

Agenda Item	5
Report No	CIA/21/19

## COMHAIRLE NA GÀIDHEALTACHD

### HIGHLAND COUNCIL

**Committee:** City of Inverness Area Committee

**Date:** 30 May 2019

**Report Title:** The 2020 Inverness Royal National Mòd

**Report By:** Director of Care and Learning

#### 1. Purpose/Executive Summary

- 1.1 The purpose of the report is to inform Members that the 2020 Royal National Mòd (RNM) will take place in the City of Inverness between October 9<sup>th</sup> – 17<sup>th</sup> (inclusive) The Highland Council currently has a Service Delivery Contract (SDC) with An Comunn Gàidhealach (ACG) to deliver the RNM in the Highlands once every 3 years.
- 1.2 ACG set up the Inverness Mòd Local Organising Committee (LOC) and it meets quarterly and in the final 8 months on the lead up to the event it meets every 4- 6 weeks. The LOC is formally constituted as a sub-committee of the national ACG and a voluntary committee which supports ACG to deliver the RNM. The LOC is required to deliver a range of resources as set out in the official RNM Manual.
- 1.3 The LOC organise fund raising events and submit funding applications to organisations where appropriate.
- 1.4 It also sets out the huge economic benefits of the RNM being hosted in the City and surrounding area.
- 1.5 It also highlights the importance and the many benefits of the Mòd Fringe Programme.
- 1.6 The LOC has submitted an application for funding to the Inverness Common Good Fund and Members will be invited to consider it later on this Committee Agenda.

#### 2. Recommendations

- 2.1 Members are asked to:

- i. Members are asked to discuss the benefits of the RNM taking place in Inverness in 2020.

### **3. Background RNM and ACG**

- 3.1 RNM is a premier national Gaelic cultural event which takes place annually in October (during the school holidays) and runs for 8 days (including the final Saturday morning massed choral event).
- 3.2 The 2020 Inverness Mòd commences on 9th October and draws to a close on October 17th.
- 3.3 ACG with support from a Local Organising Committee (LOC) run the RNM. The LOC is formally constituted as a sub-committee of ACG.
- 3.4 Many Gaelic speakers and others with an interest in Gaelic culture and heritage participate and attend the event annually or regularly.
- 3.5 The event is real success story and has a substantial history, it was established in 1892. It was granted Royal patronage by Her Majesty Queen Elizabeth in 1992.
- 3.6 It is the largest Scottish Gaelic language festival and gathering and attracts up to 9,000, between participants and visitors. The annual independent economic impact analysis reports reveal that there are consistent economic benefits of between £2.5 million and £3.4 million generated in the areas which host the event.
- 3.7 The RNM is a national institution which generates an awareness, commitment and pride in Gaelic and its associated culture.

### **4. Volunteer Support**

- 4.1 The LOC is required to deliver a range of support resources set out in an official RNM Manual. The LOC is made up of volunteers recruited at public meetings held in the area where the event is being hosted.
- 4.2 One of the many success stories of hosting national Mods is the huge amount of voluntary support which spans the generations from senior citizens to school pupils, without which the Mòds would not be sustained in their current form.
- 4.3 The LOC itself will commit the equivalent of a further 230 FTE days annually between 2018 and 2020 through fundraising, organising and running events, and in seeking to ensure success and legacy of the events in 2020. In addition to this the voluntary time awarded over the Mòd week, the total estimate is 750 FTE days valued at 90k.

### **5. Provincial Mòds**

- 5.1 The Highland Council continues to support the RNM when it is based in the Highlands; it also provides support, through ACG, to Provincial Mòds in Skye, Lochalsh, Fort William, Inverness, and Caithness & Sutherland. Inverness is the largest Provincial Mòd in the Highlands and it takes place over 2 days with in access of 1000 competing. It is important to continue to support the Provincial Mòds as some of the competitors go

on to compete in the RNM.

## 6. Inverness RNM 2014 and the Economic Impact Study

6.1 During the event ACG commissioned an Economic Impact Study which relates to each RNM. The following is a synopsis from the Economic Impact Study report of the Inverness RNM.

