 get? Put it into perspective. This is not just for Gaelic speakers but for the whole of Scotland and beyond. – ID 128

The BBC should be spending at least three times that amount on Scottish Gaelic, and a similar sum on the Lowland Scots language. A good way of financing it would be to scrap BBC3. What is the point of a public-service TV station that has demonstrably lower standards than the much-maligned commercial sector? – ID 93

Considering how much time and money is given over to trash and repeats on our current channels this seems a very small sum to pay for a much needed cultural channel. – ID 107

Other

There are approximately 60,000 Gaelic speakers in Scotland and that figure is dropping. A rough estimate of the number of TV licence paying (and Gaelic speaking) households would be 25,000 approximately paying around £4 million per year. I think that they should be able to expect a TV service in their own tongue for that. – ID 4

I wish that the BBC would just get on with it and stop procrastinating. We need a Gaelic channel just as much as the Welsh need a Welsh channel. – ID 123

Yes, it is an appropriate investment. That the Trust should even ask this question whilst the BBC pays millions to individual presenters is insulting. – ID 48

Yes. I believe if it is not spent on this, then it should be spent on other language services such as Welsh language services. The BBC should represent all people and not all speak English as a first language. Furthermore it will educate those who do not know of the rich cultural heritage of Scottish Gaelic of the wonderful linguistic variety that exists in these islands. – ID 56

If you go back to the beginning of the BBC - for years we had to put up with a dreadful service, maybe one Gaidhlig programme a week on the radio, with no provision on TV. It would be great to see more programmes in Gaidhlig. There are plenty of useless programmes made in English - do we want more "Big Brother" or "X Factor"? – ID 84

There are always hard decisions to be made, but the time is right for the proposed service. The money will be well spent. Again, I am sure that research that will no doubt be undertaken into the new service will show that not only does the service add to a stronger sense of identity, it will add to Scotland's profile abroad and encourage more to come here - the Year of Homecoming being an important element of that. – ID 118

3.5.3 DISAGREE

Many respondents who disagreed did so because they felt that this was a waste of money in relation to the size of the population and the money could be spent in other ways as illustrated below, in educational programmes, better documentaries, radio etc.

Money should be spent in other ways

Not an appropriate investment. The money should be spent on improving educational services which will help the broadest community - I would suggest more on-line education, improving access to the BBC archives, improving these consultation processes. Given BBC budget cuts can we find out who came up with this daft idea and sack them? – ID 14

No. It should be spent on educational and quality documentaries for the wider population. – ID 2

No, I do not support additional spending on Gaelic which is only of interest to a tiny minority of Scottish viewers. I would favour investment in broader domestic programme production; support for the Scots language/dialect; and (if there is a perceived need to promote linguistic integration) would find more value in programmes in Polish or Urdu which are spoken by more people in Scotland than speak Gaelic. – ID 133

Definitely not; the money should be spent improving the existing programs and not having so many repeats of old programmes on the main TV channels. – ID 23

No, it is not. Money should be spent to continue to provide top-notch English language programmes. – ID 76

Not an appropriate investment. Save the money and keep overall costs down. If the money is ring fenced for programming, then spend on English language educational children's programmes, possibly with the target audience of non native speakers or those whose families are non native. These programmes should also have sufficient appeal to native speakers of English. This may encourage integration and serve to improve the communicative ability of some children in schools who, consequently, face an extra set of hurdles in their learning. – ID 27

Though the BBC has failed to provide an accurate description of the target audience in this consultation process, I would assume that (a) as the UK's national broadcaster and (b) as the term Gaelic (only) is used to describe the proposed service (not Welsh or any other term referring to languages which form part of the Gaelic 'family'); that the Gaelic service is proposed for speakers of Scots Gaelic. The 2001 Census put the number of speakers of Scots Gaelic aged 3 and over at 58,652, all of whom also speak English. Even if every one of those people was to use the proposed service, the incremental cost would be £42.62 per head (or £170.50 for a 4-person household) and the total spend on Gaelic services of £14.7m would represent a spend of £250.63 per head, or £1,002.52 for a 4-person household. This is a grotesque overspend compared to services for the community in general, even without taking two other facts into account: 1) That there is no evidence that EVERY Gaelic speaker would use the service (indeed, this is most unlikely); and 2) Gaelic speakers also speak English and are already catered for by the provision of English language (and in particular, Scottish regional or national) programming. If the money was to be spent elsewhere, it could for example be used to reverse some of the gradual cuts seen in recent years to the World Service, which delivers high quality, unbiased news, particularly to parts of the world where the local media is under state control or is politically biased. Or the BBC could use the funds to improve access to broadcasting for new contributors, developing new talent for the wider BBC service. – ID 45

I do not think that the extra investment is appropriate. Priority should be given to the educational needs and entertainment of all licence fee subscribers and not a minority that already is funded and subsidised appropriately (and some would say excessively) – ID 99

I do not think this is money well spent. It would be better spent on providing a more efficient transmission system so people like me in remote areas could receive radio programmes. – ID 26

No. Keep making the good BBC documentaries and TV programs which now seem to be threatened by the newer boring brain numbing celebrity parading shows which are a waste of time. – ID 9

Would be spending too much pro rata

£14.7 million on 5,000 people who already speak English: that doesn't add up to me. I come from the Scottish Borders, population 100,000, yet there aren't any programmes on the BBC that cater to the direct interests of this area. The Scottish Borders gets around 15 minutes of local radio a day from the BBC yet Gaelic has its own dedicated channel. It makes no sense. – ID 120

According to Wikipedia in 2001 there were 58,650 speakers of Gaelic and English. £14.7m equates to £250 per Gaelic speaker. I think this is favouring the interests of a minority against the majority. – ID 112

It is not an appropriate use of the licence fee. Gaelic is spoken by small minority of the British people and does not warrant a whole channel. By all means targeted Gaelic programming in the Scottish region would be appropriate, but what next; a channel in the Cornish language for the Cornish? – ID 69

No to increased spending: if the money is to be spent it should go on promoting the Scottish culture. This is not exclusively Gaelic. There should be a proportional input pro rata as to the licence fee. – ID 68

No - there are only 5,000,000 people living in Scotland with very few of them able to understand Gaelic. – ID 42

Other

No - this is absolutely barking for a fringe minority – ID 7

3.5.4 CONCLUSION

51.7% of respondents AGREE that the additional incremental spend by the BBC each year of £2.5 million plus distribution costs, would create

sufficient additional public value to justify this investment. However within that figure nearly 10% of respondents believe the amount of expenditure should be appropriate.

72% of Scottish respondents agreed compared to just a third of the rest of the UK. 16.2% of Scottish respondents think the amount spent is not enough.

Over a third of respondents disagree that sufficient additional public value would be created from this investment. This increases to nearly 52% amongst the rest of the UK. Again reasons given are that it is a waste of money which could be spent more effectively in other ways. It is too much to spend on a minority group.

3.6 Question 6

If you are a potential user of the service, what means of access (satellite, cable, Freeview, broadband) would be the most convenient to you?

3.6.1 TABULATION

Q6	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Any	12	4.4%	9	6.3%	3	2.3%
Freeview	77	28.2%	54	38.0%	23	17.6%
Broadband	57	20.9%	28	19.7%	29	22.1%
Satellite	37	13.6%	24	16.9%	13	9.9%
Cable	14	5.1%	10	7.0%	4	3.1%
User - TOTAL	197	72.2%	125	87.9%	72	55.0%
Non - user of service	45	16.5%	12	8.5%	33	25.2%
No answer	28	10.3%	5	3.5%	23	17.6%
Non-users - TOTAL	73	26.8%	17	12.0%	56	42.8%
Don't know	3	1.1%	0	0.0%	3	2.3%
TOTAL	273	100%	142	100%	131	100%

A total of 72% of respondents answered as potential users of the service. This represented nearly 88% of Scottish respondents and 55% from the rest of the UK.

The most popular means of access amongst Scottish residents appeared to be Freeview followed by Broadband.

Amongst respondents from the rest of the UK however, Broadband followed by Freeview were the most popular means of access.

