

SG14706



**APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Over £10,000 – Common Good Funds**

**Name of Organisation:**

LOC MNR 2020  
(The Local Organising Committee, Am Mòd Nàiseanta Rioghail 2020 – Mòd Inbhir Nis)

**Name of Project or Activity Requiring Support:**

Royal National Mod 2020 Inverness

**Which of the Council's funding streams are you applying to?  
(Please provide closing date details where applicable)**

Inverness Common Good Fund

**Is the amount you are applying for:**

- £5,000 or under     Under £10,000     £10,000 or over

**Total amount applied for: £ 45,000**

**Estimated cost of funding in kind applied for: £ 2,500**

**Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support**

**What type of organisation are you? (please tick all that apply)**

Third Sector (voluntary or community) organisation		Community Council	
Registered Charity If yes – Registration number ...                                  SCO 81282	√	Company Limited by Guarantee If yes – Company Number SC322420	√
Other - please specify Gaelic language promotion body – with membership			

**Please remember guidance to completing the application form is available [here](#). Appropriate links to the guidance are situated throughout the form: [This page](#)**

For official use only			
Application reference number			

# PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: ABOUT YOUR ACTIVITIES OR PROJECT

1.1 What is the name of your activity or project?

Royal National Mod 2020 (Inverness)

1.2 When will your activity or project take place? (Specifically those for which you are seeking an award from The Highland Council)

Start date (month and year) 9<sup>th</sup> October 2020

End date (month and year) 17<sup>th</sup> October 2020

Location.....Inverness

1.3 What activity or project do you want us to support?

*For example:*

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

The Royal National Mod (RNM) is a competitive music festival which is also a national celebration of the Gaelic language and culture. The consistently high quality of competitions at the RNM is a direct result of the well-spring of annual provincial Mods held across Scotland, where language and musical skills are fostered and developed.

**RNM 2020 will return to Inverness! It was last held here in 2014 when the event was an outstanding success described as “the best Mod ever”, and significantly contributing £3.7 million to the local economy.**

Local preparation for the 2020 Royal National Mod is supported by a Local Organising Committee (LOC) which is formally constituted as a sub-committee of the national An Comunn Gàidhealach. (Appendix A). *(The constitution requires the Committee to be named Local Organising Committee, Am Mòd Naiseanta Rìoghail 2020, Mòd Inbhir Nis. For convenience this has been abbreviated as LOC MNR 2020)*

The LOC is required to deliver a range of support resources set out in an official Royal National Mod Manual. The LOC is made up of volunteers recruited at a public meeting held in Inverness early in 2017, plus supporters who have joined subsequently (Appendix B)

The cost of staging the RNM 2020 is being estimated at approximately £497,000 and LOC MNR 2020 is asking Inverness CGF for £45,000 (Appendix C) to help make this event in Inverness another outstanding success.

**Under 3.3b (below) we have demonstrated exceptional returns from previous ICGF support to the Royal National Mod, and our “RNM 2020 vision” is to equal, or even surpass, previous achievements. (Appendix D)**

Highland Council has been a lead authority in Gaelic development and this project will benefit Gaelic users, learners, and supporters in Inverness and the wider Council area. It will also promote the Gaelic language and culture, and Highland Council’s support for these, to a world-wide Gaelic diaspora and contribute to the aspirations of the Scottish Governments National Gaelic Language Plan.

LOC MNR 2020 propose that fund-raising for the Royal National Mod 2020 will match the successful strategy implemented relative to MNR 2014. Our approach is focussed on maximising the impact, profile, and legacy of the Royal National Mod for the mutual long-term economic benefit of the City of Inverness, and the Gaelic language and culture within the City and the wider Highland Council area. The Royal National Mod attracts substantial audiences to competition venues throughout the festival week.

1.4 Does your activity or project involve building or landscaping work?

No

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required ✓

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups\* are treated fairly and have equal chances to use services and that there is more equality between groups\*;
- Make sure that people from different groups\* get on together.

\*Groups are people who have “protected characteristics” in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

**There are no barriers of any kind to participation in and enjoyment of the annual Royal National Mod.**

On the contrary organisers of Royal National Mod 2020 will make every effort to attract people of all ages, nationalities, and cultural backgrounds to enjoy a Gaelic musical experience at various venues within the City of Inverness.

It is worth noting that the Local Branch of An Comunn Gàidhealach and other Gaelic language organisations periodically provide high quality Gaelic music entertainment in the City as they engage in fund-raising and promotion of the language. **This activity clearly enhances the cultural experience of City visitors and also adds to the entertainment selection available to residents of Inverness and district.**

1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

The aim of An Comunn Gàidhealach is to support and develop all aspects of the Gaelic language, culture, history and heritage at local, national and international levels by:

- Promoting the study and development of Gaelic language, literature, music, drama and all other related art forms.
- Promoting the use of the language in everyday community life.
- Actively seeking official recognition and use of Gaelic as a living language and national asset by co-operating with all organisations engaged in the provision of Gaelic language and culture

**An Comunn Gàidhealach is non-political and non-sectarian, and membership is open to anyone sharing the above objectives**

1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

Advice / guidance has been received from David Haas, and Provost Helen Carmichael has been consulted. It is expected that other elected Members will also be made aware of this application, as are HC officers Norma Young and Morag Anne Macleod Mitchell

1.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value
The SLA between HC and ACG for the Royal National Mod 2020 makes non-specific provision for some assistance with competition venues	£2,500
A very substantial cost in staging the RNM in 2014, which we anticipate will be replicated for RNM 2020, is the hiring of Eden Court Theatre. The Theatre is an ideal venue and the attraction of a safe one-site environment has been a significant contributing factor to the dramatic increase in participant numbers in the Local Mod. However it is not anticipated that HC will be in a position to make any in-kind assistance with this cost.	

1.9 Please provide a breakdown of how much your activities /project will cost and how much Funding you are applying for from The Highland Council:

Item/Activity	Breakdown of Total Costs £	Year 1 £	Year 2* £	Year 3* £	Total £
Staffing	Please see detailed breakdown of project income and expenditure in attached (Appendix C)	N/A	N/A	201,000	201,000
Other Costs e.g. property costs, transport, equipment, insurance, marketing		N/A	N/A	296,500	296,500
<b>Total Project Cost £</b>					<b>497,500</b>
<b>Total Funding Request £</b>					<b>45,000</b>

1.10 Other funding relating to this project Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	Year 1 £	Year 2* £	Year 3* £	Total £
Appendix C (attached)				
Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input checked="" type="checkbox"/>				
<b>Totals</b>				

\*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.

1.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:

1. Community support for your project (e.g. surveys, etc.)
2. Statistics which show the need for your project (e.g. unemployment figures, crime statistics)

3. Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

**The National Mod has been an annual part of Scottish cultural life since 1892 and it was granted Royal patronage by Her Majesty Queen Elizabeth in 1992. This is the world's largest Scottish Gaelic language festival and gathering and it regularly attracts up to 10,000, between participants and visitors, and regular independent economic impact analysis reports consistent economic benefits of between £2.5 and £3.5 million to the areas hosting the event.**

**The Royal National Mod of 2014 was held in Inverness and was acclaimed an outstanding success with an estimated 12 to 1 return on investment for Highland Council, and an estimated contribution of £3.7 million to the area's economy. (Appendix D)**

**One of the most notable features of both National Mods and Provincial Mods is the fact that they are largely enabled by enormous volunteer support without which they almost certainly could not be sustained in their current forms. These events are evidence of a Gaelic community with an awareness and pride in its identity, acting out its commitment to its language and culture.**

**For example, the Chair and Committee members of the local branch of An Comunn Gaidhealach commit an estimated 70 days to fundraising and organising the Inverness Provincial Mod annually, an in-kind contribution estimated at £8,400.**

**The Royal National Mod attracts substantially more volunteer support and we estimate that the LOC alone will commit the equivalent of a further 230 FTE days per annum between 2018 and 2020 in raising funds, organising and running events, and seeking to ensure success and legacy of RNM 2020. Added to the time given over the 7 days of the event itself, the total estimate is 750 FTE days valued at £ 90,000!**

1.12 Is this a new or additional activity or project? – Yes  
If yes, what change will your activities or project make in your community?

**The Royal National Mod (RNM) takes place in a different host area each year and RNM 2020 will be a major "new" event in Inverness in 2020. Over the 4 years leading up to each RNM an LOC appointed within the host community will work to raise funds and generate as much local support as possible for the event.**

**The RNM 2020 Inverness LOC is required to contribute £31,500.00, approximately 10% of the overall event cost\*\*, to National Mod organisers An Comunn Gaidhealach. Over and above this the LOC is also required to raise funds to assist with RNM Fringe activity costs, and also some local organisational overheads. As stated in 3.3 (b) below ICGF support for RNM 2014 helped to generate an outstanding £3.7 million boost for the local economy of Inverness in 2014.**

**\*\* The balance of RNM costs are funded through host area Council support, and funding from other public bodies, and sponsorship. (Appendix C)**

If No, how has your activities or project been funded in the last three years?

- 1.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets.

<b>How you will know you have made the change?</b>		
<b>Year 1 Measurable Outcome</b>	<b>Year 2 Measurable Outcome</b>	<b>Year 3 Measurable Outcome</b>
<p><b>As indicated in 1.12 above LOC activity now runs over 4 years for each MOD – and in the case of Inverness we also undertake the Local Mod each year as well. That local event is a useful measure of our success locally.</b></p> <p>Participant numbers in Inverness Provincial Mod</p>	<p>Participant numbers in Inverness Provincial Mod</p>	<p>Participant numbers in Inverness Provincial Mod</p>
<p><b>Growing /sustaining community support to the Inverness Provincial Mod and the RNM and for Gaelic in general</b></p>	<p><b>Growing /sustaining community support to the Inverness Provincial Mod and the RNM and for Gaelic in general</b></p>	<p><b>Growing /sustaining community support to the Inverness Provincial Mod and the RNM and for Gaelic in general</b></p>
<p>Helping to deliver HC Gaelic language policies</p>	<p>Helping to deliver HC Gaelic language policies</p>	<p>Helping to deliver HC Gaelic language policies</p>
<p><b>Positive media awareness / coverage of activities</b></p>	<p><b>Positive media awareness / coverage of activities</b></p>	<p><b>Positive media awareness / coverage of activities</b></p>

- 1.14 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?

We hope that part of RNM 2020's legacy will be a re-strengthening of interest in and commitment to Gaelic in the Inverness and wider HC area. Given the dependence which these events have on voluntary effort we also hope that our volunteer base will be sustained with new helpers taking over from those who must retire through age or health reasons.

Ideally the Inverness Provincial Mod reserves will be strengthened to help sustain the event into the future, but we expect that the local committee will have to continue annual fund-raising in order to enable the event each year.

## PART 3: ABOUT YOUR ORGANISATION

### Guidance on completing part 3: ABOUT YOUR ORGANISATION

#### 3.1 What is your organisation's name and address?

Organisation name

LOC MNR 2020 (Local Organising Committee Mòd Nàiseanta Rìoghail 2020)

Organisation address

An Comunn Gàidhealach, Balnain House, 40 Huntly Street, Inverness IV3 5HR

Website

[www.acgmod.org](http://www.acgmod.org)

Council Ward (see guidance note to clarify which Council Ward the project or activity will cover)

All of City of Inverness

#### 3.2 Who is the main contact for this application? (They must have a good knowledge of the organisation and this application)

Name

Title: Mr Forename/s: Alisdair Surname: Barnett

Position in organisation:

Convenor of Inverness RNM 2020 (Inverness) LOC

Address

25 Brookfield, Culloden Moor, Inverness IV2 5GL

Phone number

Day: 01463 795982 Evening: 07802 688417

Email address

[alisdair@cedarwood.me.uk](mailto:alisdair@cedarwood.me.uk)

Does the main contact have any communication needs? E.g. textphone, sign language large print? NO

If yes, what are they? (maximum 20 words)



3.3 a) When did your organisation start? LOC RNM 2020 January 2017  
An Comunn Gaidhealach 1891

b) What geographic areas and/or communities of interest (e.g. Young people, people with disabilities, older people, people from an ethnic minority background) does your organisation cover?

An Comunn Gàidhealach (The Highland Association), is a voluntary membership organisation, with charitable status; founded in Oban in 1891 as a vehicle for the promotion and development of the Gaelic language and culture.

An Comunn Gàidhealach (ACG) actively encourages the teaching, learning and use of the Gaelic language, and the study and cultivation of Gaelic literature, history, music and art. The membership and activities of the organisation are open to people of all ages and ethnic backgrounds.

Initially, ACG was concerned with the founding of a Gaelic Festival modelled on the Welsh Eisteddfod. This Festival was called *The Mod* (from the Gaelic word “mòd” meaning “assembly” or “gathering”) and it gained Royal patronage in 1992 and is now known as *The Royal National Mod (RNM)*. Her Majesty the Queen is patron of the Association which is usually referred to as “An Comunn”.

As Scotland’s premier annual Gaelic music festival, and also one of the country’s largest music events, the Royal National Mod delivers a substantial economic benefit to its host area.