6.2

Unique Visitors	Staying Visitors %	Day Visitor %	Totals
9000	72% = 6480	28% = 2520	9000
Spend/Head	£126.49	£41.71	n/a
Total Spending	£3,442,552	£105,109	£3,547,661

Note: the average length of stay of those staying overnight is 4.2 nights

6.3 The report findings also highlighted that the accommodation providers, restaurateurs, bar owners, shop owners and others in the local business community showed that £3.5 million was spent in the Highland capital during the Mòd week. This is a significant amount of spend in the City.

6.4 This equated to over £443,000 per day over the 8 days of the event. The event takes place at the end of the official visitor season.

6.5 During the 2016 RNM in the Western Isles, Press Data Ltd., compiled an evaluation report on behalf of Wire Media Ltd. It details press, broadcast and online coverage of the Royal National Mòd prior and post the event in October (September – November) The Media Evaluation Report findings are exceptional in relation to the positive information data and analytics which were collated.

6.6 The table attached in **APPENDIX 1** shows that £4,536,308.95 advertising value equivalent was achieved in articles which appeared on all forms of television, radio, written, mixed media and social media.

6.7 The outcomes from the Economic Impact Study in 2014 show how successful the 2014 was economically, educationally, and it enhanced status of the Gaelic language in the City.

6.8 The RNM does promote the heritage and culture of the City and the surrounding area, it also provides the opportunity for organisations and Highland Council stakeholders to engage with the event as they are able to organise cultural and heritage activities and events which promote their venues and organisations, eg, HighlifeHighland, Highland Archive Centre, Highland Hospice, British Legion, and Inverness Leisure Centre etc.

## 7. Mod Fringe Programme

7.1 The Mòd Fringe Programme is a vital component of the RNM and contains cross art form events. ACG liaises with various establishments and local business to organise events which support the RNM. The Fringe Programme provides a showcase for specific traditional music events, lectures, talks, exhibitions, language learning sessions, entertainment for young people, Gaelic toddler groups, meet the author

events, visual arts, a music circuit, and pop-up cafés all which offer a range and choice of entertainment out with the formal RNM events.

- 7.2 The Fringe Programme Events take place in local establishments, halls community centres, further education establishments, sporting and leisure facilities, and archive centre; the Fringe contributes hugely to the business community and it supports and generates an income for centres and establishments.
- 7.3 The Fringe assists in creating diverse audiences; this in turn helps to develop the cultural and artistic appeal of the Mòd. The Fringe enables local business to become involved and engaged in Gaelic's national premier event.
- 7.4 **APPENDIX 2** Inverness 2014 Mòd Fringe Programme.

## **8. The Highland Council – Media**

- 8.1 The following are a number of operational activities where The Highland Council Communications Team will liaise with ACG media provider to ensure that there is a managed and co-ordinated approach in relation to media communications and news releases which relate to the Highland Council and the RNM.
- 8.2 The following are few examples where ACG media provider, Highland Council Communications and Gaelic Team Teams are required to liaise to ensure that the following events take place and are co-ordinated appropriately.
- ACG Flag raising civic event on the Highland Council flagpoles
  - The opening ceremony where Senior Elected Members will play active roles
  - Production of 'What is a Mòd' leaflet
  - Social media activity
  - Use of Town House and Chamber, Highland Council Chamber, Committee Rooms and ICT facilities to host the daily press conferences.

## **9. Implications**

- 9.1 Resource  
The Highland Council in accordance with the current Service Delivery Contract has committed £120k over 3 years on the led up to the 2020 Mòd. As referred to in point **6.9** the total cost for staging, hosting and running the RNM is £497k
- 9.2 Legal  
There is currently a Service Deliver Contract between the Highland Council and ACG
- 9.3 Community (Equality, Poverty and Rural)  
ACG is an equal opportunities employer
- 9.4 Climate Change / Carbon Clever  
Meetings and liaison regarding the RNM have taken place using both telephone conference and VC facilities.
- 9.5 Risk  
The RNM being hosted in the City, not being a flag ship event.
- 9.6 Gaelic  
The RNM when based in the Highlands contributes hugely to Gaelic and cultural development and assists the Highlands Council to deliver key performance indicators in Gaelic Language Plan 3.