3.6.2 FREEVIEW

At the moment I have Freeview and High Speed Broadband. If the only way to watch the service will be FTV on Satellite I will happily go out and get a receiver set to watch the GDS. For me, Freeview would be the most obvious choice. – ID 139

It has to be Freeview, though if it were to be available on broadband, I might well use that too. Satellite and cable are both limited means of distribution. – ID 110

It should be on Freeview, and if there is no space now, then it should definitely be on after the analogue switch-off. Furthermore, it should be somewhere between 1 and 10 on the channel guide. – ID 93

3.6.3 SATELLITE

The distribution of Gaelic speakers probably means that satellite would be the most appropriate and provide best value. – ID 112

Satellite is the priority in the pecking order. Rights of course are an issue but a TG4-GDS service may well overcome this issue. Freeview and its Irish equivalent (2009-10) may be the 2nd priority along with cable. Broadband would come next. However the internet is becoming a more important medium with the younger generation so cable and Broadband could be considered the 3rd most convenient with Satellite 1st most convenient and Freeview 2nd most convenient. – ID 95

3.6.4 CABLE

Cable would be the most convenient to me, because this is the service which we currently have at home. We have a second TV set which is currently analogue, which we will convert to digital at or before the switchover. So Freeview would be useful to give me another viewing option. Broadband would be an "option of last resort" for mainstream viewing because computer technology does not yet provide a viewing experience comparable with TV. Nevertheless, I would welcome high quality broadband provision for repeats and additional material, especially educational and learning content. – ID 90

3.6.5 BROADBAND

The digital spectrum is already becoming congested so I would object to a Freeview service since this might displace other programmes of more interest. Freeview reception in the Gaelic speaking areas is also more problematic. Broadband appears the most flexible solution. – ID 133

3.6.6 NONE/WOULD NOT USE

I would not use the service. In 21 years of living in Glasgow and the Scottish Borders I have never met a Gaelic speaker they are such a small group, it seems pointless spending so much money on Gaelic services. – ID 120

I would never dream of using the service. It would waste my time. Lifetime is finite and not to be squandered lightly. In the unlikely event that I would have an opportunity of expressing my views on the

programme, I would deploy all my critical faculties against its continuation. – ID 86

I am not a potential user since I do not speak Gaelic, and I cannot receive Freeview, have no satellite or broadband, but I would like the portion of my licence fee to go towards this service rather than all the other rubbishy channels which you are about to fund, none of which I can receive!! – ID 121

3.6.7 CONCLUSION

A total of 72% of respondents answered as potential users of the service. This represented nearly 88% of Scottish respondents and 55% from the rest of the UK. The most popular means of access appeared to be Freeview followed by Broadband.

3.7 Question 7

Do you believe the withdrawal of the Gaelic zones on BBC Two is an appropriate measure if a Gaelic DTT (Freeview) channel is established?

3.7.1 TABULATION

Q7	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Yes	78	35.0%	36	32.4%	42	37.5%
Yes – with conditions	22	9.9%	10	9.0%	12	10.7%
Yes – TOTAL	100	44.9%	46	41.4%	54	48.2%
No	22	9.9%	11	9.9%	11	9.8%
No-shouldn't launch channel	20	9.0%	6	5.4%	14	12.5%
No-waste of money	1	0.4%	0	0.0%	1	0.9%
Keep BBC	53	23.8%	41	36.9%	12	10.7%
No – TOTAL	96	43.1%	58	52.2%	38	33.9%
Don't know	2	0.9%	0	0.0%	2	1.8%
Other	6	2.7%	4	3.6%	2	1.8%
Not applicable	1	0.4%	0	0.0%	1	0.9%
No answer	18	8.1%	3	2.7%	15	13.4%
TOTAL	223	100%	111	100%	112	100%

There was a fairly even divide on this question with nearly 45% of respondents agreeing to the withdrawal of the Gaelic zones on BBC Two and 43% of respondents being against the withdrawal. These results were also fairly similar across the results from Scotland and from the rest of the UK.

However, amongst the 45% who were in agreement, 10% agreed that the GDS should be well established and available to all before the Gaelic zones were removed. Alternatively, some Gaelic programming should be retained on BBC Two rather than removing it completely.

3.7.2 AGREE

I believe that in return for a Gaelic Digital Channel supported by the BBC with a reasonable amount of original content then this would be an appropriate measure. – ID 105

Yes, if the service was available on Freeview it would not be required to be on BBC2 – ID 84

3.7.3 AGREE, BUT WITH RESERVATIONS

Only when the service has built a following

I feel personally that the Gaelic Zones should stay on BBC 2 until the GDS has gathered a certain proportion of viewers. Until this time the Gaelic Zone should remain, along with TeleG in Scotland. – ID 139

Only after complete switchover to digital: surely the BBC would want to retain cross-over programming - as happens elsewhere at present - at least for the first years when the service is building audience base? – ID 118

As long as the service is available to all

Yes, but only when analogue broadcasting ceases and digital (Freeview) services are available to all. A caveat here is to ensure that digital reception is available in all of the areas of Scotland where Gaelic survives. – ID 85

Yes, I believe this can be justified as long as Gaelic DTT is widely available. – ID 56

Yes, although not everyone currently has Freeview / Satellite TV, so they wouldn't be able to access the new services until they switch. There should be a transitional period to give people the opportunity to change. – ID 5

Probably, provided that all the people who currently access BBC 2 by any means will be able to access the proposed DTT channel. Otherwise people who can access programmes, e.g. by Satellite, may be unable to receive the new channel. – ID 90

Provided the Gaelic Channel can be accessed freely by all viewers and receives an adequate amount of mention, (along the lines of "now on BBC 3" that you currently get on BBC1 and 2), yes. – ID 142

The rest is "established". The Gaelic zones should only be withdrawn from BBC 2 when such a channel is established in the sense of being available to all. – ID 89

Not everybody has Satellite or Freeview; I think these should be kept until more people are on digital. – ID 132

Retain some programming on BBC2

I would actually rather that they were kept to keep the profile on mainstream TV as high as possible, but if that is the quid pro quo for the

establishment of the channel then I would gladly accept that as the outcome. – ID 109

Perhaps limits, but not entirely eliminating, as this could reduce traffic to the Gaelic channel. – ID 49

There may be a case for retaining occasional programming of Gaelic on BBC 2. Otherwise, yes. – ID 87

I do not think a total withdrawal of the Gaelic Zone would be an appropriate measure if Gaelic DTT (Freeview) channel is established. However a pared down zone would seem logical from a financial point of view. Some Gaelic presence should always be on the mainline BBC i.e. BBC Two. This is similar to what occurs in the Republic of Ireland with RTA carrying the news as Gaeilge (Nuacht) and one other programme called Siar na Seachtaine. – ID 95

3.7.4 DISAGREE

No. This would deny the casual viewer the opportunity to stumble across Gaelic programmes and possibly be encouraged to visit the Gaelic service. – ID 111

No. I certainly do not. Gaelic programmes should be widely accessible to all channels. – ID 55

There should still be Gaelic programming on BBC TWO. We don't want a Gaelic TV ghetto. – ID 128

No the withdrawal of the Gaelic zones on BBC Two needs to be kept along with the Gaelic DTT as there is not nearly enough Gaelic provision. I myself as a learner would be able to choose the programmes to work around other commitments. – ID 92

I'd prefer there to be a choice of Gaelic programmes at any one time and a different channel, with a distinctive identity would provide variety. Isn't that what viewers want, whatever their language of choice? – ID 129

Not, not at all. As per my answer for Q.4 above, this would have the potential to reduce the profile of Gaelic in non-Gaelic speaking households which would in actual fact be detrimental to the language and would not represent a step forward in terms of TV coverage...the new Gaelic TV station must be an ADDITION to current programming, not a mere replacement. – ID 117

No. Some Gaelic programming required on BBC 2, although, I accept at a lower extent. – ID 103

Gaelic will become marginalised

I enjoy the Gaelic programmes on BBC2. Removing them and establishing a dedicated Gaelic channel will marginalise the language further. – ID 99

No. It is important that the Gaelic language is seen to have value and status equal to English. – ID 124

No, I do not think that they should. Making it only available on a separate Freeview channel is marginalising it. – ID 43

I am uncertain - my concern, based on my limited knowledge of the detail of the proposals, is that the Gaelic DTT service will not succeed in meeting the objectives I specified above if it 'marginalises' the language: the presence of the Gaelic zone on BBC 2 means that Gaelic programmes are accessed by a very wide audience. Gaelic TV programmes should be promoted and accessible to a wide range of people, thereby continuing the current trend exemplified by viewing figures. – ID 143

No, I do not, and this is a spurious argument. The BBC should commit to its support of the indigenous culture of its people or give its business over to a more responsible organization. – ID 94

3.7.5 DO NOT WANT GDS

I believe the withdrawal of all Gaelic programmes is the only acceptable measure. They should be replaced by programmes of interest to the majority of Scottish people, i.e. the 99% of the population who speak English. – ID 120

I do not support the existing level of service, as the level of expenditure is discriminatory and is largely a waste of BBC funds. – ID 45

Withdraw BBC funding, let Gaelic TV be free to use any non-tax payer funded channel they like. – ID 75

No, Gaelic zones is more appropriate than a channel. – ID 69

I think that the BBC Trust has made the right decision in not proceeding with a Gaelic digital service. – ID 50

There should be no further investment in this elitist minority service. – ID 42

If it is established (and I don't believe it should be) then of course the primetime slots on BBC2 should be removed. I have never understood minority programs being shown in a primetime slot. – ID 6

3.7.6 CONCLUSION

There was a fairly even divide on this question with nearly 45% of respondents agreeing to the withdrawal of the Gaelic zones on BBC Two and 43% of respondents being against the withdrawal. These results were also fairly similar across the results from Scotland and from the rest of the UK.

Amongst the 45% who were in agreement, 10% agreed with conditions in that the GDS should be well established and available to all before the Gaelic zones were removed. Alternatively, some Gaelic programming should be retained on BBC Two rather than removing it completely.

Of those who were against the removal of the Gaelic zones, some felt that in spite of the GDS channel, Gaelic could become further marginalised. They were looking for an expansion of provision for Gaelic users. However, others felt that the BBC Two Gaelic zones were sufficient and the GDS was unnecessary.

3.8 Question 8

We would be particularly interested in responses from potential educational partners and others involved in the promotion of Gaelic, about your views on the possibilities to work in partnership with the GDS.