**The RNM was last held in Inverness in 2014, and as well as being acclaimed as “the best Mod ever” its economic benefit to the City and area was independently assessed to have been in excess of £3.7 million! Inverness CGF’s welcome support to the 2014 RNM and the lead-in Inverness Provincial Mods of 2011; 2013; and 2014, generated a very handsome return on that investment. (Appendix 4 – Evaluation of 2014 Inverness Mod – as reported to HC Gaelic Committee on 17<sup>th</sup> February 2015) As a consequence of the 2014 success the Inverness branch of An Comunn Gaidhealach, with Highland Council, successfully bid to have the RNM return to Inverness in October 2020.**

The organisers recognise that lack of Gaelic language skills will mean that many residents and visitors to Inverness may not visit the festival events, and for this reason a vibrant “Mod Fringe” programme of Gaelic singing and music will be taking place across the City during the MNR 2020 week.

The events described here will make significant contributions to the delivery of the Highland Council’s Gaelic Language Plan, and also input to the Scottish Government National Plan for Gaelic aspirations.

**Our Royal National Mod “2020 vision” is to surpass the success achieved in 2014 and we hope the Inverness Common Good Fund will help us towards that objective, and at the same time deliver a lasting and growing legacy in the form of a well-resourced and healthy Inverness Provincial Mod in the years that follow 2020.**

c) Is there any restriction on who can join your organisation?

There are no restrictions on membership or participation in the activities of An Comunn Gaidhealach.

d) How many people are on your governing body or management committee?

LOC MNR 2020 has 15 members  
ACG Board has 10 Directors

e) Are there Highland Council Elected Members or Officers or Community Councillors on or attending your Management Committee or Board? *(please note that this will not affect your application)* If yes, please provide names:

Yes.  
Under terms of an SLA between HC and ACG relating to RNMs in 2014, 2017 and 2020, an elected member of HC attends ACG board meetings in the year leading up to the relevant RNM. The HC Member nominated to attend ACG meetings in advance of the RNM 2017 (Lochaber) was Councillor Elizabeth Campbell.  
There is also regular ongoing dialogue and development cooperation between ACG and HC officials.

|

Highland Council Elected Members	Role i.e. Office Bearer, Voting Member, Ex-official / advisory, other
Councillor Elizabeth Campbell	Ex-officio & advisory

Community Councillors	Role i.e. Office Bearer, Voting Member, Ex-official, other

Council Officers	Role i.e. Office Bearer, Voting Member, Ex-official, other
Morven MacLeod	High-life Highland
Morag Anne MacLeod Mitchell	HC Gaelic Development Officer

**3.4 Does or has your organisation receive(d) any other funding from The Highland Council? Please provide information relating to Council funding for the last 3 years:**

Yes

No

If yes –

a) What is/was it for, and from which Service or Ward budget was it provided?

<b>Year 1:</b>	Nil
<b>Year 2:</b>	Nil
<b>Year 3:</b>	Nil

b) How much funding do/did you receive?

<b>Year 1:</b>	Nil
<b>Year 2:</b>	Nil
<b>Year 3:</b>	Nil

c) Estimated value of existing funding in kind, and from which Service or Ward budget was/is it provided?

<b>Year 1:</b>	Nil
<b>Year 2:</b>	Nil
<b>Year 3:</b>	Nil

APPENDIX C

**An Comunn Gaidhealach  
ROYAL NATIONAL MOD 2020 - PROJECTED COSTS AND FUNDING**

<b>Item or Activity</b>	<b>£</b>
Staff	191900
Travel & Subsistence	10000
<b>OTHER COSTS</b>	
Rent	15000
Other Property Costs	8600
Plant Hire & Car Hire	9000
Insurance	7500
Telephone,Postage,Stationery & Printing	6500
Mod venue hire	75000
Mod adjudicators,accompanists and junior choir expenses	20000
Mod accomodation,catering and lunches	39500
Mod marketing and promotion	40000
Mod prizes and medals	22000
Special project costs	20000
Committee expenses	1500
Local Mod grants	18000
Accountancy and consultancy	10000
Board meetings	3000
<b>Total Project Cost</b>	<b>497500</b>
<b>INCOMING RESOURCES</b>	
The Highland Council	120000
Bord na Gaidhlig	85000
HIE	50000
EventScotland	20000
Scottish Government	20000
Sponsorship	80000
Entry Fees	10000
Sales (inc programme)	35000
Fundraising	32500
<b>Total Project Funding</b>	<b>452500</b>
<b>Total Funding Request</b>	<b>45,000</b>

AN COMUNN GAIDHEALACH

Balance Sheet  
At 30 June 2018

	Notes	Unrestricted fund £	Restricted funds £	30.6.18 Total funds £	30.6.17 Total funds as restated £
<b>FIXED ASSETS</b>					
Tangible assets	15	13,274	-	13,274	20,059
Heritage assets	16	-	468,900	468,900	468,900
Investments	17	<u>317,173</u>	<u>122,186</u>	<u>439,359</u>	<u>418,979</u>
		330,447	591,086	921,533	907,938
<b>CURRENT ASSETS</b>					
Stocks	18	7,863	-	7,863	7,732
Debtors	19	14,919	-	14,919	4,664
Cash at bank and in hand		<u>69,942</u>	<u>79,116</u>	<u>149,058</u>	<u>174,101</u>
		92,724	79,116	171,840	186,497
<b>CREDITORS</b>					
Amounts falling due within one year	20	(129,479)	-	(129,479)	(156,239)
<b>NET CURRENT ASSETS/(LIABILITIES)</b>					
		<u>(36,755)</u>	<u>79,116</u>	<u>42,361</u>	<u>30,258</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>					
		293,692	670,202	963,894	938,196
<b>PENSION LIABILITY</b>					
	22	(119,000)	-	(119,000)	(128,000)
<b>NET ASSETS</b>					
		<u>174,692</u>	<u>670,202</u>	<u>844,894</u>	<u>810,196</u>
<b>FUNDS</b>					
Unrestricted funds	21			174,692	46,953
Restricted funds				<u>670,202</u>	<u>763,243</u>
<b>TOTAL FUNDS</b>					
				<u>844,894</u>	<u>810,196</u>

The notes form part of these financial statements

AN COMUNN GAIDHEALACH

Statement of Financial Activities  
(Incorporating an Income and Expenditure Account)  
for the Year Ended 30 June 2018

	Notes	Unrestricted fund £	Restricted funds £	30.6.18 Total funds £	30.6.17 Total funds as restated £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies	3	405,406	-	405,406	447,054
Other trading activities	4	132,545	-	132,545	131,497
Investment income	5	<u>9,925</u>	<u>3,102</u>	<u>13,027</u>	<u>10,775</u>
<b>Total</b>		547,876	3,102	550,978	589,326
<b>EXPENDITURE ON</b>					
Raising funds	6	1,232	514	1,746	1,659
Charitable activities	7				
Charitable		529,784	-	529,784	556,363
Governance costs		<u>4,273</u>	<u>-</u>	<u>4,273</u>	<u>3,012</u>
<b>Total</b>		535,289	514	535,803	561,034
Net gains/(losses) on investments		<u>19,572</u>	<u>(49)</u>	<u>19,523</u>	<u>53,120</u>
<b>NET INCOME</b>		32,159	2,539	34,698	81,412
Transfers between funds	21	<u>95,580</u>	<u>(95,580)</u>	<u>-</u>	<u>-</u>
<b>Other recognised gains/(losses)</b>					
Gains/(losses) on revaluation of fixed assets		<u>-</u>	<u>-</u>	<u>-</u>	<u>283,134</u>
<b>Net movement in funds</b>		127,739	(93,041)	34,698	364,546
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		<u>46,953</u>	<u>763,243</u>	<u>810,196</u>	<u>445,650</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u>174,692</u>	<u>670,202</u>	<u>844,894</u>	<u>810,196</u>

The notes form part of these financial statements

# GAEIC IMPLEMENTATION GROUP MINUTES

## THURSDAY 19<sup>TH</sup> FEBRUARY 2015

2011 on the benefits of bi-lingualism for a child's brain, particularly on their ability to learn other languages.

The Group **AGREED:-**

- i. The Council's 2012-16 Gaelic Language Plan Annual Implementation Report for the period 1 January 2014 to 31 January 2015; and
- ii. that the Group's support be communicated to the filmmakers of the three films from Highland shortlisted for the Best Community Film category at the FilmG competition.

### **6. An Comunn Gàidhealach Presentation**

Mr John Morrison, Chief Executive of An Comunn Gàidhealach and Mr David MacIntyre undertook a presentation on behalf of An Comunn Gàidhealach providing an economic impact assessment of the Royal National Mod held in October 2014 in Inverness.

Over 9,000 people had attended the Mod and over £3.5m had been generated in expenditure with around £400k per day going through local tills. This represented a Return on Investment of 25 to 1 for Inverness, and for Highland as a whole, 19 to 1. Good use had been made of local facilities and high satisfaction levels had been achieved, Members having been provided with results relating to specific elements. A number of downstream dividends had also been generated and which included the fact that 70% attendees had come specifically for the Mod itself and reports that 60% had indicated they would definitely return to Inverness for a holiday. It had undoubtedly been a success but when deciding on future host areas a balance had to be achieved between the appeal of traditional venues, and their economic success, to the appeal of

new destinations to Gaelic speakers and the opportunity to attract new markets.

In discussion, Members asked that their appreciation be expressed to An Comunn Gàidhealach, the Inverness Mod Local Organising Committee and the Council's own Gaelic, Tourism, Economic Development and City Teams for the outstanding success of the Mod and its Fringe events. It was suggested that Inverness would be a suitable permanent location for the National Mod but other Members spoke against this, citing the important economic, social and cultural benefits the Mod brought to its various venues around Scotland. Reference too was made to the expanding Local Mods given that they provided the supporting infrastructure for the National Mod.

Further comments made included the following:-

- television coverage had been beneficial to the Mod allowing many competitions, previously unscreened, to be aired;
- the Mod had enhanced the holidays of many tourists with some indicating that they would return. Many businesses in the town centre had also benefited but it was disappointing that the Flood Prevention Work had not been completed before the Mod started;
- Mr Graham, An Comunn's Mod Development Manager was thanked for his work on making the Fringe events such a success; and
- Mod participants were thanked and congratulated for their vital role in the event's success which raised the profile of the Gaelic language.

The Group:-



AN COMUNN GAIDHEALACH

The Royal National Mod  
Inverness 2014

Final Evaluation

THE arket  
SPECIALISTS

7 Bonnington Avenue, LANARK ML11 9AL  
Tel: 01555 664219. Fax: 01555 663331  
E-mail: [enquire@themarketspecialists.com](mailto:enquire@themarketspecialists.com)

January 2015

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## 1. STUDY OBJECTIVES AND APPROACH

- The Background
- Study Approach

### The Background

The Royal National Mòd is a substantial national event: and it is the prime "out" for Gaelic speakers and others with an interest in Gaelic culture and heritage. It is also a real success story which has a proud history. Established in 1892 and run every year since then, except the War Years, the Mòd is a national institution.

In recent years it has been particularly successful. The 2009 Homecoming Mòd in Oban exceeded even the high expectations expected of this "home" of the event; the new venue of Caithness was just as successful in its own way, especially in building local ties between the Highland and Viking heritage and cultures of this area; the Mòd then returned to what many would see as the home of Gaeldom in the Western Isles and was again extremely successful; success also followed in 2012 when the event returned to Argyll, with this time Dunoon being the host. In 2013 another new host area emerged which might have been seen by some as slightly "risky" in terms of its Gaelic pedigree. Paisley, nevertheless, proved to be every bit as successful in its own way as those that had gone before it.

Against this backdrop - and the holding of another Homecoming celebration in 2014 - the Mòd returned to Inverness after a fairly lengthy period of absence. This time the risk was perhaps the weight of anticipation placed on the event in advance of being held. We were therefore delighted to be asked to evaluate the 2014 Inverness Mòd and to be able to draw upon our previous evaluations in doing so.

The results of the evaluation are presented in Chapter 3, with the research findings upon which it is based being presented in Chapter 2. Our summary, conclusions and recommendations bring the report to an end in Chapter 4.

### Study Approach

Our main objective each year is to provide the evaluation required by EventScotland in particular as well as by An Comunn Gàidhealach itself. There is also keen interest in the evaluation results from the particular host area as well as from the media. In addition, the consistency of the approach adopted in recent years has allowed comparisons across host areas from time to time whenever this is relevant.

The cornerstone of the approach is provided by the research that is undertaken through one to one interviews with those attending the event each year. This is the responsibility of a team from Edinburgh Napier University, which is led by Dr Kathy

Velander under the watchful eye of the University's Research Ethics Committee. The findings are drawn upon heavily in determining the number of unique and eligible visitors who attended the Mòd in Inverness in 2014. Based on the latter, we are then able to assess the various spending levels and impacts at each of three geographic area levels: the Inverness area; the Highland Region; and Scotland as a whole.