Designation:

Date: May 17<sup>th</sup> 2019

Author: Gaelic Officer/ Inverness City Area Manager

Background Papers:

## **APPENDIX 1**



# Royal National Mod 2016

## Executive summary



Weekly paid press items were the most prominent source in terms of items (36.0%), whilst online sources generated the most Opportunities to See (OTS) (97.2%) and Advertising Value Equivalent (AVE) (94.0%). The high OTS and AVE values can be attributed to the online coverage featuring on high OTS/AVE sources such as *bbc.co.uk* and *Scotsman.com*.

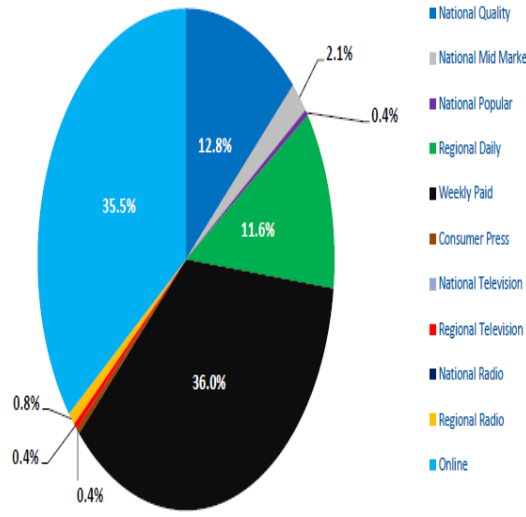
Overall there were **153** press items, **86** online items and **three** items from broadcast sources.

The below graph shows the breakdown of coverage by media type, according to the number of items.

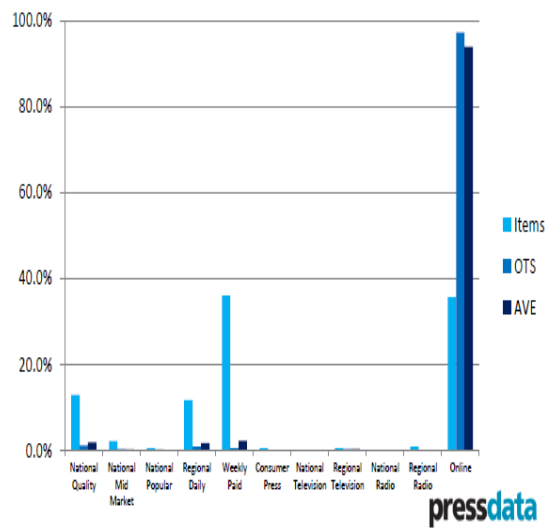
## Coverage by media source

	Items	OTS	AVE
National Quality	31	4,602,795	£82,527.21
National Mid-Market	5	1,086,366	£6,866.49
National Popular	1	485,466	£3,885.79
Regional Daily	28	3,595,539	£71,959.01
Weekly Paid	87	1,615,019	£97,745.43
Consumer Press	1	250	£11.66
Regional Television	1	775,000	£11,392.50
Regional Radio	2	56,580	£25.80
Online	86	426,189,506	£4,261,895.06
<b>TOTAL</b>	<b>242</b>	<b>438,406,521</b>	<b>£4,536,308.95</b>

## Royal National Mod coverage by media type



## Royal National Mod coverage by region/media type, OTS and AVE



# MÒD FRINGE! - AT A GLANCE...

Inbhir Nis IOMALL!



## "Cearcall Ciùil"

Pub Music Trail

### FRI 10 OCT

HOOTANANNY: **TWEED**

THE BOTHY in Hootananny:

**BOTHAN INBHIR NIS – TROSG plus guests 8–10pm**

BLACKFRIARS: **GABBRO**

### SAT 11 OCT

HOOTANANNY: **LADARNA 9.30pm**

BLACKFRIARS: **LOCK STOCK**

### SUN 12 OCT

HOOTANANNY: **TWEED**

BLACKFRIARS: **DEL GRAHAM**

### MON 13 OCT

HOOTANANNY: **TORRIDON**

THE GELLIONS: **CARNAN**

JOHNNY FOXES: **SCOT TRAD MUSIC 10pm**

BLACKFRIARS: **POIT DUBH**

### TUE 14 OCT

HOOTANANNY: **AFTERNOON SUPER CEILIDH**

with FRASER MACLEAN, ERIK SPENCE & guests 2.30–4.30pm

HOOTANANNY: **TRAIL WEST - 9.30pm**

THE GELLIONS: **WILLIE CAMPBELL**

JOHNNY FOXES: **SCOT TRAD MUSIC 10pm**

BLACKFRIARS: **GABBRO**

BRITISH LEGION: **CHILDREN'S GAELIC DISCO 7–9pm**

### WED 15 OCT

HOOTANANNY: **AFTERNOON SUPER CEILIDH (as Tue)**

HOOTANANNY: **TRAIL WEST 9.30pm**

THE GELLIONS: **SCHIEHALLION**

JOHNNY FOXES: **BOTHY SESSION 7.30pm**

JOHNNY FOXES: **SCOT TRAD MUSIC 10pm**

THE ROOM: **ROYA MACLEAN DUO**

THE PHOENIX BAR: **HÒ-RÒ!**

BLACKFRIARS: **GABBRO**

IRONWORKS: **WILLIE CAMPBELL**

PENTA HOTEL: **GRAHAM MACLENNAN**

PALACE HOTEL: **EARLY EVE SCOTTISH TRAD SESSION 4–6pm**

THE EXCHANGE: **EARLY EVE SCOT. TRAD SESSION 4–6pm**

### THU 16 OCT

HOOTANANNY: **AFTERNOON SUPER CEILIDH (as Tue)**

HOOTANANNY: **TRAIL WEST 9.30pm**

THE GELLIONS: **FERGIE MACDONALD**

JOHNNY FOXES: **BOTHY SESSION 7.30pm**

JOHNNY FOXES: **SCOT TRAD MUSIC 10pm**

MARKET BAR: **LATE NIGHT MÒD SESSION 12am**

THE ROOM: **ROYA MACLEAN DUO**

THE PHOENIX BAR: **HÒ-RÒ!**

BLACKFRIARS: **CAPTAIN STUPENDOUS**

THE EAGLE BAR: **WILLIE CAMPBELL**

IRONWORKS: **SKERRYVORE**

WATERSIDE HOTEL: **CONVENOR'S CEILIDH**

BRITISH LEGION: **ISLANDS CEILIDH BAND 3–5pm**

BRITISH LEGION: **ISLANDS CEILIDH BAND 8–late**

PENTA HOTEL: **GRAHAM MACLENNAN**

PALACE HOTEL: **EARLY EVE SCOTTISH TRAD SESSION 4–6pm**

THE EXCHANGE: **EARLY EVE SCOT. TRAD SESSION 4–6pm**

### FRI 17 OCT

HOOTANANNY: **AFTERNOON SUPER CEILIDH (as Tue)**

HOOTANANNY: **GABBRO 9.30pm**

THE GELLIONS: **FERGIE MACDONALD**

JOHNNY FOXES: **BOTHY SESSION 7.30pm**

JOHNNY FOXES: **SCOT TRAD MUSIC 10pm**

MARKET BAR: **LATE NIGHT MÒD SESSION 12am**

THE PHOENIX BAR: **HÒ-RÒ!**

BLACKFRIARS: **RAYMOND CHUCKICK**

THE EAGLE BAR: **DOL E MACKINNON**

IRONWORKS: **MÒD DANCE - feat. FERGIE MACDONALD/SKIPPINISH**

BRITISH LEGION: **ISLANDS CEILIDH BAND 3–5pm & 8–late**

BRITISH LEGION: **MONACH ISLE CEILIDH BAND 8–late**

PENTA HOTEL: **GRAHAM MACLENNAN**

PALACE HOTEL: **EARLY EVE SCOTTISH TRAD SESSION 4–6pm**

THE EXCHANGE: **EARLY EVE SCOT. TRAD SESSION 4–6pm**

THE EXCHANGE: **LIVE SCOTTISH TRADITIONAL MUSIC**

### SAT 18 OCT

HOOTANANNY: **AFTERNOON SUPER CEILIDH (as Tue)**

THE PHOENIX BAR: **HÒ-RÒ!**

## Dè Tha Dol

Other Events

### FRIDAY OCTOBER 10

■ **TORCHLIGHT PROCESSION 7pm INVERNESS FREE** Inverness welcomes the Royal National Mòd with a torchlight procession through Inverness to Eden Court Theatre for the opening ceremony and concert. Pipe bands and street theatre add to the festival atmosphere.