3.8.1 TABULATION

Q8	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Yes	5	2.2%	3	2.7%	2	1.8%
Feasible/interested to do so	24	10.8%	21	18.9%	3	2.7%
GDS would be valuable to those learning the language	16	7.2%	8	7.2%	8	7.1%
Yes – TOTAL	45	20.2%	32	28.8%	13	11.6%
No	2	0.9%	1	0.9%	1	0.9%
No - shouldn't launch channel	4	1.8%	2	1.8%	2	1.8%
Not BBC responsibility	1	0.4%	0	0.0%	1	0.9%
No – TOTAL	7	3.1%	3	2.7%	4	3.6%
Other	10	4.5%	6	5.4%	4	3.6%
Not applicable	54	24.2%	25	22.5%	29	25.9%
No answer	107	48.0%	45	40.5%	62	55.4%
TOTAL	223	100%	111	100%	112	100%

72% of respondents did not reply to Q8 as this was not relevant to them. 20% of respondents replied with a positive comment in relation to the GDS.

3.8.2 POSITIVE COMMENTS FOR GDS

I work in a school and know that there is a demand for more Gaelic from children and parents. – ID 52

I think you would benefit greatly from Gaelic educational partners. The Gaels are wonderful people, with wonderful positive attitudes and abilities. – ID 55

It would be good to have access to working in partnership with the GDS - or have an input regarding programme suggestions and feedback. – ID 84

Once there is public awareness created by the service, after it is up and running, there will be massive opportunities and ideas coming from

every quarter in Scotland and not just Gaeldom e.g. music, history, etc.
– ID 91

I think any educational partners would be willing to work in partnership with the GDS and as a learner, know that the University of the West of Scotland in Paisley may be willing to work within this partnership as they provided Gaelic classes during the summer 2006. – ID 92

Education partners would obviously be the third level sector, universities that provide degrees in languages and the study of Celtic languages, modern history and so forth. Bord na Gaeilge and its Scottish equivalent and local/national Scots gadhilc and Irish gadhlic culture and language learning groups could be involved taking part in programmes. – ID 95

Students of all ages moving through Gaelic medium education should be given full access to participation the production process so that the service will be by and for the Gaelic speakers of the future. There is too little programming as it is for youngsters in Gaelic. – ID 104

I am not qualified to offer an opinion on this. All I will say is that, when involved, some 30-odd years ago, with the start of the Croileagan (Gaelic playgroups) it would have been fantastic had there been Gaelic programmes available then. – ID 110

All of the Gaelic educational bodies would doubtless be eager to work with the service in a variety of ways. For example, Gaelic speakers in the teaching profession with specialist qualifications in, say, the sciences and mathematics (and these are in short supply in schools at present), could perhaps make educational broadcasts as a means of helping in this area of the curriculum. New and innovative language courses at a variety of levels could be broadcast to new and existing learners. – ID 111

There should be some form of Gaidhlig language tuition on TV. The Colleges, Universities and other adult/children's learning providers could develop classes or courses on screen. – ID 113

I work in the academic field of indigenous language revitalization. You should consult with others in this field (not necessarily limited to those involving Celtic languages) to understand why removing Gaelic would have such a negative impact. Threatened languages need visibility in mainstream media outlets. – ID 122

It is important that the needs of adult learners of Gaelic are given serious consideration. These needs are too often seen as the poor relation of the needs of others. It is essential that all of the following groups be considered: Gaelic-speaking children in Gaelic-medium education; Gaelic-speaking children not in Gaelic-medium education;

child learners of Gaelic not in Gaelic-medium education; adult speakers of Gaelic; adult learners of Gaelic; adults who have ties to Gaelic through marriage, heritage or family; adults who choose to learn Gaelic for other reasons. All of these needs are best served by more provision, not less. All of these people should be seen as citizens to whom the BBC has a public duty. – ID 124

I work in the Gaelic arts and education and would be happy to be involved. I would like to make short programmes for the youth sector and music sector in particular. – ID 128

Our company trains tutors to deliver Gaelic classes to adults. The appropriate use of new technology is vital to broadening the range of access, particularly through distance-learning and reaching the international market. Broadcasting can make a very valuable contribution to this, in that it provides one of the main stimuli to learn the language as well as bringing Gaelic regularly into non-Gaelic homes, thereby helping with acquisition. And a programmes aimed at Gaelic learners could do an immense amount of good. – ID 129

I am a video production graduate and would love to be involved in creating visuals to promote Gaelic, whether film or TV, or workshops. I think a good idea to promote it would be a film such as Braveheart or Rob Roy that stirs up Scottish Nationalism and a pride for Scottish history and culture. If it incorporated some Gaelic it may help promote it as something to be proud of, and to be desired. – ID 131

Comunn na Gaidhlig, which is the main co-ordinating Gaelic Development Agency working in the areas of Community; Business; Youth and Students and Families in most areas of Scotland would welcome the opportunity to work in partnership with the GDS. We see opportunities of developing new and exciting initiatives; utilising new technologies to bring education to everyone who wishes it at times that are convenient to them. We see ways of helping non-Gaelic speaking parents to assist their children develop their education, we believe that by using digital technology and websites that Gaelic becomes available to the whole world and that there are opportunities of linking into educational establishments globally. – ID 144

As an educationalist, the colleges, schools and universities would generally be delighted be any appropriate opportunities for co operation. GDS would open up new horizons for the next generation. – ID 172

3.8.3 NEGATIVE COMMENTS AGAINST GDS

Not applicable in my case but the BBC should not assign too much weight to special interest groups. – ID 12

They will just be looking to make money. – ID 20

Teach things that are in demand by all. These people will have a vested interest in expansion of Gaelic. – ID 42

I do not believe that any strategy can be demonstrated which could justify the proposed level of service on the basis that it would attract new speakers of the Gaelic language. Responses from potential educational partners who might work “in partnership” are not of any additional value - indeed, they are highly biased and should be discounted, on the basis that these companies and individuals would expect to secure funding from the BBC to provide programming, and as such they are most unlikely to oppose the proposed service provision or draw attention to the unfair level of expenditure per head of the potential audience. – ID 45

I think that the BBC Trust has made the right decision in not proceeding with a Gaelic digital service. – ID 50

Not a service that should be expanded. – ID 88

As a teacher I would not be desperately sorry to see Gaelic dwindle. – ID 182

3.8.4 CONCLUSION

This element of the consultation was not seen as relevant to a large number of people who responded. 72% of respondents did not reply to Q8 as this was not relevant to them.

20% of respondents replied with a positive comment in relation to the GDS. Of these some thought that the idea of educational partners would be beneficial to the GDS.

3.9 Question 9

We would be particularly interested in views from industry respondents about the process for commissioning and the targets proposed by the Trust?

3.9.1 TABULATION

Q9	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Yes	2	0.9%	1	0.9%	1	0.9%
Fair and transparent	4	1.8%	4	3.6%	0	0.0%
Lots of skilled people out there	1	0.4%	0	0.0%	1	0.9%
Need to work with target audience	1	0.4%	1	0.9%	0	0.0%
Yes – TOTAL	8	3.5%	6	5.4%	2	1.8%
No	3	1.3%	1	0.9%	2	1.8%
No - shouldn't launch channel	5	2.2%	2	1.8%	3	2.7%
No – TOTAL	8	3.5%	3	2.7%	5	4.5%
Other	1	0.4%	0	0.0%	1	0.9%
Not applicable	66	29.6%	36	32.4%	30	26.8%
No answer	140	62.8%	66	59.5%	74	66.1%
TOTAL	223	100%	111	100%	112	100%

This “question” was not seen as relevant to the vast majority of respondents.

3.9.2 POSITIVE COMMENTS

I am not an industry respondent. As indicated before the Gaels are wonderful people, open to challenges and willing to assist where they can. They should be highly valued. – ID 55

This would be a very interesting process to be involved in. Unless you include input from your target audience you could be working to a totally different and wrong agenda. – ID 84

The commissioning process should be as transparent, and devolved, as possible. – ID 172

The government's guidelines for procurement and commissioning are well published. Each industry respondent will have its own ideas commensurate to them. – ID 210

There are people with the skills out there. Look at the Irish republic's success with TG4 the Irish language channel. – ID 214

3.9.3 NEGATIVE COMMENTS

Again, you are asking those who would benefit financially from the proposed service to comment on it, and this is not acceptable to the people who actually fund you, i.e. primarily licence payers in general. – ID 45

I think that the BBC Trust has made the right decision in not proceeding with a Gaelic digital service. – ID 50

Not a service that should be expanded. I used to work for the CBI and this proposal is irrelevant. Living foreign languages are required. – ID 88

Commissioning for Gaelic would be quite ridiculous. It is already a meat market of friends and friends of friends and to have commissioning for what is already a very small market would just be a farce. – ID 134

3.9.4 CONCLUSION

This element of the consultation was not seen as relevant to a large number of people who responded. 92% of respondents did not reply to Q9 as this was not relevant to them or they did not feel qualified to answer the question.

3.10 Question 10

Do the conditions proposed in the draft BBC service licence seem appropriate?