However, we have also drawn upon the excellent records kept by An Comunn on competitors. This provides a very good, accurate number of competitors at this (and previous) events. The press coverage received is another important evaluation measure. We are fortunate in being able to draw upon the outputs provided by the Press Cuttings agency employed by An Comunn to monitor press coverage of the event. This is also drawn upon in Chapter 3 in which we present this year's impact assessments.

These are in the form of the return on investment earned on each of the main funding agency contributions. This is the means of evaluation favoured for events by EventScotland. However, we have also gone on to calculate the number of full-time equivalent jobs that would have been created by the event and used these to provide a broad estimate of the Payback Period for public sector investment in the 2014 event. As noted earlier, the whole process begins with the field research findings which follow in Chapter 2.

## 2. FIELD SURVEY RESULTS AND ANALYSIS

- Attendance Numbers
- Field Survey Results

### Attendance Numbers

The calculation of numbers attending the event is critical to its evaluation. In assessing these we have drawn upon the field research which was again undertaken by a team from Edinburgh Napier University this year. The research indicated that 33% of those interviewed were competitors. According to figures provided by An Comunn the total number of competitors was 3110. On the basis of these simple statistics we could conclude that the event was attended by 9424 people.

In past years we have seen this as somewhat simplistic. However, in this instance - given the use of Eden Court as the main venue (with very few others being used) - we believe it to be broadly sound. This view is reinforced by the fact that we estimated that between eight and ten thousand people came to the last Homecoming Mòd in Oban in 2009. Our considered view is therefore that 9000 people came to the 2014 Inverness Mòd which would put would put both of these Homecoming Mòd events that were held in traditionally strong areas on a par with each other as far as attendance numbers are concerned.

### Field Survey Results

**Table 1** below shows the breakdown by area of residence of those attending the 2014 Mòd in Inverness. The base for each of the tables that follow in the analysis was 204.

**Table 1: Place of Residence Whilst Attending the Mòd**

	Inverness Mòd 2014		Paisley Mòd 2013	
	%	Actual Number	%	Actual Number
Resident in host area	20	41	14	30
Resident elsewhere in Scotland (exc. Inverness area)	78	159	82	183
Resident elsewhere in the UK	1	3	2	5
Resident outside the UK	1	1	2	4

In the above table 20% of those visiting the 2014 event were resident in the immediate host area which we have broadly taken as the area previously known as Invernesshire. However, another 44% were resident elsewhere in the Highland Region, meaning that 64% in total were Highland region residents. We will take

account of this in assessing the Return on Investment (ROI) for the Highland Region but as indicated earlier, we will also assess the more local impact on the Inverness area.

This is both relevant and important in view of the fact that most of the impact of the Royal National Mòd is felt in the immediate locality which - in the case of a large geographic Local Authority Region like Highland - is the most relevant area upon which to base the local impact of the event. Impact at the national level will by comparison be small, given that only 2% of those interviewed at the Inverness Mòd came from outside Scotland.

**Table 2: Reason for Visiting the Mòd**

	Inverness Mòd 2014		Paisley Mòd 2013	
	%	Actual Number	%	Actual Number
Spectator at daytime event	9	18	10	21
Regular follower of the Mòd	10	20	10	23
Competitor	28	57	33	73
Friend/family of competitor	41	83	38	85
Mòd Organiser	1	2	3	6
Attending social events in evening	2	3	1	2
Other*	10	21	5	12

\* Volunteer, Sponsor/VIP, Contractor, Media Representative, Stall holder

Some 70% of those attending the 2014 Mòd were either competitors or friends and family of competitors, with 41% being in the latter category. Another 19% were almost evenly split between spectators at day-time events and regular followers of the Mòd.

**Table 3** below records the proportion of visitors to the 2014 Mòd who had visited previous Mòds during the last eight years. It will be surprising if Inverness has as high a percentage of first time visitors to the event as those recorded at Paisley last year. The City has been a successful host venue in the past and will have been expected to attract a high percentage of previous Mòd attendees in 2014.. The evaluation next year will show whether or not this has been the case, but on the basis of feedback received this year we would expect high levels of satisfaction with the 2014 event.

Two thirds of those attending the Mòd in Inverness were also at Paisley last year. The percentages at Mòds before this then generally decline, with only 41% having been at the Perth event in 2004.

**Table 3: Mòds Attended in the Previous 8 Years**

Inverness Mòd 2014	%	Actual Number	Paisley Mòd 2013	%	Actual Number
Paisley 2013	67	137	Dunoon 2012	58	129
Dunoon 2012	62	126	Western Isles 2011	52	116
Western Isles 2011	62	125	Caithness 2010	42	93
Caithness 2010	49	100	Oban 2009	50	110
Oban 2009	54	111	Falkirk 2008	43	102
Falkirk 2008	45	91	Fort William 2007	43	96
Fort William 2007	53	109	Dunoon 2006	40	88
Dunoon 2006	44	89	Western Isles 2005	35	77
Western Isles 2005	47	95	Perth 2004	33	73
Perth 2004	41	84	Oban 2003	33	73
Oban 2003	46	94	None	27	59
None	4	8			

The Mòd attracts a large number of loyal followers. In Inverness, only 4% had not attended any previous Mòds. This reinforces the importance of introducing new and perhaps relatively unfashionable host areas in urban locations like Paisley in attracting new people to the event, although the very large number of Gaelic speakers in West Central Scotland was clearly a particular feature which almost certainly drove up the number of new attendees at last year's Mòd. In contrast, the figures above suggest that many of those who had not attended last year's event had nevertheless attended a previous Mòd or Mòds during the past 11 years.

**Table 4: Nature of Visitors to the Inverness Mòd?**

	Inverness Mòd 2014		Paisley Mòd 2013	
	%	Actual Number	%	Actual Number
While staying away from home with specific purpose of attending the Mòd	67	136	48	113
From home in host area	25	50	12	28
More general day trip from home outside Inverness District, not specifically for the Mòd	1	3	1	3
On a day trip from home from outside Inverness (Paisley 2013) District	2	4	34	80
Staying away from home while on a more general holiday/a short break (i.e. Mòd is incidental to the wider trip)	5	10	4	10

Base 204

Inverness scored well in respect of the nature of visitors to the 2014 event. That is, over two thirds (67%) were in Inverness specifically to attend the event, the comparable Paisley figure being 48%. A quarter came from the Inverness area whilst less than half this percentage (12%) were Paisley residents in 2013. Of particular significance to the evaluation is that only 2% of those interviewed were on a day trip (with less expenditure in the local area as a consequence) whilst 34% were day trippers at Paisley. This is reflected in Table 5 below in that only 28% were staying in their own home in 2014 compared to the 43% which fell into this category in the previous year. In addition, 9% stayed with friends and relatives in Inverness whilst 15% stayed with friends and relatives in Paisley.

**Table 5: Type of Accommodation Used**

	Inverness Mòd 2014		Paisley Mòd 2013	
	%	Actual Number	%	Actual Number
Own Home	28	58	43	96
Hotel	35	72	38	84
Guest House/Bed & Breakfast	15	30	2	4
Rented Property/Hired Caravan	9	18	-	1
Own Caravan/Motor Van/Tent	1	3	1	2
Staying with Friends/Relatives	9	18	15	33
Hostel/Activity Centre	1	3	-	-
School/Community Hall	-	-	-	-
Other	1	2	1	2

The pull of the Mòd to those attending the event in 2014 is again amply shown in Table 6 below. The percentage figures for Inverness and Paisley respectively are identical apart from the 17% in Inverness who said they would have had an alternative holiday elsewhere in Scotland if the Mòd had not been held compared to 25% who said this at Paisley; and 74% in Inverness would not have taken a holiday/leisure trip at this time compared to 64% responding in this way at Paisley.



**Table 6: Significance of Mòd in Taking Trip**

	Inverness Mòd 2014		Paisley Mòd 2013	
	%	Actual Number	%	Actual Number
Had an alternative holiday/leisure trip in the host area (Inverness District)	3%	6	4	8
Had an alternative holiday/leisure trip Scotland	17%	34	25	55
Had an alternative holiday/leisure trip elsewhere in the UK	3%	6	3	6
Had an alternative holiday/leisure trip overseas	4%	8	4	9
Would not have taken holiday/leisure trip at this time	74%	150	64	141

Base 204

Table 7 below is perhaps the most important of all. This shows the average spend/head per day at Inverness was £41.71 for day visitors and £65.51 per day for all overnight visitors. The average party size for day trippers was 2.14 whilst that for all overnight visitors was 5.2 (reflecting the significance of groups such as choirs in particular within the mix). The average length of stay for all overnight guests was 4.2 days which means that the average spend per overnight visitor was £274.30. This is some 15% above the Paisley figure and many more of those in Inverness this year were overnight as opposed to day visitors last year.

**Table 7: Average Expenditure Per Party and Person (final line)**

Spending	Inverness Mòd 2014				Paisley Mòd 2013	
	Day Visitor	Overnight Visitor Independent/day	Overnight Visitor Large Party/day	Overnight All	Day Visitor	Overnight Visitor
Your party's total spending at the 2014 Mod in the <b>Inverness District area</b>	£81.39	£170.50	£277.26	£254.85	£65.75	£116.11
Your party's total spending <b>elsewhere in the Highland Region</b>	£6.93	£11.32	£2.44	£4.32	£33.58	£263.03
Your party's spending <b>elsewhere in Scotland</b>	£0.96	£22.58	£13.14	£15.14	£23.00	£161.58
<b>TOTAL</b> (e.g. accommodation, food and drink, travel to and from Inverness and all other related items such as goods and souvenirs)	<b>£89.28</b>	<b>£204.41</b>	<b>£292.84</b>	<b>£274.31</b>	<b>£46.73</b>	<b>£239.21*</b>
Average Party Size	2.14	2.6	7.1	5.2		
Average nights away	0	4.3	4.1	4.2		
Average per person / per day	£41.71	£47.54	£71.43	£65.31		

The "bottom line" figures indicate an average spend/person per day £41.71 for day visitors and £65.31 for overnight visitors, many of whom will be in groups of varying sizes. The expenditure assumptions are vital and whilst the day visitor figure is credible it is simply not credible to believe that staying visitors will spend only an additional £23.60 for dinner, bed and breakfast. On probing since the event we have discovered that choir members simply do not know - and cannot realistically estimate - what is spent by choir organisers centrally on items like transport, accommodation and meals.

We therefore carried out a survey amongst a small sample of representative choirs. Whilst only six out of the nine contacted responded in time for consideration and inclusion in this report we believe that the average overnight spend per day figure of £126.49 is credible when compared to the equivalent figure for An Comunn itself. It is also worth bearing in mind that these six choirs represented the equivalent of a sample boost of 150 (given an average of 25 members per choir) , which increased the total sample size by some 74% -- it rose from 204 interviews to the equivalent of 354 interviews.

We could have legitimately added to the overnight expenditure figure to take account of additional daily expenditure by those in choirs on additional food and drink as well as shopping. We have not done this as we want to be sure we avoid over estimation. **Instead, we have used the average choir organisers' amount of £126.49 to cover all spending by staying visitors.** This is cautious - perhaps even over cautious - but it has always been our policy to err on the side of caution and neither ourselves nor An Comunn see any good reason for changing this approach this year.

**Table 8: Activities Pursued While Attending the Inverness Mòd (shown in bold)**

Q 14 - Pursing activities	2014	2013	2014	2013	2014	2013	2014	2013	2014
	Most days %	Most days %	Some days %	Some days %	Once only %	Once only %	None %	None %	Don't Know
Attending Mòd performances	<b>66%</b>	41	<b>16%</b>	29	<b>13%</b>	24	<b>4%</b>	4	<b>1%</b>
Eating out in host area	<b>55%</b>	32	<b>19%</b>	28	<b>12%</b>	15	<b>14%</b>	18	<b>1%</b>
Visiting host area pubs	<b>24%</b>	14	<b>27%</b>	17	<b>8%</b>	17	<b>37%</b>	26	<b>4%</b>
Taking part in official Mòd Fringe events daytime/ evening	<b>32%</b>	22	<b>26%</b>	24	<b>12%</b>	17	<b>27%</b>	26	<b>3%</b>
Shopping in host area	<b>25%</b>	11	<b>32%</b>	25	<b>12%</b>	13	<b>27%</b>	28	<b>4%</b>
Visiting attractions or places of interest in host area	<b>2%</b>	5	<b>10%</b>	16	<b>10%</b>	12	<b>73%</b>	40	<b>4%</b>
Visiting other areas outside host area for a day/half-day trip	<b>1%</b>	1	<b>4%</b>	10	<b>9%</b>	9	<b>81%</b>	49	<b>4%</b>

Other					0.5%		99.5%		
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Mòd attendees were relatively active during their visit to the event. For example, 82% attended Mòd performances on most or some days, and overall the average number of events attended was 7.5 per person. By comparison, 58% attended an official Fringe event on some or most days. Our clear impression from this table is that the Mòd is still very much the main event: that is, whilst there are understandable fears in some quarters about the Fringe becoming the main attraction (as is the case with the Edinburgh International Festival) there was really no evidence to support this in Inverness, despite the fact that it was undoubtedly the most extensive and perhaps best organised to have been undertaken to date.