■ **MÒD OPENING CONCERT 8pm EDEN COURT THEATRE FREE** The opening ceremony of the Royal National Mòd, featuring the unique sound of SKIPPINISH and showcasing the emerging talents of GRIA.

### SATURDAY OCTOBER 11

■ **SHINTY 12.30pm BUGHT PARK FREE** Come and try your hand at one of Scotland's indigenous games. This is followed by primary school matches.

■ **THE MÒD CUP 1.30pm BUGHT PARK FREE** Inverness Shinty Club and Boleskine Shinty Club compete for the Mòd Cup.

Entertainment Gairloch & District Pipe Band

■ **FIDDLERS' RALLY 7.30pm EMPIRE THEATRE EDEN COURT** – The most spectacular fiddle event in Scotland this year. Presented by Kirsteen Macdonald and Bruce MacGregor, the show produced by Bruce of Blazin' Fiddles, features many of the top players from Blazin' in Beauty including Grammy nominee Casey Driessen.

### SUNDAY OCTOBER 12

■ **GAELIC SERVICE 3pm OLD HIGH CHURCH** An inter-denominational service giving thanks for the Royal National Mòd's visit to Inverness, led by the Rev Norman Maciver.

■ **CELTIC PRAISE 8pm INVERNESS CATHEDRAL** A joyous Sunday celebration of praise in one of the city's most impressive churches.

### MONDAY OCTOBER 13

■ **IMAGES AT THE GALLERY 10am INVERNESS MUSEUM AND ART GALLERY – FREE** Hunting for lost crafts. An exhibition inspired by the Gaelic language in traditional crafts including fly-tying and taxidermy.

■ **MUSIC OF THE PIPES 1pm INVERNESS TOWN HOUSE – FREE** A superb piping recital from Angus Nicolson in this historic setting

■ **CUIRM CalMac 8.00pm EDEN COURT** Urban Teuchstars, with Kathleen Macinnes and Sineag Macintyre; the golden voice of Jenna Cumming, and the dynamic sound of Barluath. A concert not to be missed.

### TUESDAY OCTOBER 14

■ **CÈILIDH BEAG A' MHÒID 10am INVERNESS AQUADOME – FREE** An opportunity for Gaelic pre-school toddlers and parents to get together and have fun.

■ **IMAGES AT THE GALLERY 10am IMAG – FREE** Music of the Highlands with images from the Highland Photographic Archive, and take part in walking the tweed.

■ **MUSIC OF THE CLÀRSACH 1pm INVERNESS TOWN HOUSE – FREE** World renowned harp player Catriona Mackay with the sweet voice of Linda Macleod

■ **MEET THE AUTHOR 3pm EDEN COURT THEATRE – FREE** Norma Macleod winner of the prestigious Donald Meek Award talks about her work.

■ **CHILDREN'S DISCO 7pm BRITISH LEGION – FREE** An opportunity for children to relax after the competitions

■ **CUIRM CalMac 8pm EDEN COURT THEATRE** Féis Rois at the National Mòd, featuring emerging talent and a special performance of Rachel Newton's Changeling.

### WEDNESDAY OCTOBER 15

■ **CEÒL AGUS DUALCHAS 10am IMAG – FREE** Ceol agus Dualchas. A special exhibition from the museum's collection relating to Highland culture – particularly music and language.

■ **FAMILY HISTORY EVENT 12noon HIGHLAND ARCHIVE CENTRE – FREE** A day of discovery, which starts with the traditions of a Highland Wedding. Find out how to trace your family history.