3.10.1 TABULATION

Q10	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
Yes	54	24.2%	29	26.1%	25	22.3%
Yes - anti GDS	1	0.4%	1	0.9%	0	0.0%
Yes - pro GDS	3	1.3%	3	2.7%	0	0.0%
Yes - with clarifications	6	2.7%	6	5.4%	0	0.0%
Yes – TOTAL	64	28.6%	39	35.1%	25	22.3%
No	30	13.5%	7	6.3%	23	20.5%
No - anti GDS	5	2.2%	2	1.8%	3	2.7%
No - pro GDS	7	3.1%	6	5.4%	1	0.9%
No – TOTAL	42	18.8%	15	13.5%	27	24.1%
Other	13	5.8%	5	4.5%	8	7.1%
Not applicable	4	1.8%	2	1.8%	2	1.8%
Don't know	16	7.2%	11	9.9%	5	4.5%
No answer	84	37.7%	39	35.1%	45	40.2%
TOTAL	223	100%	111	100%	112	100%

There was quite a mix of feeling in response to this question, with only two thirds of respondents replying.

Just over a quarter of respondents felt the conditions were appropriate and nearly 20% felt that they were not appropriate.

Scottish respondents were slightly more likely to agree that the conditions were appropriate.

3.10.2 APPROPRIATE – PRO GDS

Yes, you would require benchmarks or some measure on control on the new service. – ID 84

Again it is difficult to comment without seeing the original submission but I do feel that if the role of education and appeal to a wider audience weren't highlighted then I think it is fair to say that they should have been. – ID 109

Yes, save the broadcast restrictions. It should have the option to broadcast all-day every day. If not, it will always be seen as a second-

rate channel and will not become common viewing. It needs to provide an alternative to other channels 24/7. – ID 117

Yes, they seem fair. When the BBC actually realise that this channel will make an impact and help raise awareness of Gaelic, it will be a great addition to our TV screens. – ID 139

3.10.3 APPROPRIATE – ANTI GDS

Yes. I have considerable doubts about the public value of the proposed investment by the BBC. – ID 99

3.10.4 APPROPRIATE BUT WITH CLARIFICATIONS

Yes, the conditions appear appropriate on the proposed service licence as everyone will be digital eventually. Although one concern is that some outlying areas may not be able to receive the service which may concern others. – ID 92

The conditions in the draft BBC licence seem appropriate, though it would be more convenient if the service was available immediately on Digital Terrestrial TV and instead of waiting until the digital switchover occurs.

Yes in as much as these conditions are necessary to safeguard the standards and quality of the service, without conceding the principle of the need for the service itself. – ID 111

Yes, but only if there is a genuinely critical judgement about the degree of public value for the Scottish population as a whole. – ID 133

Except for the "educational" stuff, yes. – ID 142

3.10.5 NOT APPROPRIATE – ANTI GDS

I don't believe the project should go ahead. – ID 6

No; waste of licence payers' money. – ID 13

No, it's a waste of money. – ID 30

Since I believe Gaelic should be withdrawn from BBC Scotland altogether (although I may be in favour of BBC Highlands and Islands with a separate budget drawn from the UK national budget rather than a drain on BBC Scotland) I believe no conditions for its continuance are appropriate. – ID 71

No; the entire proposed service seems inappropriate. – ID 45

I think that the BBC Trust has made the right decision in not proceeding with a Gaelic digital service. – ID 50

No, they should be more rigorous on the perceived benefit of this service. – ID 61

3.10.6 NOT APPROPRIATE – PRO GDS

As outlined above: no. These conditions not required/already fulfilled in the proposals set before the board. – ID 103

Another all-inclusive question, but the answer is no. Far too onerous in parts and one would think some conditions are short-termist and unfair to single out this proposed Gaelic service to the full array of “dead hand of bureaucracy” conditions that are not applied to all BBC services. – ID 91

The draft service licence places insufficient emphasis on parity of esteem and equity of outcome for the Celtic languages and Lowland Scots. – ID 93

The BBC would do itself a great service, in my opinion, if it eschewed any licensing for the general public. Licensing programming to other English and Gaelic speaking countries and the businesses within makes sense and provides revenue beyond that which the local listeners or viewers provides, and more power to the BBC for pursuing those arrangements. There is more to be gained from the individual's free access and use of the BBC's content than from some licensing scheme that would discourage the audience from sharing what they like about the BBC's programming. Think for a moment about the Free Software Foundation and its rousing success, derived from the precepts of free and open exchange of ideas and product. – ID 94

No, too many just get on with it. – ID 123

No. Education is not your main business in English; that's entertainment and information. So, why single out education to be your priority for Gaelic, unless it's a way of politely rejecting the proposal to provide a fully integrated service? Gaelic will always lose the numbers game. A better principle to apply would be: what effect would there be upon existing Gaelic speakers and their transmission of the language to others, if this most flexible and influential medium remains effectively rationed to a minimum? - ID 129

Look, at the end of the day I need this service!!! I intend putting my two kids to the Gaidhlig School in Glasgow and they will need it too. I don't have a clue about the conditions; I'm just an ordinary Scotsman trying to learn my country's own beautiful poetic language. – ID 130

No - I don't agree. Strictly educational material may not suit all learning styles. In addition, in the experience of Europeans learning English, it's often enough that the content is of interest (i.e. a popular American show) not that it is educational. – ID 512

3.10.7 CONCLUSION

There was quite a mix of feeling in response to this question, with only two thirds of respondents replying.

Just over a quarter of respondents felt the conditions were appropriate and nearly 20% felt that they were not appropriate. Scottish respondents were slightly more likely to agree that the conditions were appropriate.

Of those who did not feel the conditions were appropriate, some comments related to the fact that they did not feel the GDS should go ahead anyway because it was a waste of money or not appropriate. However, others were pro GDS and felt that the GDS should proceed without conditions regardless.

3.11 Question 11

Are there any other issues you would like the BBC Trust to consider in relation to the proposal?

3.11.1 TABULATION

Q11	Total	Total %	Scotl.	Scotl. %	Rest of UK	Rest of UK %
In favour	25	11.2%	16	14.4%	9	8.0%
In favour - BBC should support	11	4.9%	10	9.0%	1	0.9%
In favour - needed to keep language alive	15	6.7%	12	10.8%	3	2.7%
Programme content	17	7.6%	10	9.0%	7	6.3%
Scottish responsibility	9	4.0%	3	2.7%	6	5.4%
Is it enough money?	1	0.4%	1	0.9%	0	0.0%
Pro - TOTAL	78	34.8%	52	46.8%	26	23.3%
Against	9	4.0%	3	2.7%	6	5.4%
Waste of resources	19	8.5%	4	3.6%	15	13.4%
Why support a dead language?	3	1.3%	2	1.8%	1	0.9%
Against - TOTAL	31	13.8%	9	8.1%	22	19.7%
General comments	18	8.1%	7	6.3%	11	9.8%
No answer	96	43.0%	43	38.7%	53	47.3%
TOTAL	223	100%	111	100%	112	100%

57% of respondents provided additional comments. In summary, of these nearly 35% provided comments in favour of GDS and nearly 14% were against. A higher proportion of Scottish respondents were in favour.

Positive comments covered issues such as the need for the service, its content and the responsibility for providing this service.

Negative comments related to whether this was the best use of resources and that the service would just be supporting a dead language.

3.11.2 COMMENTS IN FAVOUR OF THE SERVICE

I should just like to add, though it is perhaps not an issue as such, that I believe that the proposed service is absolutely essential, should have been introduced years ago and that I hope nothing will be allowed to prevent its establishment. - ID 110

Making it easier, faster and something that is happening now instead of in the dim and distant future. – ID 123

This should be a "Scottish" responsibility

Yes, why is this not being done from BBC Scotland? Surely they have more local knowledge and feeling for the subject, or is this just more of the same London centric control phobia? – ID 116

The station should be fully accountable to the Scottish Parliament, not Westminster and the London BBC. This should be Scotland's channel and follow Scotland's priorities, not London's; as is the case with most of the BBC I'm sad to say. – ID 117

The Trust should consider whether a UK body is appropriate to make determinations on matters of vital national importance to Scotland. Why not have national hypothecations of the licence fee and a Scottish Trust to decide whether having a national language is worth £14.7 million a year? – ID 93

Just to emphasise that I feel the Scottish Assembly should be a partner and co-invest if it is genuinely concerned about, not the preservation, but the development of Gaelic as a spoken language and within its schools. I remember the vigorous work of the Welsh Language Society in the 60s and 70s and as a result Welsh is widely taught and spoken and Welsh programming (through S4C) is a success. Unless the Scottish Assembly shows similar commitment the BBC cannot succeed alone. Get them to put up the additional investment and commitment to the curriculum and Gaelic culture - or shut up. – ID 59

Any consideration of such a proposal should only be considered in relation to Scottish Parliament funding. I object most strongly to my licence fee being wasted on Scottish only projects. If the BBC continues in its current direction of broad appeal in 10 years time every service will have lost its identity - we will have pop request programmes on Radio 4 and the afternoon play on Radio 1, all hosted by some 2nd rate celebrity rather than someone who actually knows what they are talking about. – ID 15

BBC should support the language

At this time when the Gaidhlig Act is now in place and the new National Gaidhlig Plan is being implemented, it would be a huge blow to the development of Gaidhlig if the BBC was to withdraw their backing. This new channel will be a vital cog in the Gaidhlig wheel. – ID 113

The public service broadcasting should have a duty to provide a public service in all the indigenous languages of these islands. – ID 98