Income left in the Inverness area would appear to have been high. According to the above table in that 74% dined out in the area on most/some days, compared to 51% who admitted to visiting local pubs (somewhat giving the lie to the "Whisky Olympics" tag) and 57% shopped in the locality. However, only 12% visited attractions and the majority of those that pursued this activity did so on some rather than most days. Very few visited other areas during their time at the event.

**Table 9: Satisfaction with particular features of this trip (2014 figures shown in bold)**

	Well above expect % 2014	Well above expect % 2013	Above expect % 2014	Above expect % 2013	Matched expect % 2014	Matched expect % 2013	Below expect % 2014	Below expect % 2013	Well Below expect % 2014	Well Below expect % 2013	No comment % 2014	No comment % 2013
Mòd/Fringe events added to the overall experience	<b>16</b>	6	<b>15</b>	14	<b>21</b>	19	<b>1</b>	4	<b>0</b>	1	<b>47</b>	12
Eating out in the local cafes and restaurants	<b>11</b>	5	<b>28</b>	16	<b>45</b>	39	<b>1</b>	5	<b>0</b>	1	<b>14</b>	34
Experience of local pubs	<b>9</b>	5	<b>15</b>	8	<b>29</b>	33	<b>0</b>	3	<b>0</b>	1	<b>46</b>	51
Visiting attractions and/or places of interest in the area	<b>6</b>	5	<b>10</b>	13	<b>14</b>	28	<b>0</b>	5	<b>0</b>	1	<b>70</b>	49
Information on the Mòd	<b>14</b>	11	<b>26</b>	19	<b>44</b>	40	<b>14</b>	12	<b>2</b>	6	<b>0</b>	12
Overall Mòd "Buzz"	<b>19</b>	10	<b>42</b>	21	<b>28</b>	27	<b>6</b>	11	<b>0</b>	4	<b>5</b>	27
Organisation of the Mòd	<b>13</b>	13	<b>26</b>	24	<b>46</b>	41	<b>11</b>	8	<b>1</b>	2	<b>3</b>	12
Competition venues	<b>27</b>	19	<b>34</b>	31	<b>31</b>	34	<b>3</b>	3	<b>2</b>	1	<b>2</b>	12
Inverness as the host venue	<b>23</b>	14	<b>36</b>	27	<b>34</b>	35	<b>4</b>	9	<b>1</b>	4	<b>2</b>	12
The Town Centre	<b>10</b>	5	<b>20</b>	12	<b>46</b>	40	<b>6</b>	8	<b>1</b>	1	<b>17</b>	34
Accommodation	<b>19</b>	6	<b>18</b>	10	<b>28</b>	27	<b>2</b>	3	<b>0</b>	1	<b>33</b>	54
The Food Offer	<b>10</b>	7	<b>21</b>	14	<b>43</b>	32	<b>5</b>	3	<b>2</b>	1	<b>19</b>	42
Local Shopping	<b>11</b>	4	<b>18</b>	12	<b>42</b>	39	<b>1</b>	8	<b>0</b>	1	<b>28</b>	37

During recent years we have changed - and placed considerable importance on - the information concerning satisfaction with various Mòd features. Last year, for example, Paisley scored extremely well in respect of satisfaction, with an (until then) unparalleled "well above expectations" rating being given by more than 10% of

respondents to no fewer than five of the features listed above. This year in Inverness, no fewer than **nine** features achieved this accolade, as presented in rating order below.

Feature	% Rating Well above Expectations
Competition Venues	27
Inverness as the Host area	23
Overall Mòd "buzz"	19
Accommodation in the area	19
Mòd Fringe events	16
Information on the Mòd	14
Organisation of the Mòd	13
Eating in local cafes/restaurants	11
Shopping in Inverness	11

**Holding the event in a central venue that was capable of hosting most competitions was much appreciated and as a result it contributed to the success of Inverness as the host area as well as the "buzz" associated with the 2014 Mòd. The available accommodation was much appreciated, as was the Fringe to those who attended it. The organisation of, and information on, the Mòd was also appreciated, as were the local cafes, restaurants and shops. Both Inverness and An Comunn can be proud of these results.**

The event also brings a great deal of income into the area which is particularly valuable to traditional tourist areas like many of the host areas in the Highlands in particular in that its timing is at the end of the tourist season and its income generating capabilities provide an invaluable boost to the local economy. As evaluators, it appears to us that the business community in many of the host areas could perhaps do a little more to contribute to the atmosphere and occasion of the event in return through recognising the significance of the Mòd by ensuring that it is particularly well signposted and promoted, especially within the town centre. The extent of the 2014 Fringe meant that there were opportunities to enjoy the city and the entertainment provided - and some of the local hostelries certainly responded positively to this - but despite this more welcoming signs on the approaches to, and within the city centre, would have added to the sense of occasion, as would a little more effort from retailers and restaurateurs.

Despite the above comments, the figures shown in Table 10 below reflect considerable satisfaction with the Inverness experience. This is reflected in the fact that 59% indicated that they would definitely come to the city for a future holiday/short break, whilst another 16% said they would possibly do so. This yields a total of 75% who could definitely or possibly return to Inverness and the surrounding

area for holiday purposes in the future which will be taken into account in the later evaluation.

**Table 10: Respondent Likelihood of Returning to Inverness District for a Holiday/Short Break**

	Inverness 2014		Paisley 2013	
	Return for General Holiday %	Number	Return for General Holiday %	Number
Definitely	59	121	16	33
Possibly	16	33	36	74
Probably Not	3	6	28	57
Definitely Not	1	2	20	41
Other (e.g. home)	21	42	-	-

This completes our main analysis of the 2014 survey results but in recent years we have tracked some questions that allow comparisons to be made separately. These follow below.

### Comparative Analysis and Conclusions

Absolute information is valuable but when set within a relative context it can provide greater insights. We have taken this comparative analysis approach further by focusing on four key questions which we have - by and large - consistently asked during the past few years in our programme of field research. These questions relate to the following.

- Reasons for attending the Mòd.
- The alternative to attending the Mòd if the event was not held.
- The likelihood of returning to the host area on a holiday trip.
- The influence of the Mòd on the desire to learn Gaelic.

The tables relating to each of these questions are presented below, after which we have provided our observations on them individually and collectively as a whole.

**Table 11: Reasons for attending the Mòd (Comparative table)**

Reasons for attending the Mòd	Inverness	Paisley	Dunoon	Western Isles	Caithness	Oban
Away from home specifically to attend the Mòd	70%	42%	63%	45%	54%	73%
On a day trip within the host area	26%	50%	9%	45%	15%	16%
On a general day trip from outside the host area	2%	3%	10%	4%	15%	7%
On a specific day trip from outside the area to attend the Mòd	2%	4%	6%	8%	16%	4%
Other	1%	1%	11%	-	-	-

**Table 12: Alternative to Attending the Mòd (Comparative table)**

Alternative to attending the Mòd if event not held	Inverness	Paisley	Dunoon	Western Isles	Caithness	Oban
Take alternative holiday in host area	3%	4%	6%	8%	3%	4%
Take alternative holiday elsewhere in Scotland	17%	25%	19%	18%	19%	16%
Take alternative holiday elsewhere in the UK	3%	3%	3%	3%	n/a	n/a
Take alternative holiday overseas	4%	4%	5%	-	n/a	n/a
No alternative holiday/leisure trip	74%	64%	76%	71%	78%	80%
Other	1%	1%	-	-	-	-

**Table 13: Likelihood of Returning for a Holiday Trip (Comparative table)**

Likelihood of returning for a holiday trip	Inverness	Paisley	Dunoon	Western Isles	Caithness	Oban
Definitely	59%	16%	26%	56%	23%	51%
Possibly	16%	36%	49%	42%	53%	36%
Probably not	3%	28%	16%	2%	19%	9%
Definitely not	1%	20%	8%	1%	4%	4%

Other	21%	7	1%	1	4	n/a
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*Note: the high percentage figure against "Other" for Inverness almost certainly reflects the fact that many of those interviewed were Highland Region residents who would regularly visit Inverness, but not always for a holiday.*

**Table 14: Mòd Influence on the Desire to Learn Gaelic (Comparative table)**

Mòd influence on the desire to learn Gaelic	Inverness	Paisley	Dunoon	Western Isles	Caithness	Oban
None but would like to learn	12%	19%	10%	17%	17%	n/a
Not interested in learning language	8%	10%	9%	-	-	n/a
Speak and use Gaelic regularly	40%	32%	38%	39%	17%	n/a
Currently learning to speak Gaelic	25%	18%	16%	30%	48%	n/a
Lapsed Gaelic learner	6%	10%	13%	9%	7%	n/a
Speak Gaelic but do not have the opportunity to use it	6%	4%	10%	4%	7%	n/a
Speak Gaelic, rarely use it, would like to speak it more and improve it	3%	7%	5%	1%	4%	n/a

In Table 11 above Inverness scores well. In this case, the most telling comparison is with Oban in that both areas are strong in terms of hosting The Royal National Mòd. In the second of the above questions (see Table 12) the most significant response is the one relating to a willingness to take an alternative holiday. Willingness to take an alternative holiday elsewhere within Scotland would mean that the impact lost in not attending the Mòd would not have a negative effect on spending in the Scottish economy. The results across all six host areas are relatively close but with Oban being just ahead of Inverness in terms of maximising impact in respect of this particular question and Paisley being slightly behind all the other five host areas.

Table 13 is also an important one in that it deals with interviewee willingness to return to the host area for a future holiday. Again, the differences between Inverness and Oban are very slight and the Western Isles is on a par with both of them in terms of returning to the host area on holiday in the future. In terms of being definite about doing so, Dunoon, Caithness and Paisley are somewhat off the pace compared to the aforementioned traditional host areas. Whilst Oban scored 3% higher than Inverness in terms of those being away from home **specifically to attend the event**, Inverness attracted 26% as day trippers within the area compared to Oban's 16%.

**Perhaps the most significant figure in all the above tables is the 19% of people at the Paisley event last year who stated that although they had no Gaelic they would like to learn the language (see Table 14). The figure in Caithness was also a relatively high 17%, which may be evidence of new attendees within new destinations**

**being willing to learn the Gaelic language.**

This year is also a Homecoming Year. Given this, some extra questions were asked on behalf of EventScotland. Some of these have already been answered within the earlier analysis, but an additional two specific Homecoming questions were asked which are dealt with below.

That is, we firstly determined that 85% of those attending the 2014 Mòd were aware that 2014 was a Homecoming Year; and we then determined that 48% of these people were also aware that the Mòd was part of the Homecoming celebration. If these percentages are quite literally applied they produce 3672 people who attended the event (41%) that were to varying extents Homecoming visitors. The link is perhaps a slightly tenuous one, but it was also found that a significant number of visitors from overseas were present at the Fringe events which were held at Urquhart Castle; Fort George and the Culloden Visitor Centre in particular.

As far as the Mòd event itself is concerned, there are undoubtedly traditional Mòd host areas. Oban and the Western Isles have in many respects been setting the pace in recent years, along with Dunoon in which the current refurbishment of the Queens Hall will do much to add to the reputation and success of this area in future years. This year saw the return of Inverness as a host area after a period of absence; and its impact was extremely positive. The event will return to Oban and the Western Isles in each of the next two years before returning to Fort William in 2017.

This is another location which has been seen as a strong host area for the National Mòd and it will be interesting to assess its cultural and economic impact in due course. In the meantime, however, it appears that the **cultural impact** of the new destinations can in many respects be just as strong – if not stronger – in newer destinations like Caithness and Paisley as a result of their ability to attract new people to the event. Finding the balance between traditional success and advancing the cause of the Gaelic language through bringing this iconic event to new host areas will be one of a number of challenges which face An Comunn over the coming years. In the meantime, we have used much of the information which was gathered in the field survey in assessing the various impacts of the event in Inverness in 2014. This is the subject of Chapter 3.



### 3. 2014 IMPACT ANALYSES

- ROI and Other Analyses
- Media Coverage Impacts

Before embarking upon the required ROI and other impact analyses it is helpful to define the gross expenditure figure in the City of Inverness during the 2014 Mòd **before** only eligible visitors are included in the analysis. This can be simply done in that 9000 people attended the 2014 event, 72% of whom stayed overnight for an average of 4.2 days and 28% of whom were day visitors. Once the respective expenditure figures are applied to the 9000 unique 2014 Mòd attendees, the gross income generated in and around the city (with some relatively small displacement as a result of travel costs in getting to and from Inverness) is as follows.

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

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

**As far as the accommodation providers, restaurateurs, publicans, shopkeepers and others in the local business community are concerned, some £3.5 million was spent in the Highland Capital during the Mòd week. This equates to over £443,000 per day over the eight days of the event. Coming as it does at the end of the summer tourist season, it is little wonder that the Mòd is widely welcomed by its various host communities.**

#### ROI and Other Impact Analysis

Impact analyses are provided for various purposes. The host area Local Authority and business community are obviously interested in the return on the former's investment in the event and the amount brought into local businesses. EventScotland requires the ROI to be provided as a condition of funding and other public agencies are also interested in this figure as well as the wider impact analysis which is undertaken. In addition, the evaluation results are always of keen interest to the media.

