

**Anwen Garston**

**From:** Alison Lang [alison.lang@gms.org.uk]  
**Sent:** 26 April 2007 16:45  
**To:** Anwen Garston  
**Subject:** Freedom of information request  
**Follow Up Flag:** Follow up  
**Flag Status:** Blue  
**Attachments:** Funding criteria extract from Corporate Plan 2005-06.doc

Dear Anwen,

Your ref: AG2/027622.00001

Thank you for your freedom of information request, dated 10 April. I am pleased to be able to respond on behalf of Seirbheis nam Meadhanan Gàidhlig (Gaelic Media Service).

Your letter refers to Gaelic Media Service's publicly funded schemes with an annual budget of at least 1m Euros and which were in place between 1 January 2005 and 31 December 2005, and requests copies of relevant documents, guidance notes and protocol documents. I shall respond to your nine points in the order in which they are listed in your letter.

1. Rather than running Funding Schemes, Gaelic Media Service administers a production fund dedicated to the pre-production, production, post-production, marketing, distribution and promotion of television, radio, film and audiovisual works by independent production companies and by the production arms of broadcasters, such as SMG Productions Ltd and BBC Productions. Allocations are made on a case-by-case basis in response to individual submissions.
2. Gaelic Media Service imposes no obligation on applicants to spend a minimum proportion of the production budget in any region, to create employment in any region or to promote interest in any region. Our only quantitative stipulation, outside budget negotiations, is that 80 per cent of the speech content of a funded programme must be in the Gaelic language as spoken in Scotland. For qualitative criteria see paragraph 4 below and the attached document.
3. Not applicable; see paragraph 2 above.
4. I attach an extract from our Corporate Plan for 2005-06 setting out the qualitative criteria used to select projects for funding.
5. Not applicable; see paragraph 2 above.
6. Not applicable.
7. Under the Communications Act 2003, "The functions of the Service shall be to secure that a wide and diverse range of high quality programmes in Gaelic are broadcast or otherwise transmitted so as to be available to persons in Scotland." The fund for Gaelic broadcasting was originally established by the Broadcasting Act 1990, which has since been amended by the Broadcasting Act 1996 and the Communications Act 2003. These statutes can be found on the website of the Office of Public Sector Information at [www.opsi.gov.uk](http://www.opsi.gov.uk).
8. Gaelic Media Service's source of income is the Scottish Executive block grant. Details of the Scottish Executive's budget for 2004-05 and 2005-06 can be found on the Executive's website at [www.scotland.gov.uk](http://www.scotland.gov.uk).
9. Qualification as a British Film under schedule 1 of the Films Act 1985 is not and has never been a requirement for a project to access Gaelic Media Service funding.

I hope that this information will meet your client's requirements. If you require further information or clarification, please do not hesitate to contact me.

Is mise le spèis,

Alison Lang  
 Corporate Affairs Officer

09/05/2007

## **POLICIES**

### **Evaluation**

- The primary policy objective of the Service is to carry out the functions delineated in Section 208 of the Communications Act 2003, namely, to secure that a wide and diverse range of high quality programmes in Gaelic are broadcast or otherwise transmitted so as to be available to persons in Scotland.
- The following evaluation criteria will be applied to programme proposals and requests for funding and commissioning: Standard, originality, creativity and clarity of ideas; clearly defined subject matter and focus; top quality storytelling with demonstrated accessibility, clarity and imagination; quality of presentation; assurance of Gaelic language content and quality; properly focussed and meticulous research; budget and financial schedule; credentials and experience of production personnel; organisational and economic viability; interest, support or acceptance by a commissioning broadcaster; value for money; affordability; marketability and sales opportunities; audience fit; schedule fit; co-funding potential; and additionality.
- In addition to the above evaluation criteria, a number of key acceptance factors will be considered when selecting proposals. These include: the ability to supply programmes, without extra costs, for digital services; the flexibility to reflect changes in the schedule requirements within a long-term contract; effective systems to ensure content control from an editorial, technical and compliance standpoint; relevant training plans during the period of the contract; effective financial systems that are open to audit; transparent contractual relationships with staff; demonstrated efforts to obtain other sources of funding through sponsorship, co-production or other means; potential for the production of collateral, complementary and support materials which add value to the programme. Additional evaluation criteria will be considered as channel development progresses.

### **Accountability**

- As a public agency entrusted with the expenditure of public money the Service has a responsibility to carry out its duties with due regard to the highest standards of fiscal and professional probity.
- Proposed expenditures, including salary administration, will be included in the Corporate Plan and agreed by Ofcom.
- The Service will ensure that high standards of public service will be applied and safeguarded. These include value for money, attention to viewer choice and expectations, editorial excellence and cultural integrity.

- Internal and external communications will be characterised by openness, honesty, transparency and disclosure.

#### **Other Funding Criteria**

- In the interests of the Gaelic audience the Service will not fund television or radio programmes that are transmitted after midnight or at other inappropriate times.
- To qualify for funding, the language used in programmes must have a minimum of 80% Gaelic content. Any departure from this stipulation must be agreed between the GMS, the commissioning broadcaster and the producer prior to allotment of funding.
- Programme research and development contracts will not exceed £5,000 for television and £2,000 for radio or new media.
- The following criteria will be used to evaluate funding applications for non-broadcast projects: direct relation to Gaelic broadcasting; indirect relevance or support to Gaelic broadcasting; benefit to the mission and objectives of the Gaelic Media Service; benefit to the Gaelic community; promotion and publicity value; relevance to the aspirations of the National Plan for Gaelic and the requirements of the Gaelic Language (Scotland) Act 2005.