Yes. Listen to the BBC website, search for Gaelic Mafia and listen to the piece by Murdo MacLeod you broadcast some weeks ago. The choleric screeching of a small minority wishing the death of Gaelic, the majority of Scots would indeed hate to lose Gaelic even if they would not necessarily consider learning it themselves. Like with any conservation plan, the initial costs are comparatively large but unavoidable if a serious attempt is made to bring an animal, plant or language back from the brink of death. And I challenge any Trustee considering speaking against this channel to stand up in public in front of an audience of Gaels and Scots and say "In my view, your language deserves to die. It does hold enough intrinsic value to me, Scotland, Britain and the world to deserve less than £20 million per year to help it flourish". If they are willing to do this in public, I shall never again argue with the BBC for a Gaelic channel. – ID 142

I think the BBC should bear in mind the length of time that discussions regarding this have been going on and the fact that it will be seen as a major betrayal should the channel not go ahead. As a publicly funded public service broadcaster which is supposed to serve all of the peoples of the UK, the BBC has a duty to support the Gaelic language. Again, to emphasise the language is in real danger of extinction and this channel could potentially act as a major focus for the re-vitalisation of the language. – ID 109

The BBC in the past has shown great flexibility on a case by case basis for reasonable support of the cultural heritage of the nation. It is especially to be praised for its support to this point of the Scottish Gaelic language. At this stage, as the world of programming delivery is at a crossroads between the increasing relevance of the Internet as a content provider and thus the increasing threat to conventional broadcasting's relevance, the BBC must explore its role, its methods and its own relevance within the nation to both represent the UK and to provide worthwhile content. Besides providing today's popular shows and themes, it would be well within the BBC's best interests to provide content that no other media source can provide, from a cultural point of view that only the people of Scotland can claim. – ID 94

If the Gaelic community and the Scottish people continue to be denied their due share of broadcasting by the BBC and other broadcasters, they will be responsible for discriminating against a precious language and heritage that is integral to the life of the Scottish nation. – ID 111

Service needed to keep the language alive

Yes. Will the individuals on the Trust take the personal responsibility for the demoralizing damage they will do to the massive Gaelic language progress made in recent years, if they reject this proposal? Where is the vision like that of the BBC founding fathers? – ID 91

Only to be generous and to invest in our language and culture. – ID 55

The number and distribution of Gaelic speakers should not be a reason for not providing them with a dedicated language channel. – ID 44

I think the BBC Trust need to consider their Gaelic Speakers and in particular the growing amount of learners who enjoy using the Gaelic services provided currently by the BBC and hopefully which will be continued to allow both learners and Gaelic Speakers enjoy the language even more. – ID 92

It is imperative that the BBC Trust remember that this is not merely a channel for a small audience of Gaelic speakers, but that it could have an important impact on giving young Gaels greater confidence in using their language, increasing the number of active Gaelic learners, and raising public awareness and favourability regarding the language. These issues, in my opinion, make the operating costs of the channel thoroughly worthwhile. – ID 100

Yes, please consider that despite the number of speakers of Gaidhlig in Scotland there are many more who would love to learn the language. This language has given us the majority of place names/names in Scotland and it is amazing how many words non-Gaidhlig speaking Scots use that come from the Gaidhlig. This is a very important cultural issue and is well worth the investment. We have had too many years of Gaidhlig being ignored/criticised/under funded. Our language deserves this forward thinking investment. – ID 130

The value of Gaelic lies in its distinctiveness, not in its number of speakers. Like any endangered entity, it has lost control of the conditions that in the past allowed it to flourish. Television, in particular, has the capacity to have a very considerable impact upon perceptions of a language's status - S4C and indeed Radio nan Gaidheal, are success stories and have hugely influenced both Welsh and Gaelic for the better. What is there to debate further? S4C has clearly helped in reversing language shift and bringing new speakers to that language. Does the Trust seriously doubt the same would not happen for Scottish Gaelic? - ID 129

Programming and programme content

A certain percentage of programmes should be left for developing new talent and allowing youngsters / outsiders access to develop within the service. This would ensure participation across the age range. – ID 84

A diverse range of programmes to reflect life in Scotland with some learners shows for people learning Gaelic. – ID 52

I would like them not to overlook the quality of Gaelic programming which has already been achieved (for example, in my view, the series on map makers a year or so ago was of a very high calibre). This illustrates the scope that exists to enhance the overall quality of broadcasting in Scotland (and the UK) if this talent could be accessed over longer periods and by more people. – ID 115

I think the Trust should look to broadcasters like EITB in the Basque Country as an example of the right balance of programming, though a stronger educational aspect would be needed bearing in mind the status of the two languages. – ID 66

This needs to be done well. It needs to be of an equal standard (better if possible) to the English language programmes available, otherwise nobody will watch. That's the bottom line, really. – ID 135

I think it is important that the service is run by Gaelic speakers, and ideally should be based and managed somewhere like the Hebrides, rather than in the BBC centre in Glasgow. – ID 5

3.11.3 COMMENTS AGAINST THE SERVICE

Why support a dead language?

Stop looking back and supporting a dead language. – ID 20

This is the old language of Scotland and is part of our heritage. How many other language channels do you subsidise? How many non-indigenous language channels do you subsidise? – ID 121

Why do you keep prioritising a minority dying dialect that was never a national tongue and why do you keep perpetuating the myth the Gaelic was a national tongue? Latin was more widely spoken in Scotland than Gaelic, and French, whither BBC Latin, or BBC French? – ID 71

I live in the Scottish Borders, our television and radio comes from BBC in Glasgow and is dominated by a west of Scotland bias. The news often has little interest or relevance to me. Yet I have to suffer Gaelic programming which, according to the 2001 census, 0.02% of my local population can speak. There are no programmes about my local area on the BBC nor do I have a local BBC news service (one based from Edinburgh would be more suitable than Glasgow). Yet Gaelic gets millions spent on it, has its own radio station and is of interest to around 5,000 people nationwide. It simply doesn't make sense. Gaelic is not like Welsh, I fully understand and respect the need for Welsh programming in Wales, however more people in Scotland are likely to understand French than Gaelic, it simply is irrelevant. – ID 120

Growing up in the Highlands I regarded Gaelic as a dead language and although I now realise a very small number of Scots do speak Gaelic, I totally disagree with the factions trying to make Gaelic speaking an 'in thing' over the last few years. – ID 114

Best use of financial resources

Why are you wasting taxpayers' money - how do you prioritise the BBC spend? – ID 14

Stop wasting licence payers' money. – ID 13

This seems an entirely unnecessary new service in a climate when the BBC cannot afford its current services. I believe that no new services should be started at all. – ID 47

I would like them to consider the funding that is already provided by the Scottish Executive and UK Government in proportion to the small number of Gaelic speakers and whether extra finance can be considered appropriate in view of the extensive and expensive support already in place for the Gaelic language. – ID 99

Yes - how better the resources could be deployed to the public good. This ridiculous notion is the child of a small group of romantics and has nothing to do the Scottish reality. Gaelic is a defunct language mis-spoken by a few and understood by even fewer - from which you may gather that even the speakers of the language barely know what they are talking about. – ID 86

It is a ridiculous waste of public money. Use it to promote services in a language people actually speak. – ID 83

The Gaelic Digital Service requires additional funding to serve a potential maximum audience of 1% of the Scottish population. And even then, not all Gaelic speakers, (which tend to be an ageing demographic) will use the service. At the same time English languages for the vast majority of people in Scotland are being faced with cuts as a result of the new licence fee settlement. – ID 141

Yes, the fact that the BBC has not got the money to be spending on this, and has way more important priorities than PC services. – ID 58

3.11.4 GENERAL COMMENTS

1. Congestion of the digital spectrum, especially with plans for high definition services. Ensure that any Gaelic Freeview channel did not displace other programming. 2. Value for money - very limited benefit of

the proposed expenditure for the vast majority of Scots who do not speak Gaelic and never watch Gaelic programming. – ID 133

I think there needs to be a greater investment in regional programming across the UK. We need to have a culture that is rooted in the present and the future, rather than just the past. The BBC needs to not give into interest groups. It is the BBC and its role is to serve the whole of Britain. As such it should have some programming in Gaelic. However, £14.7m is too much, and other organisations are likely to be able to do more for less. BBC Programming tends to be expensive; however Gaelic speakers need to be consulted as they may be more interested in quantity than quality. As stated, I think for this satellite TV only would provide the best value for money and with the cost of satellite receiving equipment falling, this would provide the best value for money. Distribution on satellite should be substantially less than £2.5m. – ID 112

The Trust appears to have made up its mind before the consultation process began. It should be starting from a more sceptical viewpoint. - ID 12

I feel that programmes must be produced, directed and edited by community groups as much as possible. The language is dying; the only way to save it is to not just create jobs in Edinburgh, Glasgow or the faux town of Stornoway. – ID 134

The real value that the service brings not only to native speakers, new Gaels, Gaelic learners and all those who love the language and culture, but the stronger involvement with Scotland's language and heritage that others who walk our hills, climb our mountains, and fish our rivers and lochs will have in knowing more about the place names when they have a greater knowledge of Gaelic. Tir is Teanga is an extraordinary brilliant example of this. – ID 118

Upgrading to digital in highland areas and rural areas like Aberdeenshire. – ID 136

3.11.5 CONCLUSION

57% of respondents provided additional comments. In summary, of these nearly 35% provided comments in favour of GDS and nearly 14% were against. A higher proportion of Scottish respondents were in favour.