**Our first step in the evaluation process is to calculate the number of "unique visitors" attending the Inverness Mòd. This has already been done in the previous chapter in which we assessed the total number of visitors to the event in 2014. This amounted to 9000 which is a substantial number of spending visitors brought into the Capital of the Highlands at the end of the summer season.**

However, this is but a starting point in that various categories of visitor next have to be excluded in order to determine the number of "eligible" visitors which can be used in the evaluation of the 2014 event. The steps in the process are as follows.

1. The calculation of total attendees, broken down by competitors and non-competitors and eliminating double counting of repeat visitors to produce unique visitors to the event. This was done in the last chapter.
2. Spending by *local residents* at the levels for which rates of return are calculated - i.e. the Highland Region and Scotland - is then removed as according to HM Treasury this is seen as "deadweight" expenditure that would have occurred anyway.
3. As we did when the event was held in Caithness, we have also identified a more local area - in view of the significant scale of the Highland Region - as we suggest that this is more meaningful in view of the essentially local impact of the event each year. In this instance, the more local area is Inverness and the surrounding area which incorporates both sides of Loch Ness, Fort Augustus and Drumadrochit as well as Beaulay and Dingwall to the north of the city and Nairn to the east.
4. Casual visitors are also discounted. That is, visitors in the Inverness area, the Highland Region or Scotland who did not come because of the event. This is understandable - but with an important caveat. That is, if the event - in this case the Royal National Mòd - contributed to the overall enjoyment of the visit and as a consequence encouraged more repeat visits to the Highland localities or Scotland in the future it will have had some form of economic impact. In addition, if the event raised the host area profile within holiday and leisure markets, it could also have a beneficial impact on that area. Nevertheless, in accordance with the defined methodology casual visitors have also been excluded.
5. This produces the number of "eligible visitors" who are then broken down into overnight visitors and day visitors, the former in turn normally being broken down according to whether or not they are commercial or non-commercial visitors - although in this instance no commercial visitors were interviewed.

**In the case of events - which are essentially a marketing tool (although they also improve the short-term experience of visitors as well) - it is more relevant to calculate the return earned on the public sector investment (the ROI) in the event rather than full-time equivalent jobs (FTEs).**

**We have provided various ROIs but we have also undertaken more conventional impact analysis through the use of multipliers as well as an assessment of the**

**Payback Period as far as the various public sector investments in the event were concerned.**

### **The Calculation of Eligible Visitors**

According to the 2014 survey undertaken during the Mòd the percentages of those interviewed who lived in each of the Inverness area, the Highland Region and Scotland were as follows.

1.	The Inverness area	20%
2.	The Highland region	44%
3.	Scotland	98%

Given the earlier unique visitor number of 9000 this suggests the following totals in terms of "local" visitors.

1.	The Inverness area	1800
2.	The Highland region	3960
3.	Scotland	8820

**In the above estimates, the 1800 Inverness area visitors are included in the total for the Highland Region, and these Highland Region visitors are then included in the number for the Scotland as a whole.** The deduction of those living in each of these areas leaves the following visitor numbers in respect of each of the three geographic levels.

1.	The Inverness area	7200
2.	The Highland region	5040
3.	Scotland	180

On the basis of our research findings (see Table 4 in the field survey results) we found that only 6% of unique visitors were in Inverness for either a day trip or a holiday that was not related specifically to the Mòd. These 540 visitors (6% of 9000) will also have to be deducted from the Inverness area figure, leaving 6660 eligible visitors at the Inverness area level. Using the same methodology, the number of eligible visitors in the Highland region (including Inverness) is 4500.

The Scottish figure is difficult to assess but as there were only 180 eligible visitors from outside the Highland Region after subtracting those living elsewhere in Scotland we have assumed that 50% of these will all be eligible at the national level. On this basis, the remaining figures are as follows.

1.	The Inverness area	6660
2.	The Highland region	4500

3. Scotland 90

In Table 5 of the research findings, we can see that 94% of those interviewed were in Inverness for the specific purpose of attending the 2014 Mòd. Within this total, overnight visitors represented 72% and day trippers 28%. Application of these figures at the Inverness, Highland and Scottish levels produces the breakdowns in the table below but we believe it reasonable to assume that all those travelling to the Mòd from outside the Highland Region (that is, the 90 visitors at the Scotland level) who had travelled to Inverness to attend the event can be included as overnight visitors.

	Staying	Day	Eligible Visitors
Inverness area	4795	1865	<b>6660</b>
Highland region	3240	1260	<b>4500</b>
Scotland	90	-	<b>90</b>

### The Calculation of Spending

These figures are then applied to the spending figures drawn from the survey analysis for each of day-trippers and overnight visitors respectively in each of the Inverness area, Highland Region and Scotland. Expenditure is always the most important input to the evaluation but it is also the most challenging to calculate. This is because of the timing of interviews, which cannot all be held at the end of the event: in order to complete 200 interviews our team needed 2 to 3 days to achieve this, with the interviewing process normally taking place midway through the event. In Inverness this year interviews were conducted on the Tuesday, Wednesday and Thursday of the Mòd week - with additional inputs from two of those in Inverness as part of the An Comunn team who proved to be excellent interviewers.

We were however cautious about finalising the expenditure figures before a separate piece of direct research we undertook amongst a small sample of choir organisers had been completed. Whilst we believe that our assessment of the day visitor expenditure of £41.71 is robust we have used the figure of £126.49 per day for overnight visitors (see page 8 for the reasoning behind this figure).

As noted earlier, we know from our earlier analysis that 28% of eligible visitors to the 2012 event were day-trippers whilst 72% were staying visitors.

#### (a) Day Trippers

Geographic Area	Average Spend/Head	Total Eligible Visitors	Total Spending
Inverness area	£41.71	1865	<b>£77,789</b>
Highland Region	£41.71	1260	<b>£52,555</b>
Scotland	£41.71	-	-

**Note:** expenditure figures rounded to the nearest pound.

**(b) Overnight Visitors**

Geographic Area	Average Spend/Head	Total Eligible Visitors	Total Spending
Inverness area	£126.49	4795	<b>£606,520</b>
Highland Region	£126.49	3240	<b>£409,828</b>
Scotland	£126.49	90	<b>£11,384</b>

The above figures refer to the spend per day but overnight visitors stayed in Inverness for an average of 4.2 nights. This is taken into account in the presentation of total spending in the table below.

Geographic Area	Day Visitor Spending	Overnight Visitor Spending	Total Spending
Inverness area	£77,789	£2,547,384	<b>£2,625,173</b>
Highland Region	£52,555	£1,721,270	<b>£2,259,865</b>
Scotland	-	£47,812	<b>£47,812</b>

On the basis of previous Mòd evaluations we have undertaken we can reasonably assume that 75% of the spending will be on site and that that 25% will be off site. Application of these respective percentages produces the following breakdown of on and off site expenditure at each of the various geographic levels.

Geographic Area	On-site spending	Off-site spending	Total Spending
Inverness area	£1,968,880	£656,293	<b>£2,625,173</b>
Highland Region	£1,694,899	£1,564,966	<b>£2,259,865</b>
Scotland	£35,859	£11,953	<b>£47,812</b>

In addition to the above spending by visitors to the event the costs incurred in its staging also have to be taken into account. These amounted to £443,913. As the event was staged in Inverness this year - and on the advice and guidance of An Comunn staff - we have assumed that 90% of total expenditure was in the Inverness area and only 10% was elsewhere in Scotland. A detailed breakdown of the expenditure information is available from An Comunn if required.

The expenditure applying to the Inverness office is included in the figures for the Inverness area whilst those applying to the Stornoway An Comunn office along with any other An Comunn expenditure on the Mòd are included in the figure for Scotland as a whole.

The necessary funding was provided by the Highland Council which gave a contribution of £120,000 to the Mòd, the Local Organising Committee providing £30,000. A Grant of £50,000 was received from EventScotland (half of which was allocated towards the 2014 Homecoming celebration which was mainly allocated to the Fringe) and another £50,000 was received from Highlands and Islands

Enterprise. Bord na Gaidhlig also provides An Comunn with specific Royal National Mòd funding of £66,500. The balance of funding required to stage the event was found from non-public sector sources. These income figures are interesting but they are not included in the evaluation. This is because the Mòd staging costs are included, and to add the income sources would lead to double counting.

As far as this impact assessment is concerned it is the Mòd visitor expenditure as well as the staging costs that are critical along with whether the spending was within Inverness, the Highland Region or elsewhere in Scotland. This is presented in the table below.

	Spending in the Inverness area	Spending in the Highland Region	Spending Elsewhere in Scotland	Totals
Mòd Staging Costs	£399,522	-	£44,391	£443,913
On Site Visitor Spending	£1,968,880	£1,694,899	£35,859	£3,699,638
<b>Total On Site Spending</b>	<b>£2,368,402</b>	<b>£1,694,899</b>	<b>£80,250</b>	<b>£4,143,551</b>
<b>Total Off Site Spending</b>	<b>£656,293</b>	<b>£564,966</b>	<b>£11,953</b>	<b>£1,233,212</b>
<b>Total Spending</b>	<b>£3,024,695</b>	<b>£2,259,865</b>	<b>£92,203</b>	<b>£5,376,763</b>

At the local level - the Inverness area - total spending amounted to £3,024,695 and when spending elsewhere in Scotland is added this rises to £3,116,898. This is an exceptional outcome that is higher than any previously recorded as far as evaluation of the event is concerned. Even at the Highland Region level - where there is greater displacement of eligible expenditure - the figure is over £2.2 million, rising to £2,352,068 when spending elsewhere in Scotland is also included. These are not the final figures, however, as direct and induced impacts associated with this direct expenditure also have to be taken into account.

Before applying the multipliers, however, the various on and off site expenditure figures for each of the geographic areas have to be taken back to 1990 values as this was the year in which the multipliers we use in this step in the process were calculated. We have also used the multipliers that were calculated for the Inverness and Nairn area at that time.

#### On Site

**Inverness: £2,368,400** x (71.5 ÷ 128.6\*\*) = £1,316,802

**Highland Region: £1,694,899** x (71.5 ÷ 128.6\*\*) = £942,343

**Scotland: £80,250** x (71.5 ÷ 128.6\*\*) = £44,618

#### Off Site

**Inverness area: £656,293** x (71.5 ÷ 128.6\*\*) = £364,891

**Highland Region: £564,966** x (71.5 ÷ 128.6\*\*) = £314,114

**Scotland: £11,953** x (71.5 ÷ 128.6\*\*) = £6646

**Note\*\*** The RPI rate of inflation at 2008 has been increased by applying the annual CPI percentage increase in October in each of the years between 2009 and 2014.

At 1990 levels the direct spending is as follows for each of the geographic areas.

**Inverness area: £1,681,693**  
**Highland Region: £1,256,457**  
**Scotland: £51,264**

We next have to apply the appropriate multipliers to these expenditure figures, the multipliers being as follows.

Indirect: 0.0054; Induced: 0.0044

The total income generated at each of the different geographic levels has already been calculated. This was done for direct (on and off site) expenditure as well as for the associated indirect and induced expenditure in each of the geographic areas, direct income being taken from earlier calculations which were based on the survey findings and the estimate of Mòd staging costs. Application of these multipliers to the various spending levels produces the following results.

These indirect and induced spending values are added to the earlier direct spending figures in the table below.

Geographic Area	Indirect	Induced	Total
Inverness Area	£9081	£7400	<b>£16,481</b>
Highland Region	£6785	£5528	<b>£12,313</b>
Scotland	£277	£226	<b>£503</b>

When these indirect and induced impacts figures are added to the earlier direct spending ones they show that at the Inverness area level the local impact was **£3,041,174**. This is a record breaking figure. At the Highland Region level the expenditure impact was a still impressive **£2,272,178** whilst at the national level it was **£132,017**.

**As we regularly point out, the most significant impact is that felt locally. We see this as entirely positive within the context of economic development in that few development tools can be applied so accurately to a particular area. Each year, the Royal National Mòd brings substantial income and associated economic benefits to relatively tight local areas. This was certainly true again this year - but on a scale that has never been seen before.**

## The Calculation of ROIs

### Highland Council

**Highland Region** = £2,272,178 divided by £120,000 = 19 to 1  
**Inverness area** = £3,041,174 divided by £120,000 = 25 to 1

In our view the most appropriate ROI is the one calculated at the Inverness area level. **This is because, as we point out each year, the impact of the Mòd is essentially local in nature.** However, the return on investment on both levels is extremely high and obviously very satisfying as far as the Highland Council is concerned. Indeed, ROIs of 25 to 1 for the Inverness area (where there is less leakage of eligible visitors) and 19 to 1 for the Highland Region are quite exceptional.