■ **MAC-TALLA COGAIDH 1pm INVERNESS TOWN HOUSE – FREE** Mac-talla Cogaigh (Echoes of War). The poems and songs of Rev John Macleod set to music by Erik Spence. Features James Graham, Kirsteen Menzies, Dingwall Gaelic Choir, Lochardil Primary Choir. One of the centrepiece shows of the Fringe.

■ **BLIADHNA NAN ÒRAN 2pm UHI BUILDING NESS WALK – FREE** Comunn Gàidhlig Inbhir Nis Lecture from Jo NicDhòmhnaill and Laura NicRisnidh.

■ **SHINTY HEROES 7pm HIGHLAND ARCHIVE CENTRE – FREE** Hugh Dan Macleannan with a talk on Shinty Heroes and Pipe tunes from the battlefield.

■ **WILLIE CAMPBELL 7.30pm IRONWORKS** Hear one of the top songwriters around perform work from his acclaimed album *Dalma*.

### THURSDAY OCTOBER 16

■ **IMAGES AT THE GALLERY 10am IMAG – FREE** Come to see part of the Scottish Diaspora Tapestry and try your hand at walking the tweed.

■ **BARDACHD 1pm INVERNESS TOWN HOUSE** Readings from leading Gaelic poets including Lewis MacKinnon from Nova Scotia.

■ **SKERRYVORE 07.30pm IRONWORKS** A rocking good time guaranteed from one of the country's top bands.

■ **LEIRINN 8pm EDEN COURT** Leading musicians explore the work of blind composers from the 17th century.

■ **CONVENOR'S CÈILIDH 10pm WATERSIDE HOTEL – FREE BUT TICKETED** Monach Isle Ceilidh Band plus an array of talent invited by Mòd Convener Allan Campbell.

### FRIDAY OCTOBER 17

■ **MIRE RI MÒIR 10am KINGSMILLS HOTEL – FREE** Live BBC broadcast of the popular entertainment show with Mòrag Macdonald.

■ **IMAGES AT THE GALLERY 10am IMAG – FREE** A rare opportunity to view a selection of Gaelic manuscripts from the National Library of Scotland collections.

■ **CÈILIDH AT THE LEGION 3pm:** The Islands Ceilidh Band with Murgidán Dòmhnallach and Ewan Morrison **8pm:** The Monach Isle Ceilidh Band with Michael Macmillan gets everyone on the dance floor.

■ **CUIRM CalMac 8pm EDEN COURT** Great music in store with Cruinn and Glenfinnan Ceilidh Band.

■ **CLOSING DANCE 9.30pm IRONWORKS** What a night! The legendary Fergie Macdonald Band and the sound of Skipinnish will have the venue jumping.

### SATURDAY OCTOBER 18

■ **MASSED CHOIRS PARADE 10.30am MARCH TO THE CASTLE – FREE** Choirs march through the city to Inverness Castle Esplanade. Non-choir members are welcome to join the singing. The Royal National Mòd banner will be handed over to Oban Local Organising Committee as they take over the reins for next year.

■ **SHINTY HURLING INTERNATIONAL 2pm BUGHT PARK** Celtic cousins clash in a cross-code international match. It should be a feisty affair with pride at stake.

**FRI SAT MON TUE WED THU FRI SAT**

■ **CEARCALL CIUIÙL 9pm CITY CENTRE PUBS AND HOTELS – FREE** See "Cearcall Ciùil" Pub Music Trail <<<

**SAT MON TUE WED THU FRI**

■ **STREET THEATRE 11am CITY CENTRE AND EDEN COURT FREE**  
Ariel Killick up to her circus tricks. Drop in for a cup of tea and a few words at the pop up Gaelic Café.

**MON TUE WED THU FRI**

■ **MUSIC AT THE CASTLE 11.30am URQUHART CASTLE** Providing a stunning backdrop on the shores of Loch Ness for the Féis Rois musicians.

■ **MUSIC AT THE FORT 11.30am FORT GEORGE** The walls will ring to the sound of music. A real treat for visitors to the largest garrison in the UK.

■ **MUSIC AT CULLODEN 11.30am CULLODEN BATTLEFIELD VISITOR CENTRE** Our musicians add to the atmosphere on the site of a battle that changed the face of Highland history.

**Daily\***

\*Recurring shows and the days you can see them...