4.1 FREEFORM RESPONSES

56 free form replies were received by the final cut off date. Some responses included attachments which were too lengthy to be summarised in this report. They can be referred to individually in the full data spreadsheet.

4.1.1 FREEFORM RESPONSES

Free response	Frequency	Percentage
In favour	40	71.4%
Against	6	10.7%
Against – should be subscription	3	5.4%
Will create divisions in society	2	3.6%
Request for information	4	7.1%
In Gaelic	1	1.8%
Total	56	100.0%

4.1.2 RESPONSES PRO GDS

The majority of responses relate to people who are very pro maintaining the language and wish to learn and see the spread of the language. They believe the introduction of the new GDS channel will help stop the language dying out and help maintain cultural identity for the Scottish people.

I am Scottish. I do not speak Gaelic. I was never taught Gaelic at school. I was never taught about Gaelic at school. Looking back on that, I think it is nothing short of a national tragedy. The Scottish diaspora is estimated at around 25 million. As an expat Scot, I am one of them. I try and bring up my children as Scottish in a foreign land, and having access to this kind of resource would be of great benefit. Linguists agree that language maintenance is a cultural necessity. I would hope that a Gaelic Digital Service would increase the number of Gaelic speakers. Even if it only helps to maintain the present number of speakers, or even slows a decline, then it would prove worthwhile. In fact, more than soaps and game shows, it is exactly the kind of thing the BBC should be doing. The debate should be about how to do it, and not whether or not to do it. I look forward to using your resource. – ID 227

As a business involved with the promotion of Gaelic, particularly through the arts, I would like to make the following comments in relation to the proposed Gaelic Digital Channel. Broadcasting has a critical role to play in the development of the Gaelic language. In particular the scope for educational content through programming, web-site and other digital

media such as mobile phones is immense. All of us have come to expect access to new and innovative opportunities of communication and Gaelic speakers are no different. This opportunity of providing for the wider community, not just Gaelic speakers, can already be demonstrated through the viewer figures for programmes going out on BBC2. A service which should continue once the Gaelic Digital Channel hopefully becomes available. The buzz word at the moment coming from the Scottish Government, through Bòrd na Gàidhlig is 'normalisation'. In order to instil confidence in our communities and young people in particular, people need to see that they are not at a disadvantage using or being educated through Gaelic. Gaelic speaking youngsters need access to the same services as everyone else though their indigenous language. The opportunity to play games on-line, to interact with others and to relate to current-day activities and developments is crucial to the Gaelic language. The Gaelic Digital Channel has an important role to play in this and indeed could be taking the lead. Furthermore, there will be employment opportunities and again this is needed in the Gaelic speaking areas. Linked to employment is training and the possibilities that come from that in personal development and confidence. The cost of this channel is well worth the investment as it will reach a wide audience, will invoke confidence, will create further development and could be the single most important development in the future of our language. Could I ask the Trustees to seriously consider this as something that is crucial to us and something that indeed we expect to come from the BBC, who have served the Gaelic speaking communities well, in the past particularly through radio. – ID 228

As a Gaelic learner I am hoping for great things from the new Gaelic Digital Service, and consider that the proposed funding by the BBC will be money well spent and will benefit a greater number of people than most estimates seem to suggest. Because of my interest in Gaelic I have been surprised at the many people in the small town of Kilwinning - where I live - who are either native speakers or students of Gaelic. I have also become aware of the many people who are interested in the culture and history of the Scottish Gaels. Most of these people are not involved in any group or organisation and so their views and interests are not taken into account in any survey. Let the BBC commit itself fully to the funding of this venture which will enrich the lives of many more people than will appear in any consultation or survey. I await eagerly - and hopefully - your final decision. I trust this opportunity will not be lost. - ID 229

I am very disappointed that the BBC Trust does not see fit to approve the proposed Gaelic Digital Service. I am not a native Gaelic speaker but like many other residents of Scotland and beyond, I have chosen to learn the language. I have been working on this for a little over two years and was looking forward to having available more than the token three or four programmes at present on BBC2. While these are in

general excellent the constant early evening timing is not always convenient. As a retired English and French teacher I appreciate the value of having access to topical and relevant material on a variety of subjects. As a learner of the language I would particularly value news and weather programmes which I understand would be included in a digital channel. Contrary to your statement, I am convinced that a new channel would not merely appeal to existing Gaelic speakers. I know of many people who have currently no Gaelic but who enjoy existing programmes on BBC2. With more programmes the number of these viewers would be bound to increase. A digital channel and additional online material would also benefit interested parties in other parts of the world, thus enhancing the already excellent reputation of the BBC abroad. There is no doubt in my mind that there is a clear educational benefit to the proposal but surely a television channel must also take into account the entertainment value. Alan Bennett once said that some of the most enjoyable television programmes are those found by accident while changing channels. A dedicated Gaelic channel would provide an opportunity for people to stumble upon an excellent programme and could, in the process, inspire an interest in Gaelic for its own sake. The really surprising thing is that there is not already a dedicated Gaelic channel. There has been an increase in learners in recent years and in the classes I have attended there has been no reduction in numbers during the course of the year. Gaelic is our national language and deserves to be given priority when BBC programming is being considered. – ID 231

I feel that a proper Gaidhlig channel would benefit everybody; not only the 100,000 Gaidhlig speakers, but also the people in Scotland who are not yet fluent but would like to learn. There may even be people not necessarily interested in the language itself but with the use of English subtitles on most programmes then they could still enjoy it. I think it would be unfair to not fund a Gaidhlig channel. The language was almost murdered by imperialism; luckily it still has some life left in it. To say to Gaidhlig speakers and learners of the language that there is no demand for a Gaidhlig channel is ridiculous. There is demand. To reject the creation of the channel now is the same as driving yet another spear into the heart of Gaidhlig. That to me suggests that imperialism is alive. Force them to watch English language programmes and eventually they won't bother to use Gaidhlig. Mission accomplished. I really think the BBC Trust should think about the decision very carefully. Right now I pay my TV licence to watch some absolute rubbish all in English. I want my moneys worth or I won't bother paying to fund English language programmes, reality TV and or the creation of BBC7+1. – ID 239

I am very strongly for the Gaelic Digital Service. I want my money spent on this. I have been impressed with the standard of the Gaelic programming from the BBC and believe that the Gaelic digital service will produce good standard information and entertainment programmes

in the language. I also look forward to the benefits it will have to the language in encouraging and helping learners and bringing the language and culture to a wider audience in Scotland and abroad. – ID 244

I think it's a great idea. I would like a programme to help me learn the language too. – ID 249

As a non-Gaelic speaking person, I think this idea is brilliant, go for it. We need diversity and investment into the languages of our islands. Well done. - ID 253

As a Welshman I take great pride in the abundance of Welsh language programmes available across the networks; if the BBC do decide to set up a Gaelic service my admiration for the Corporation would be enhanced greatly. The services provided have to reflect the demographic, recent immigration trends for example have led to the provision of Asian programs (and rightly so), this step would be a further one in re-dressing inequalities that exist in the media. Well done BBC. – ID 254

As a Welsh immigrant to Scotland, I know only too well how important it is to speak your own language in your own country. Gaelic being the native language of Scotland, it shouldn't be limited to a few programmes here and there on television and radio, it should be widely broadcast and supported by educational material in order that Scots can learn their own tongue and encourage their children to do so. The Gaelic Digital Service would help foster a sense of national identity in Scotland and bring its people together in their own language, strengthening the cultural roots of the Scots as a whole, and endowing them with a deeper pride in being who they are. – ID 256

I would like to highlight the following: the importance of the Gaelic Digital Service not only to Gaelic speakers but to Scotland as a whole; its positive impact on the quality and diversity of broadcasting in Scotland and in the UK; the importance of a dedicated Gaelic channel, for language development reasons and to satisfy audience demand; the importance of the service being widely and easily accessible by as many viewers as possible. I should also like to emphasise that good quality programmes will always attract viewers. Gaelic programmes such as Eòrpa, Tìr is Teanga, Rapal TV, etc. appeal to viewers who are not Gaelic speakers and are strong brands across both the bilingual audience and the English-only audience. Programming focusing on music and sport will also attract wider audiences. Emphasis on Scottish/Highland issues etc. will create unique selling points which will draw audiences from beyond the Gaelic community. Optional English subtitling will make all these programmes accessible, as will additional online resources in certain genres. Online support, in the form of glossaries and downloadable scripts, for example, will also enable learners of Gaelic to

watch Gaelic programmes with increasing confidence and understanding. I urge you to support the proposals for a Gaelic Digital Service. – ID 240 and ID 241

4.1.3 RESPONSES AGAINST GDS

As reflected in the full web responses, those who are against the GDS are against it based on the feeling it will be a use of resources not in proportion to those who will use the service.