### EventScotland

Scotland = £132,017 divided by £50,000 = 3 to 1

The support provided by EventScotland is invaluable. As we have already pointed out, however, the impact of the Mòd is always extremely local - which is perhaps a considerable strength rather than a weakness. Despite the fact that the ROI earned by the investment of the national agency - when calculated against a national impact which excludes more local ones - will inevitably be relatively small EventScotland has still seen a return of 3 to 1 on its important contribution to what is a significant national event which always has considerable local impact; and if the exceptional contribution of £25,000 towards the Homecoming celebration is excluded the ROI rises to 5 to 1.

### Other Impacts

Impact can also be assessed through calculating the net new jobs created as a result of visitor, competitor and organiser expenditure at and on the Mòd. As we are using employment multipliers for Inverness and Nairn which were calculated in 1990 all the direct and indirect expenditure generated at the 2014 Mòd has to be taken back to 1990 values. The resultant on and off site totals at 1990 values are shown in the table below.

	On Site	Off Site
Expenditure in the Inverness Area	£2,337,674	£779,224

Direct, indirect and induced jobs created can be calculated by applying the **employment** multipliers (as we are this time estimating job creation figures) for an attraction in the Inverness and Nairn area (there are no multipliers for events). This is done below.



### On site

Direct Jobs =  $2337.674 \times 0.0379 = 88.6$   
Indirect Jobs =  $2337.674 \times 0.0099 = 23.1$   
Induced Jobs =  $2337.674 \times 0.0048 = 11.2$

### Off Site

Off site =  $779.224 \times 0.0519 = 12.4$

This suggests that the equivalent of 135 new jobs were created as a result of expenditure at and on the 2014 Inverness Mòd. However, displacement next has to be taken into account: that is, only *net new* expenditure generated by the Mòd should be used. We know from the answer to the relevant question in the survey of visitors and competitors that an estimated 80% of the 2014 expenditure at the Mòd would not have been incurred in Scotland if the event had not taken place. Displacement is therefore low at 20%, which reduces the full-time equivalent (FTE) job creation figure to 108.

These net new jobs are an impact in their own right but we can also use this figure to assess the tax and National Insurance income generated through their creation. We have ignored possible income from VAT contributions as - one way or another - we believe that most of them would be displaced.

Wage growth has been very slow in recent years. Last year, we used a figure of just over £24,000, which we have increased to £24,700 for this year. This produces £3952 per person in National Insurance revenue and another £2840 in income tax, assuming that each job holder qualifies for the 2014/15 personal tax allowance of £10,500.

With the equivalent of 108 net new jobs being created this produces total Exchequer revenues of £733,536. However, the proportion of these job holders which will be taken out of unemployment will also produce Exchequer savings in respect of unemployment benefits paid. If only 30% (32 jobs) are taken out of unemployment at an estimated average saving to the public purse of £15,000 per person per year another £360,000 can be added. This produces a total annual saving to the public purse of £1,093,536 or £91,128 per month.

The total public expenditure involved in staging the 2013 Mòd was £120,000 from the Highland Council, £50,000 from EventScotland, £50,000 from Highlands and Islands Enterprise and £66,500 from Bord na Gaidhlig. This comes to a total of £286,500.

Given the projected returns to the Exchequer this means that the "payback period" as far as the public sector is concerned would be 3.1 months. This is a very low figure which is on a par with the three months estimated by us in respect of the Dunoon Mòd in 2012 and better (perhaps not surprisingly) than the seven months for Paisley last year. However, it is generally in line with an estimated Payback Period of around three months. All these estimates are produced on the basis of including **all public sector expenditure** in the event, including the £120,000 provided by the Highland Council in 2014, and they do not include additional welfare payments which will in all probability be made to many who are currently without a job.

**As we have concluded in every year that we have undertaken this analysis, whilst it is certainly true that An Comunn and the Mòd require ongoing annual public sector support we believe it is fair to point out that when the returns associated with national and local expenditure are taken into account the event is capable of generating sufficient tax and other income for the Exchequer to repay the public sector investment in it within a period of well under a year. This has been as true for what has been a highly successful Inverness Mòd as any that have gone before it.**

In addition to these economic impacts, the Royal National Mòd also generates a number of social impacts. These include the number of community groups supported by the event and the beneficiaries of it. To varying extents, the business community in the host area will also have benefited from the Mòd as did the Gaelic community as a whole from the profile of the Mòd as a major event on the Scottish cultural calendar. In addition, individual community groups in the form of the choirs, quartets and other groups were also supported by the Mòd in the sense of the national stage it provides for them; and the 9000 visitors and competitors were obviously all beneficiaries of the event as well along with the individual local businesses - especially in the accommodation, catering and retail sectors as well.

**In Inverness this year there is a heart warming story that the British Legion Club - which is very well known in the city - saw a significant increase in business during the Mòd due to fringe activities taking place in the venue. This will, we hope, assist this famous institution to remain open.**

Whilst it is therefore encouraging to note the support provided to the event by national organisations like EventScotland and Bord na Gaidhig - and more locally by Highlands and Islands Enterprise - it is the impact of the event on local providers like the British Legion, which are perhaps the most significant of all.

**That said, the support provided by the Highland Council was also both invaluable and very much appreciated.** In return, it is pleasing to note that the event also generated a considerable amount of media attention which should bring additional benefits to Inverness as a consequence. This possibility is discussed in more detail below.

### Analysis of Media Coverage

One of the "hidden" benefits of the Mòd is - somewhat perversely - the tremendous amount of national and local media attention it is given. This year in Inverness the event was exposed to some 37.6 million readers and viewers throughout Scotland and beyond - as, of course, was the host area of Inverness. Some 26.8 million of the exposure was in September and October (c71% of the total) with another 7.7 million occurring in July and August (c20% of the total).

That is, 15% of the total exposure was built around the "launch" of the Mòd PR programme in June, with another 6% of exposure following when the "biggest ever" Fringe programme was launched in July. A pleasing feature of the coverage is, of course, the attention it receives from national players like the BBC and major national newspapers, but it is equally gratifying to note the extent of local interest that is amply displayed in the stories carried by local newspapers.

Like the event itself, the media coverage of the Royal National Mòd is national in nature but built on solid local foundations through the wide range of provincial media sources that cover it: it is a truly national event, but its roots lie in many communities throughout Scotland. This exposure is important to Gaeldom and the promotion of the Gaelic language itself, but it also reflects the local interest that this major annual festival generates in Highlands and Islands communities in particular, with the same comment also applying to a number of more southern communities in Scotland through the choirs they send to the event.

The balance between national and local is a vital ingredient of the Mòd's annual success - and it is reflected in the media coverage it receives - but to be maintained the local roots in particular will require to be strengthened. An Comunn is well aware of this, but for the moment it is very entitled to celebrate the outstanding success of the 2014 Mòd in Inverness.

## 4. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

- Summary and Conclusions
- Recommendations

### Summary and Conclusions

The foundations of this report and the evaluation it contains are provided by the research findings that are set out in Chapter 2. In total, 204 Interviews were undertaken through one to one interviews with event attendees. The most significant findings are as follows.

1. 98% of those attending the event were from Scotland, whilst 44% came from the Highland Region and 20% came from the Inverness area.
2. Some two thirds (67%) of those attending the Mòd in Inverness were specifically in the city for this purpose.
3. The average expenditure figures for those attending the 2014 event were £41.71 for day trippers and £126.49 for their overnight equivalents. Interestingly, 72% attended Mòd events on some or most days, the average number of events attended per person being 7.5. By comparison, 56% attended Fringe events on some or most days.
4. Nine out of the list of satisfaction features were rated as being "well above expectations" compared to the previous record of five that achieved this in Paisley. The competition venues and Inverness as the host area scored particularly highly.
5. We believe a little more could have been done by the business community to add atmosphere to the town centre, given the contribution which the event makes to the local community. Perhaps not surprisingly in view of the success of the event, 59% of those attending it said that they would "definitely" return to Inverness for a future holiday.
6. Interestingly, there were relatively high percentages of respondents in each of Paisley (19%) and Caithness (17%) who had no Gaelic but would like to learn the language. In Inverness this year the figure was by comparison low at 12%.

This year we began by calculating the value of the expenditure associated with the Mòd before any exclusion of ineligible visitors. We found that the event generated over £3.5 million which equates to over £433,000 per day during this eight day event. It is this very significant amount of money that will in the main have passed through local tills in a variety of different accommodation providers, restaurateurs,

publicans and retailers within the Highland Capital and surrounding area. It is therefore little wonder that there is growing competition to host the event from cities and towns in Highland and Lowland Scotland.

Against this backdrop it is not surprising to find that the 2014 Inverness Mòd evaluated well. The headline figures suggest that around £3.547 million was spent at the event, which earned an overall Return on Investment of 8 to 1 for the Inverness area when calculated against the costs of staging the 2014 event (£3.547m generated within the Inverness area divided by the £433,913 Mòd staging costs). The Highland Council earned a return on investment of between 19 to 1 and 25 to 1 depending upon the area -- the larger ROI referring to the Inverness area and the smaller one to the Highland Region as a whole. Not surprisingly, the national ROI for EventScotland was a much more modest 3 to 1 in view of 98% of those attending the event being from Scotland and having to be excluded from the evaluation as a consequence.

We also estimate that the event created the equivalent of 108 net new full-time jobs and would have repaid the public and local authority investment in it in some 3 months. The event also makes a very real contribution to social impacts in terms of the support provided to community groups and the whole Gaelic movement in particular.

An Comunn now faces real problems of success within what would appear to be a relatively fast moving Gaelic agenda. It appears to us that An Comunn needs – and deserves – more funding to allow it to build on the success of the last years.

Amongst other benefits which would flow from more financial support would be a strengthening of the organisation's roots. This would then create possibilities associated with developing stronger Provincial Mòds which might then perhaps host qualifying events for Mòd Junior competitions in particular - with finals being held at the National event. In this way an increasing problem of success will be alleviated at the national level whilst at the same time stimulating and strengthening the branch structure along with the Provincial Mòds.

### **Recommendations**

We have only one single recommendation to make and it is as follows.

This report should be presented to the Highland Council and other funders. There are other issues associated with the success and future of the event, which are at this stage the preserve of the Board of Directors. Once they have had the opportunity to consider the way forward for the An Comunn organisation they will be in a position to discuss how best this can be achieved with their many members, funders and supporters.

This positive note brings our 2014 evaluation of the Royal National Mòd to a close.





# Royal National Mòd

Dunoon 2018

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# Introduction & Objectives

The Royal National Mòd is the biggest Gaelic cultural festival staged in Scotland.

In 2018, the event was held in Dunoon between 12<sup>th</sup> and 20<sup>th</sup> October. The schedule of events included some 180 competitions staged in 7 venues across the town covering a range of activities, including dancing, music, sport, literature and drama.

STR and The Glamis Consultancy were commissioned to undertake an evaluation of the Royal National Mòd by An Comunn Gàidhealach.

The key objectives of the study were to evaluate the economic impact of the Mòd, calculate funders' Return on Investment (RoI) and to evaluate the profile and attitudes towards the event of attendees.



# Methodology & Sample

The research was undertaken via **face-to-face interviews** – conducted by professional interviewers – among attendees during the event. In addition, desk research was undertaken to inform the economic impact evaluation.

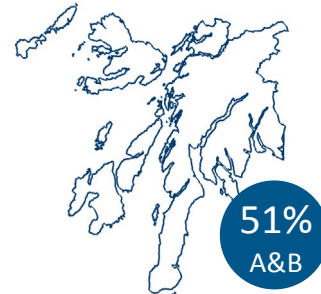
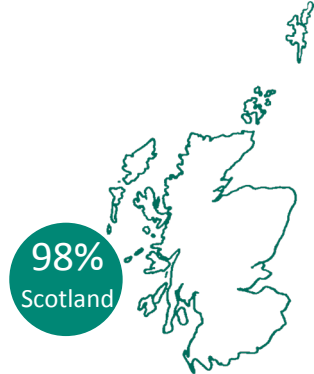
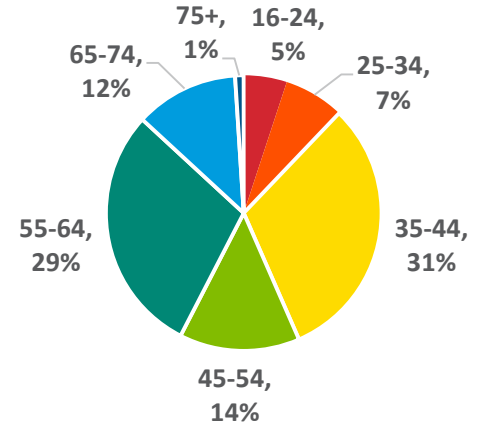
In total, **202 Mòd attendees** participated in the research. The sample was comprised of a good spread of respondents, including spectators and competitors, who attended different events and competitions during the period of the Mòd.

Date	No. of Interviews
Mon 15 <sup>th</sup> Oct	42
Tues 16 <sup>th</sup> Oct	36
Wed 17 <sup>th</sup> Oct	38
Thu 18 <sup>th</sup> Oct	40
Fri 19 <sup>th</sup> Oct	46
Total	202

# Research Findings

# Profile of Mòd Attendees & Competitors

- Attendees to the Mòd were commonly from within a few hours of Dunoon with 51% and 16% from Argyll & Bute and Dunoon, respectively.
- 50% were staying visitors (3.4 nights on average) and 50% were “day” visitors (1.4 days on average)
- In addition to being a typically local audience, attendees commonly visited with children (47%).



# Accommodation of Overnight Attendees

- The most common form of accommodation, as in previous years, was hotel, used by over a third of overnight visitors.
- There was an increase in the use of rented properties and local B&Bs and guest houses compared to 2012, likely influenced by the growth of Airbnb.
- 17% of accommodation spend was in Inverclyde and 1% elsewhere.



**36%**

Hotel



**32%**

Rented apartment  
/house/caravan  
(including Airbnb)



**22%**

Guest House / B&B



**9%**

Staying with friends  
/relatives



**5%**

Tent  
/motorhome

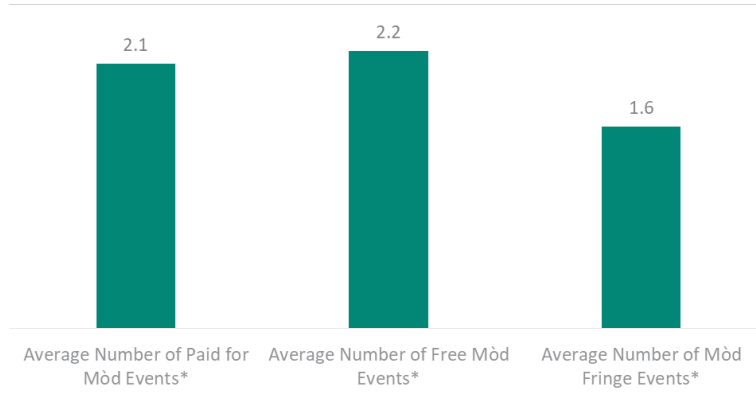


**3%**

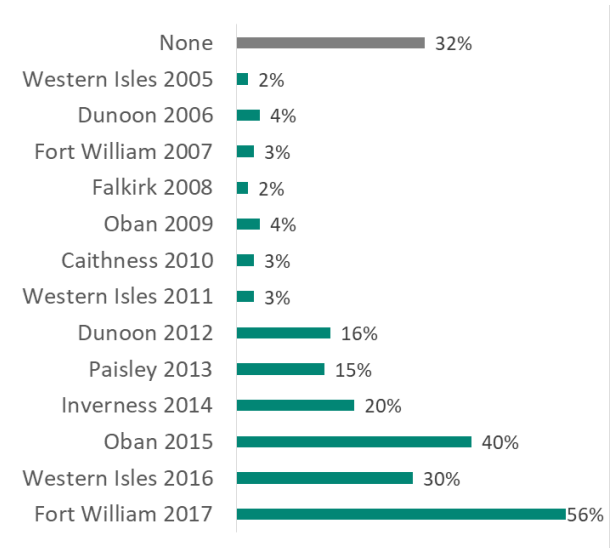
Hostel

# Engagement with the Mòd

- There was evidence of high engagement with individual events within the Mòd and the overall event itself
- The average number of events attended was around 4 events, and a sizeable majority of visitors were repeat visitors to the event (68%).



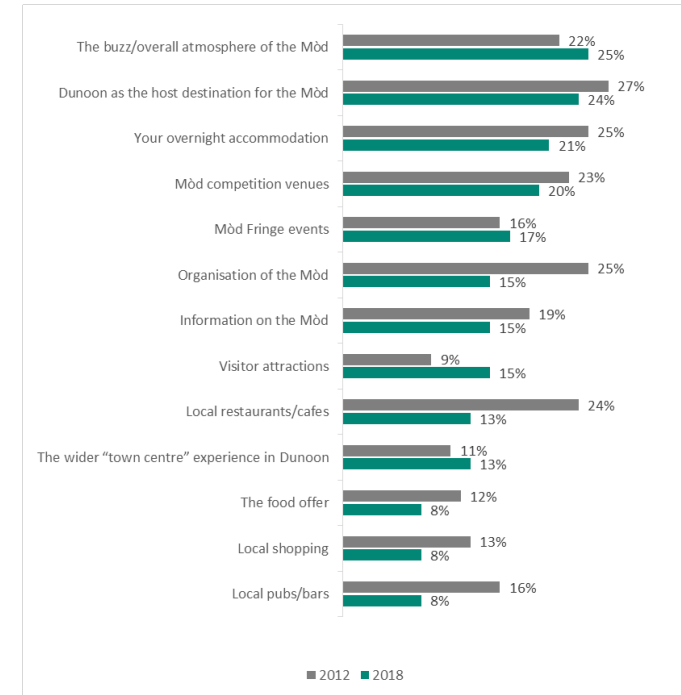
\*Average for those who attended that type of event



# Ratings of Dunoon as a Host

- Thirteen specific aspects associated with attending the Mòd in Dunoon were gauged among respondents.
- The highest incidences of expectations being exceeded were recorded for the **overall atmosphere of the Mòd, Dunoon as the host destination** and **overnight accommodation**: for each of these elements over 20% of respondents stated that their expectations had been exceeded.
- There were reasonable levels of satisfaction with the host destination of Dunoon, although poorer perceptions of the town were recorded compared to 2012 – when the event was last held in Dunoon.

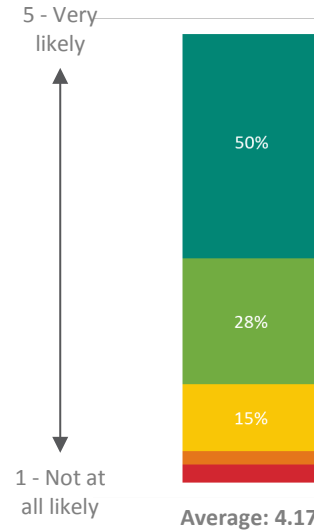
% who rated aspect above expectations



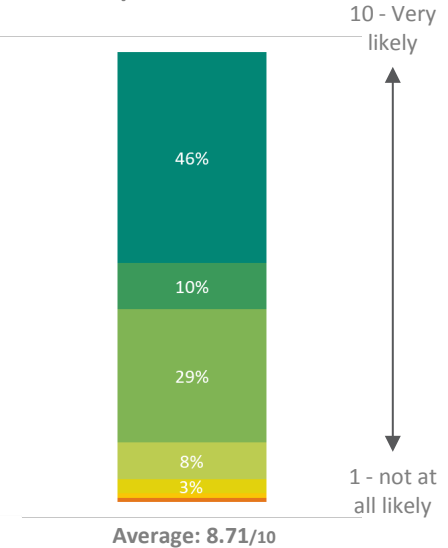
# Overall Ratings

- Overall levels of satisfaction with the Mòd were high, and 78% of visitors were likely to return in 2019.
- An average likelihood to recommend score of 8.71 (out of 10) was achieved.
- The likelihood to recommend was higher still for those who had competed in the Mòd at 9.31 (out of 10).

Likelihood to return to Royal National Mòd in Glasgow in 2019



Likelihood to recommend the Royal National Mod to friends/relatives





# Economic Impact Findings

# Attendance Figures

- The total number of attendees, derived from organiser figures, was agreed to be 7,456.
- This includes an estimated 1,393 young people (also derived from organiser attendance figures) who participated in the junior events.

# Direct Expenditure

- Overall, the Mòd generated around £1.51m of total direct expenditure in Dunoon during the event.
- Around £1.31m of additional direct expenditure can also be attributed to the event itself.

# Additional Expenditure



- Including pre and post stays and organiser spend, the Mòd generated around £1.51m additional expenditure in Dunoon overall.

# Multiplier Analysis

- After application of appropriate multipliers, it is estimated that the Mòd created around £2m of direct and indirect expenditure throughout the local economy.

# Employment Impact

- The Mòd supported around 17 FTE jobs through total direct expenditure during the event.
- And, in turn, supported up to 29 FTE jobs elsewhere in the economy as a result of direct and indirect expenditure.

# Return on Investment

- The main funders of the event – Argyll & Bute Council and Bòrd na Gàidhlig – achieved Returns on Investment (RoI) of 13:1 and 18:1, respectively.

# Conclusions

- The Mòd was, once again, a highly popular event
- With a high level of repeat visits
- It creates a significant economic impact for the host community
- Which is mainly additional at that time of year
- However, there is slightly less satisfaction with Dunoon than in previous years
- There is a high likelihood of return visits to the Mòd in Glasgow in 2019



# mòran taing

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# Evaluation of the Royal National Mòd: Dunoon 2018

Final Report prepared by STR & The Glamis  
Consultancy for An Comunn Gàidhealach

Sean Morgan (STR) & Dr Colin Smith (The Glamis  
Consultancy), January 2019



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# Executive Summary

## Introduction & Objectives

- STR and The Glamis Consultancy were commissioned by An Comunn Gàidhealach to undertake a social and economic evaluation of the Royal National Mòd held in Dunoon from 12<sup>th</sup> to 20<sup>th</sup> October 2018.
- The key objectives of the study were to evaluate the economic impact of the Mòd, calculate funders' Return on Investment (RoI) and to evaluate the profile and attitudes towards the event of attendees.

## Methodology & Sample

- The research was undertaken via face-to-face interviews – conducted by professional interviewers – among attendees during the event. In addition, desk research was undertaken to inform the economic impact evaluation.
- In total, 202 Mòd attendees participated in the research. The sample was comprised of a good spread of respondents, including spectators and competitors, who attended different events and competitions during the period of the Mòd. **Research Findings**
- Attendees to the Mòd were commonly from within a few hours of Dunoon with 51% and 16% from Argyll & Bute and Dunoon, respectively. In addition to being a typically local audience, attendees commonly visited with children (47%).
- There was evidence of high engagement with individual events within the Mòd and the overall event itself as the average number of events attended was c. 6 and a sizeable majority of visitors were repeat visitors to the event.
- There were reasonable levels of satisfaction with the host destination of Dunoon, although poorer perceptions of the town were recorded compared to 2012 – when the event was last held in Dunoon.
- Overall levels of satisfaction with the Mòd were high as an average likelihood to recommend score of 8.71 (out of 10) was achieved and commonly the programme of events, in particular, the Mòd fringe, exceeded attendee expectations.

## Economic Impact Findings<sup>1</sup>

- The total number of attendees, derived from organiser figures, was agreed to be 7,456. This includes an estimated 1,393 young people (also derived from organiser attendance figures) who participated in the junior events.
- Overall, the Mòd generated around £1.51m of total direct expenditure in Dunoon during the event. In addition, around £1.31m of additional direct expenditure can also be attributed to the event.
- Including pre and post stays and organiser spend, the Mòd generated around £1.51m additional expenditure in Dunoon overall.

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<sup>1</sup> The survey findings have been derived on the basis of an eligible audience size of 6,063 participants who are aged 16 and over. This figure has been used as the basis for all subsequent economic impact analysis.

- After application of appropriate multipliers, it is estimated that the Mòd created around £2m of direct and indirect expenditure throughout the local economy.
- The Mòd supported around 17 FTE jobs through total direct expenditure during the event. And, in turn, supported up to 29 FTE jobs elsewhere in the economy as a result of direct and indirect expenditure.
- The largest funders of the event – Argyll & Bute Council and Bòrd na Gàidhlig – achieved Returns on Investment (RoI) of 13:1 and 18:1, respectively.

# 1. Introduction

The Royal National Mòd, hereafter referred to as 'the Mòd', is the biggest Gaelic cultural festival staged in Scotland. It has a rich history dating back to 1891 and in recent years has attracted around 10,000 attendees and competitors to various destinations across Scotland that have hosted the event.

In 2018, the event was held in Dunoon between 12<sup>th</sup> and 20<sup>th</sup> October, inclusive. The schedule of events included some 180 competitions staged in 7 venues across the town covering a range of activities, including dancing, music, sport, literature and drama.

In line with tradition, the Mòd Fringe – a programme of non-competitive events which help to further promote Gaelic language, music and culture – ran concurrently alongside the Mòd.

STR and The Glamis Consultancy were commissioned to undertake an evaluation of the Royal National Mòd by An Comunn Gàidhealach in July 2018.

Set out below is a summary of the key findings of our research, including an economic and social impact of the event. In addition, to discussing key findings from this year's research, the report also includes findings and analysis of research conducted in 2012 when the Mòd was last hosted in Dunoon.<sup>2</sup>

## 2. Aims and Objectives

The objective of the research was to undertake a social and economic assessment of The Mòd. More specifically, this required the following:

- Calculate overall levels of attendance
- Evaluate the profile and behaviour of attendees at the event
- Evaluate the economic impact of The Mòd to the local and national level and quantify the impact of the event in terms of job creation
- Calculate the Return on Investment (RoI) of the event for funding partners
- Evaluating social trends in Gaelic culture and assess the role of the Mòd in facilitating the use of and promoting Gaelic culture
- Measure satisfaction of The Mòd and gain insights to inform the future development and growth of the event

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<sup>2</sup> Please note, findings from additional questions included in the survey at the request of EventScotland are included as an Appendix to this report.