I think it would be a silly idea and a waste of money, and I live in the North Highlands. – ID 222

I strongly object to the proposal for a Gaelic service funded by the TV licence. It would only be acceptable if it was a subscription only service. This would soon indicate whether there was a real demand or only a demand restricted to a handful of zealots. – ID 223

Should the BBC decide to go down this path - then it should be OPTIONAL as to whether or not people pay for it. Please consider asking people as to whether or not they would be willing to support such a proposal - presumably you are not asking people as the answer is fairly obvious. Already there is considerable concern as to whether or not the BBC delivers value for money/programming that people want - this is unlikely to create further trust and could lead to further pressure to end the public level of support. The BBC is a good organisation, delivering upon the key tenets associated with its charter, but is at risk of losing the plot by going down pc-driven political agendas. – ID 224

I want to make some general comments about proposals which could lead to the creation of additional speakers to Gaelic. I was born in Scotland but now live in England. I am 59 years old. Different languages are and will always be barriers to communication and understanding between peoples. Languages should be allowed to evolve together until ultimately there is only one world language. The idea that a group of people need a different language to maintain a cultural identity is absolute nonsense. The Americans speak English mainly. Can anyone say that the American culture is not unique despite the fact that they speak English? Americans do not need to promote a minority language to establish their cultural identity. Gaelic speakers may be a proud people but they should also be practical. British tribalism with its links to the grim and bloody past is not something to be promoted or be proud of. Our eyes and the eyes of the BBC must be about the future. The BBC must promote useful education and hope in our technological future. It must promote shared and common values of justice and harmony and understanding each other. Promotion of Gaelic or any other minority language will not attract new industries to our shores. Indeed the opposite may happen. Industries are not going to be happy if

they have to translate everything into two or more languages. I agree that services need to be made for people who only speak Gaelic. They should not suffer. I totally reject spending money on creating divisions in society through promoting people to speak Gaelic instead of English. The question that you need to ask is why people want to learn a different language within our own country. I think that you will find that their answers may not be based on any noble desires to benefit our country. Indeed their answers are probably based on primitive tribalism and a desire to be different and separate from others. They are looking backward and inward. Is this what you want? The BBC should help turn our inward thinking towards the future – new medicine, new technology and the planets and stars which may soon be within our grasp. You may consider this a silly point, but if we did come into contact with alien life from another planet, what language would we use? – ID 225

I don't understand the concept of providing a disproportionately expensive service to minority languages, any language. Language is unifying. Every time you introduce a reason to be different that you might revel in as diversity, you have to see the other side which is division. Pandering to minority interests keeps people apart, you must know this. Why not spend your energy unifying rather than pulling people apart. Citizens with cultural needs always find their own ways of self expression. If you find sufficient support for a minority service of any kind then go ahead but make sure that those who request it pay for it. – ID 226

Will those who receive this "exclusive to few" service have to pay extra licence? If they are not, then why should such a small percentage of people have the amount of money that was talked about on the radio the other day? I also heard that the younger population are not learning the Gaelic language. The statement mentioned there were youngsters I would like to know what age group... if over 11 or under 11 as a part of their normal schooling. UK should have a vote on this....nationwide vote for a small percentage of population costing so much money when all we see is programmes that are of lower standards, then the money could be used to improve programmes.....or a reduction in licence fee... either way a nationwide vote should be held by all licence fee payers. – ID 236

My opinion on this Gaelic consultation, is that there is no value whatsoever in expanding this service. I live in Glasgow; I switch channels when a programme in Gaelic comes on. I have zero interest in learning Gaelic, as far as its educational benefit goes, there isn't one? A small minority of people in Scotland speak Gaelic, it doesn't have cultural significance. I don't suppose if I requested a channel for Latin I would get it. The world in which we live is not insular which this proposal is. I would urge the BBC to look at what they have got and make it better. A suggestion would be to find at least 2 professional

people to front Reporting Scotland; what we have is completely parochial and toe-curlingly embarrassing. – ID 247

I think that this proposal is a horrendous waste of money. Gaelic is a dying language and no television service is going to change that. To put it simply, a service is being provided that no one would use. I am from the Isle of Lewis, which (percentage of population wise) Gaelic is probably more widely spoken than anywhere else in the UK, so I think I am in a good position to give an accurate account of how unused such a service would end up being. The majority of the Lewis population DO NOT speak Gaelic, and those that do are pensioners, most of whom do not have access to the digital television that they would need to use the service in the first place. Even if they did it is doubtful that they would bother with it anyway. Gaelic is such a small language it is unlikely that the investment to deliver entertaining programming would be provided, and even if it was who would watch it? As for the educational aspect of the channel, it is unlikely many people would use it for these purposes. TV channel or not, Gaelic is going to die in the next twenty years, once the older generation of speakers die off there is such a small number of younger Gaelic speakers it is highly unlikely to survive - so why spend money on it? Who would benefit from the inevitable death of Gaelic being delayed? Will it make anyone's life easier? Will it help people cope with foreign culture? Will it have any real purpose? Launching a French or Spanish BBC channel would have more benefits than a Gaelic one, not that I'm suggesting you should, but these languages are widely used, and learning such a foreign language is of a major benefit for a variety of reasons, unlike Gaelic. – ID 251

I feel that the proposal for Gaelic services is a complete waste of licence fee payers' money; especially as such a small proportion of the population of the UK will be able to understand and benefit from the service. The money proposed to be spent could better be spent on providing a local TV service for Surrey which has a population of 1.1 million and is at present largely overlooked by the BBC television services. – ID 252

I would be furious if my TV licence money went to fund this. As far as I'm concerned it's a dead language and I object to Gaelic programmes blocking my viewing as it is. - ID 255

I originate from a small village, Arisaig, in the Western Highlands and cannot speak Gaelic. My father (now deceased) spoke Gaelic fluently, but chose not to teach any of his four children Gaelic. His thinking was that in the modern world there were languages that would be far greater use to us as adults; I am inclined to agree with him. I now live in Glasgow and when I visit Arisaig I find it sad that there appears to be a move, by individuals who have nothing better to do, to pressurise families into having their children learn Gaelic. As far as I am concerned,

and also many of the people I have talked to about it, Gaelic is a dead language and should be left as such, but be there for those who wish to learn it as a hobby. From what I can gather there are so few people who speak the language and even fewer who use it as a first language, that it seems they would be getting preferential treatment compared to the rest of us: why should this be so? Should the same sort of service be provided to other minority languages in Scotland, it is probable that you would be providing a better value service setting up a channel in Mandarin or whatever language Pakistani's speak as there are probably more speakers of those languages in Scotland than Gaelic speakers. In this day and age when many of the problems in the world are caused by poor communication, why provide something which will bring about further confusion? If we can get away from this idea that Gaelic should be encouraged it will save the country millions as there will no longer be a requirement to have road signs in two languages or forms printed in two languages. Who ever thought of doing that wants sticking in jail for misuse of public funds, I mean road signs all over the highlands in English and Gaelic for a few dozen Gaelic enthusiasts who go out for a drive. – ID 257

APPENDIX 1 - Translation of Gaelic Responses

Translation 1 – ID 125

Thur 22/11/2007 – 15:54

Gaelic Gaelic Digital Service

{Date And Time:} 22/11/2007
{Consultation ID:}21

(Answer 1:) No. The Funding Trust have made it clear from their research that an SDG will attract people who don't speak Gaelic, that research was based on work that was done all over the UK. If that work had only been done in Scotland I'm sure that the numbers would add even more support to the requests made by the heads of the BBC.

About education, as someone who has learnt Gaelic, I know very well how helpful it would be to learners to get a chance to watch programs at a suitable time instead of having to wait until Thursday evening on BBC2 or until midnight on STV. An SDG would be the biggest Gaelic educational facility ever created. As well as this, there is a common opinion in Scotland that Gaelic should be introduced as a part of daily life if it's going to attract people to speak it and be successful in encouraging people who already have it to speak it.

In pulling Gaelic out of a dark corner of Television schedules and placing them at a time where they would be equal to English programmes, an SDG will prove that speaking and using Gaelic and not unusual but something natural.

With this, I cannot agree with the points raised by the BBC Trust in 1.7.1 of the interim MLP.

{Answer2:}'as part of discussions on the content supply strategy, should set a more precise target or floor for independent production.'

I don't agree. An SDG would give more opportunities to independent companies – and there's no doubt that they would all try and get programmes on the channel. But that doesn't mean that every idea for programmes from the independent sector should be commissioned.

It's just as well there is no set target. If it were it's likely that there would be a situation where those in charge of commissioning would support programmes just to arrive at the target. The proposal to aim for 50 out of every 100 programmes to be made by the independent sector is reasonable. It gives the SDG an opportunity and a safety net to raise the standard of Gaelic programmes. I'm sure it's a chance they would like to take. The type of floor the BBC Trust is proposing would curtail the independence of the commissioners.

'The GDS should actively consider the use of personnel and facilities from the independent and freelance sector to contribute to its newsgathering operation for the channel.'

I'm not sure what the Trust means by this. The news programmes on the BBC use freelance contributors every day. They are an important part of the work of BBC Radio nan Gaidheal and there's no doubt that they would be an important part of the News programmes the BBC would be making for the SDG.

In the same way the BBC news programmes use camera crew, studio staff and other technical staff that are free-lance every day and they use independent companies to hire cameras and other equipment.

The decisions on what is suitable for the work in hand, the most suitable equipment etc is up to the news programme makers themselves.

If the BBC made the news programmes for the SDG these decisions would be a matter for the BBC and not the SDG. Also, if there was a written agreement between the BBC and the SDG saying that the news producers would have to spend a certain amount of money on the independent companies or free-lancers, that would detract from the freedom those people had to make that decision for themselves. A stop could be put to their important work, work that is based on the flexibility of being able to adapt readily, not from month to month but from minute to minute.

In my opinion the Trust's research shows a lack of understanding of how the news programmes of the BBC work.

As well as that, after the Kelly situation, does the BBC Trust not want their workers to have more control over what happens in their programmes?

(Answer 3;) After reading the submission of the BBC Heads I think that information is already available.

(Answer 4:) There certainly is.

(Answer5:) There certainly is

(Answer 6:) Freeview

(Answer 7:) Yes but just at that time.

(Answer 8:) I'm a member of Cli Gaighlig and I would personally be very happy if the group was involved in such.

(Answer 9:) I think that this question wants answers from business people from independent TV companies. I'm not in that group.

(Answer 10:) Yes

(Answer 11:) I would like it if the BBC Trust took a look at certain points, especially:

1. SMG was created because there is a general opinion in Scotland that an SDG would be something useful and helpful that would protect and give a new status to a language that has been beleaguered for many generations. That opinion was clear to see in the BBC Trust's research. It is that opinion that moved the Government and the Members of Parliament to create SMG in law.

In Scotland the Gaelic Act puts responsibility on public bodies, the BBC included to acknowledge the rights of Gaelic speakers.

In that way is the Trust satisfied that their recommendations are achieving the BBC's public mission - 'reflecting the UK's nations, regions and communities'?

And do the Trust's recommendations recognise that wide agreement and the changes that are happening in respect to public policies concerning Gaelic in the last few years?

It is the Trust's responsibility to represent the viewers and listeners of the BBC. Without support from the viewers and listeners for an SDG, the application from the Head of the BBC would not be under the consideration of the Trust.

2. We must remember that the Head of the BBC only wants £2.5 million per year to set up this service.

It's just as well that the Trust is checking how those in charge of the corporation are spending the money for our television but that research will have to be reasonable and according to the amount that will be spent.

3. The Trust represents the whole of the UK. The Trust's proposals are blocking an aspiration which has a lot of support from viewers and listeners in Scotland. I would say that it would do a huge amount of damage to the reputation of BBC Trust in Scotland if they continued to block this

Translation 2 – ID 197

Thur 29/11/2007 – 14:14

Gaelic Digital Service

{Date And Time:} 29/11/2007

{Consultation ID:}21

(Answer 1:) I would say that I don't agree with this opinion. I'm of the opinion that a new Gaelic service will attract thousands of new learners and that it would stop to a degree, the shame speakers feel about the language. Because of that it would encourage people to bring the language to new generations, and it would be an encouragement to people who have lost the language to re-learn it a-new.

(Answer 2:) Yes

(Answer 3:) No. I would say that the new service would be the most beneficial thing that BBC Scotland will ever have done, evidence or not.

(Answer 4:) I fully believe that. I don't watch TV anyway, but I would watch anything that was being shown on the Gaelic channel, especially any news programs shown. I believe that for (a) (b) and (c)

(Answer 5:) I would say this is a small amount for something that will repair damage in Scotland's culture, part of Scotland will be alive again and it will get rid of the hostility that lots of Lowlanders feel towards Gaelic, because Gaelic won't appear on the usual TV channels and they won't have a reason to moan about it.

(Answer 6:) Free view and Satellite

(Answer 7:) Yes, like I said, the Lowlanders would no longer have a reason to moan and the Highlanders could feel proud of a service that belonged to them and was full time or at least 7 hours a day. It would be something specific where people would have to make a specific choice to watch.

(Answer 8:)

(Answer 9:)

(Answer 10:) Yes

(Answer 11:) Are they aware of the benefits the service could bring to Scotland, by saving the country's ancient culture, and re-establish the Gaelic world.

Translation 3 – ID 230

Gaelic Digital Service – Mon 03/12/2007 – 10:36

I would like there to be a non-classified Gaelic channel without hindrance and without delay. Is that clear enough for you? I'm a learner (who is still learning) Gaelic. If I hadn't had the chance to watch and listen to TV and radio programs I wouldn't have reached this stage of ability. It was Gaelic TV programs like Telefios that made me aware of the language when I was a boy, and if there were more, maybe I'd have started learning much earlier on in my life. I'm 30 years old.

Programs by TG4 (the Irish channel) are available to view online and I enjoy their programs, even though I don't speak Irish Gaelic, because they have subtitles. A lot of their programs are interesting and beneficial.

This is what Gaelic needs and no group should be trying to put a stop to something that's normal in this day and age. You are so behind-the-times.....in regard to the questions you ask BBC Scotland. "To be sure that the new channel attracts learners to Gaelic".

What use is that question? It will without a doubt attract new learners because that's the way people are; we become interested in what we see and what catches our attention. But anyway, I don't assume that you will be interested in that answer. You just like to put a stop to the channel, don't you? If not then you should prove that you don't have anything against Gaelic and let the BBC finish the huge task they have ahead of them.

Translation 4 – ID 235

Tue 27/11/2007 – 10:21

Dear Friends,

Although I'm not Scottish, maybe my opinions will be useful to you. I started leaning Gaelic 2 years ago. I live far away and because of that I have no opportunity to go to classes. Because of that I teach myself.

In my opinion a Gaelic channel would be useful for students of the language. I couldn't learn Gaelic without the BBC Scotland website and listening to Radio Nan Gaidheal every day. Because of this when I finally had the chance to speak to a highlander I took it straight away. I wouldn't have understood a word if it wasn't for the use of the language on Radio nan Gaidheal. A television channel would be very useful to me because it would have sub titles. Unfortunately I only have a DVD or two.

On the other hand I know Scots who don't speak Gaelic who watch the Gaelic programs. It's their culture and they would watch the new channel. They understand because of the sub titles. The radio doesn't help. If there were interesting programs people would watch them and they would start learning Gaelic if they had the chance, especially if there were courses taking place in the community. As well as that the language would be more interesting to people if it's useful to them and if it has respect, then they will be more interested in learning it.

These are my two pence.

With best wishes from Germany,

Translation 5 – ID 292

{Answer1:} Certainly not. This is neither right nor relevant.

It is not fair or realistic to lay this responsibility on the service. A range of programmes should be broadcast to meet the requirements of the Gaelic audience. The BBC would not demand such evidence for a new English service (and indeed a service such as BBC3 would not pass such a test).

The service will be available to everyone in Scotland, through subtitles, and indeed to everyone in the United Kingdom, and rightly so, as the Gaelic language is part of British cultural resources in general. Therefore the Trust's understanding of appeal is way off the mark.

If the Trust wishes to ensure that the Service has wider appeal and accessibility it should ensure that it is available on DTT (Freeview) as soon as possible.

{Answer2:} Yes, but that approval should be granted without the additional evidence regarding education, for the particular purposes outlined.

{Answer3:} Certainly not. This conclusion is totally wrong. This conclusion tells the people of the Highlands that people in London place little value on Highland language and culture. That is immaterial. The people of the Highlands have waited many years for a service, while the people of Wales got theirs more than 25 years ago.

{Answer4:} Definitely. The service would appeal to a large number of people in category (a), (b) and (c).

But if the service is to succeed in drawing such people it must be available on DTT (Freeview) as soon as possible.

{Answer5:} Definitely.

{Answer6:} Freeview.

I live in an area where planning permission is required to erect a satellite dish. Also, I already pay the television licence and I am not willing to pay more money in order to receive a television service.

{Answer7:} Certainly not. It is crucial that Gaelic programmes are available on one of the main channels. If the BBC wishes to ensure that Gaelic programmes reach as many people as possible (cf. the understanding indicated in question 1 above), then why does it push every Gaelic programme into an isolated corner? In the past Gaelic TV has shown that many non-Gaelic speakers were drawn to Gaelic programmes by accident, as it were, whilst watching the channel. It is important that we do not lose this audience.

{Answer 1:} My main question would be: is more funding required in order to develop an appropriate service? The proposal is for a 'shoe-string service' and the question is will the service meet the BBC's usual high standard without an increase in budget.

Translation 6 – ID 284

Gaelic Digital Service

{Date And Time:} 19/12/2007 12:16

{Consultation ID:}21

{Answer1:}

No.

{Answer2:}

No.

The BBC should improve the service for the existing Highland population, and not concentrate on attracting people to Gaelic.

If a service is provided which is suitable for a range of people, learners as well as native speakers will use the elements of the service most suited to them.

{Answer3:}

The present BBC service does not include enough Gaelic.

It is likely that the service will create enough public value without the time wasted in this exercise

{Answer4:}

Yes, and because learning is continuous, a wider service would certainly enhance my Gaelic.

{Answer5:}

Certainly.

But maybe a different question applies to those providing evidence in English.

{Answer6:}

Free view.

Broadband accounts for just 50k in my area.

{Answer7:}

If they've got to go, they've got to go.

{Answer8:}

Curriculum Curriculum Curriculum

Higher Education

Science SCIENCE SCIENCE. TECHNOLOGY. EVERYTHING THAT IS AVAILABLE IN ENGLISH SHOULD BE PROVIDED IN GAELIC.

{Answer9:}

DECLINED

{Answer10:}

DECLINED

{Answer11:}

What took you so long?