### 3. Methodology

As in previous years, a face-to-face interviewing methodology was deployed during the event to capture feedback from attendees. However, the detailed content of some of the economic impact questions were slightly different which allowed for a more granular approach to be taken to estimate economic impact, displacement and additionality. Notwithstanding that, the aim was to ensure that year-to-year comparisons between previous years and 2018 could be readily made.

In 2018, professional interviewers interacted with attendees at or close to popular Mòd venues using a random 'next to pass basis' to ensure a representative sample of attendees was surveyed.

As can be seen below in Table 3.1, a total of 202 attendees were consulted in the research.

**Table 3.1: Distribution of the sample**

Date	No. of interviews	% of sample
Monday 15 <sup>th</sup> October	42	21
Tuesday 16 <sup>th</sup> October	36	18
Wednesday 17 <sup>th</sup> October	38	19
Thursday 18 <sup>th</sup> October	40	20
Friday 19 <sup>th</sup> October	46	23
<b>TOTAL</b>	<b>202</b>	<b>100</b>

The data captured by interviewers was collected using a Computer Assisted Personal Interviewing (CAPI) methodology. As a result all completed interviews were safely and secured uploaded digitally by the interviewers to the STR database for analysis and reporting.

In addition to evaluating attendee profile, behaviour and attitudes towards the Mòd, the survey captured a number of key measurements which were used to undertake an impact analysis of the event.

This information combined with additional data regarding competitors at the events and levels of support and investment among funding partners was incorporated in to analysis to estimate the direct and indirect impact of the event to the local area and national economy and resultant employment impact.

Finally, by applying the same methodology as in previous years, the Return on Investment (ROI) for each supporting partner and funding body was estimated.



## 4. About this Report

The report includes tables, charts and visual representations of results. Commentary text will explain the results and draw links between different parts of the survey.

The report is comprised of two sections: research findings and economic impact findings, including return on investment and multiplier analysis.

The research findings are analysed in a number of ways to deepen understanding:

- Full demographic profile of attendees including gender, age group and origin. Our analysis also compares and contrasts the behaviour and attitudes of three key types of attendees: competitors, spectators and those who accompanied competitors.
- Trend analysis from 2012 research to compare and contrast changes in results from the last time Dunoon hosted the Mòd.

Please note that not all percentages will equal 100%. In some cases this is due to rounding, elsewhere because attendees could provide more than one answer. In some cases, for conciseness, charts only show selected results. Where displayed < 1% highlights a result of less than 1%.

Finally, the study team would like to highlight to the reader that the methodology used to undertake the research and economic impact, including the survey questionnaire itself, was changed in 2018 and, hence, caution is urged when interpreting and comparing results to previous years. That said, whilst specific elements of the methodology were changed compared to previous years, a broadly similar approach to gather and analyse the data was applied which therefore does enable high-level comparisons to previous evaluations.

## 5. Research Findings

This section of the report uses tables, charts and infographics alongside commentary text to highlight the key findings from the research. The sections highlight results on:

- Profile of Mòd attendees & competitors
- Importance of the Mòd on the decision to visit Dunoon
- Engagement with the Mòd
- Rating the Mòd
- Gaelic language & culture assessment

### 5.1 Profile of Mòd attendees & competitors

#### 5.1.1 Demographic profile of attendees

A good spread of audiences by gender, age group and residency was observed at the event.

The slight majority of respondents were female (56% versus 44% male).

The most common age group was 35-44 (accounting for 31% of attendees) followed by 55-64 (29%). Meanwhile, there were notably fewer attendees aged 16-34. Collectively, this audience – a group that can crudely be defined as millennials – accounted for only 12% of attendees.

Highlighting the importance of the event among families, those aged 35-54 – a group commonly regarded as family type visitors – outnumbered those aged 55+ (45% versus 42%).

A reflection of the high concentration of family type visitors, there was a high proportion of attendees (47%) who visited with children.<sup>3</sup>

As to be expected and broadly in-line with previous research, including the 2012 evaluation, the overwhelming majority of event attendees were from Scotland (98% vs. 96% in 2012).

Locality was clearly a driving factor to attend the event among residents of Argyll & Bute and, more specifically, Dunoon, as they accounted for 51% and 16% of the sample, respectively. It was also interesting to note fairly high levels of visitors from Glasgow (12% overall and 20% of day visitors) and the Highlands (10% overall).

**Table 5.1: Demographic profile of attendees**

	Dunoon 2018		Dunoon 2012	
	Number	%	Number	%
<b>Gender</b>				
Male	88	44	N/A	N/A
Female	114	56	N/A	N/A
Other / Prefer not to say	0	-	N/A	N/A
<b>Age</b>				
16-24	11	5	N/A	N/A
25-34	14	7	N/A	N/A
35-44	62	31	N/A	N/A

<sup>3</sup> Based on broader tourism research studies previously undertaken by STR, visitors with children typically make up around c. 20% of the overall base. Hence, this event appears to attract a notably high mix of family visitors.

45-54	28	14	N/A	N/A
55-64	58	29	N/A	N/A
65-74	24	12	N/A	N/A
75+	2	1	N/A	N/A
Prefer not to say	3	1	N/A	N/A
<b>Origin</b>				
Scotland	198	98	324	96
Argyll & Bute	104	51	83	25
Elsewhere in Scotland	94	47	241	72
Elsewhere in the UK	2	1	3	1
Outside of the UK	2	1	9	3
<b>Attended event with child(ren) (under 16 years)</b>				
Yes	95	47	N/A	N/A
No	107	53	N/A	N/A

### 5.1.2 Visitor group information

Attendees were asked a number of questions to enable an understanding of who they were visiting the event with.

As shown below, and as discussed previously, attendees were most likely to be visiting with children (47%). The next most common segment was two adult only visitor groups (24%).

**Table 5.2: Visitor group composition**

	Dunoon 2018		Dunoon 2012	
	Number	%	Number	%
1 adult only	16	8	N/A	N/A
2 adults only	48	24	N/A	N/A
3 adults only	14	7	N/A	N/A

4 adults only	16	8	N/A	N/A
5 or more adults only	13	6	N/A	N/A
Adult(s) and child(ren)	95	47	N/A	N/A

The average immediate, and not performing group, party size was 4.75 people. Among those attending the event to spectate there was a much smaller party size of 2.30 whereas competitors attended with a much larger immediate party of 5.71.

Among those with children in their group, the average number of children was 2.87 which compared to other tourism research undertaken by STR is considered fairly high. This finding in itself further illustrates the importance of the event among families and is a reflection of the strong children's programme of events.

The majority of respondents were attending the event not as part of performing group. Meanwhile, the remainder, around a third of the sample, were part of a performing group, like a school group (18%) or choir (15%). These findings are illustrated below.

**Table 5.3: What type of performing group are you part of?**

	Dunoon 2018		Dunoon 2012	
	Number	%	Number	%
None	132	65	N/A	N/A
School group	37	18	N/A	N/A
Choir	31	15	N/A	N/A
Other performing group	2	1	N/A	N/A

The average size of each performance group was around 20 people – a figure which largely comprised of children. This finding highlights the positive impact on event attendance figures and the local economy of attracting more performing groups to the Mòd in future years.

### 5.1.3 Type of attendees

Respondents were asked to state their main reason for attending the event. The most common type of attendee was friend or family member of competitor (46%). This is a higher result compared to the last time the Mòd was in Dunoon in 2012 as this segment accounted for only 30% of attendees. However, it is to be noted that this comparison is based on selected findings and does not constitute a direct comparison with the 2012 research.

The next most common segment in 2018 was spectators accounting for 25% of respondents followed by competitors (22%). The latter result compares to 34% in 2012 which suggests that the Mòd in 2018 attracted a higher ratio of spectators to competitors than in 2012.<sup>4</sup>

**Table 5.4: What is your main reason for attending the Mòd?**

<sup>4</sup> Selective results from the 2012 survey are 'Spectator at daytime events' (6%), 'Attending social events in evenings' (1%) and 'Other' (11%).

	Dunoon 2018		Dunoon 2012	
	Number	%	Number	%
Friend / family of competitor	93	46	100	30
Spectator	50	25	N/A	N/A
Competitor	45	22	113	34
Other	14	7	N/A	N/A

#### 5.1.4 Attendee type of trip

There was an even split of attendees travelling to the event on a day trip from home and those who were staying away from overnight. Based on a crude comparison with the data available from the 2012 study, there is evidence of more day visitors to the event (and fewer visitors who stayed overnight) in 2018.

**Table 5.5: What is your main reason for attending the Mòd?**<sup>5</sup>

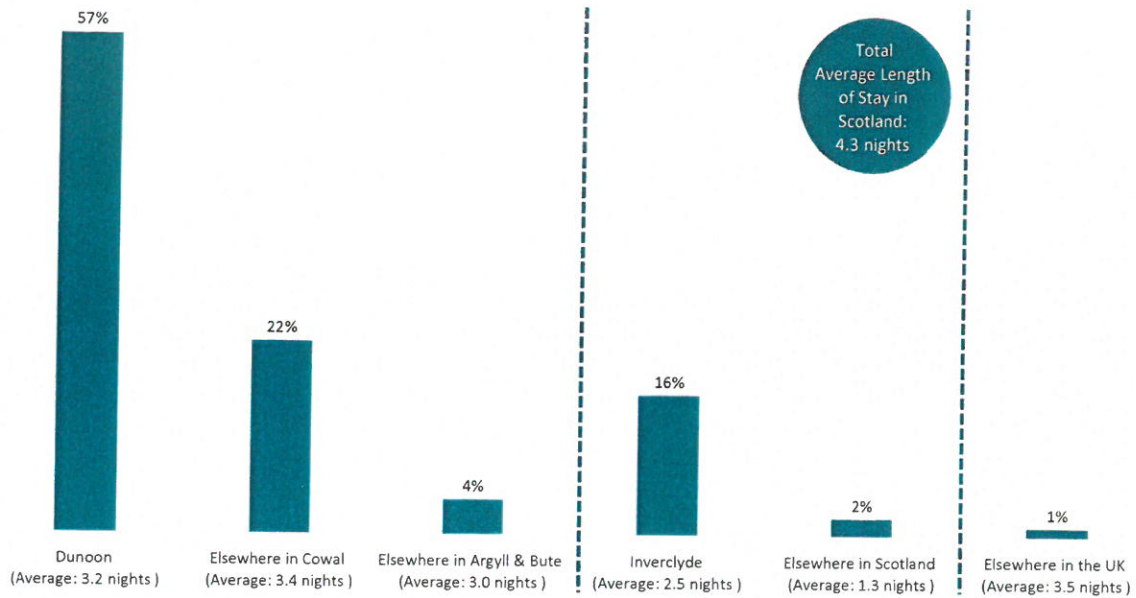
	Dunoon 2018		Dunoon 2012	
	Number	%	Number	%
On a day trip from home	101	50	243	23
Staying away from home overnight	101	50	75	74

Those who were staying away from home overnight were asked where they were staying as part of their broader trip and how many nights they were staying away from home.

#### 5.1.5 Staying visitors to the Mòd

**Chart 5.1: How many nights are you staying away from home on this trip?**

<sup>5</sup> Note: the table shows a crude comparison of results. The specific answer options in 2012 were: 'While staying away from home with specific purpose of attending the Mòd' (67%), 'From home in Argyll and Bute' (11%), 'More general day trip from home outside Argyll and Bute (the host area), not specifically for the Mòd' (2%), 'On a day trip from home from outside Argyll and Bute (the host area)' (10%), 'Staying away from home while a on a more general holiday/a short break (i.e. Mòd is incidental to the wider trip)' (7%), 'Other' (3%).



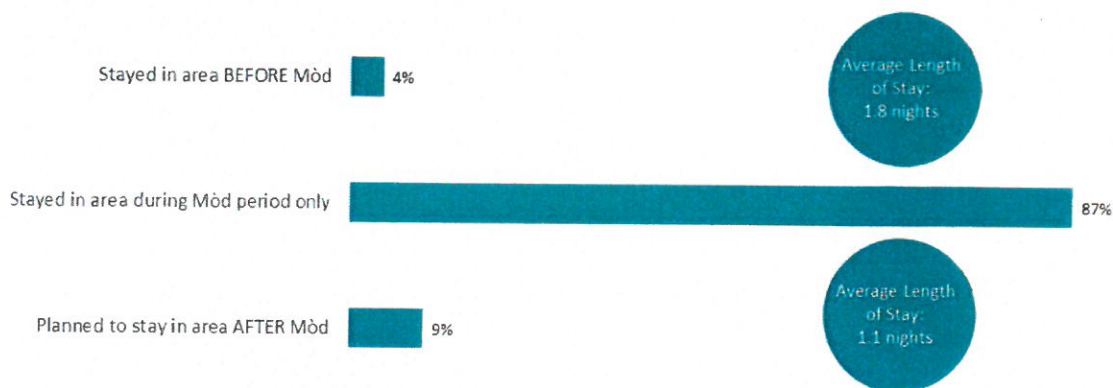
As shown above, the slight majority of staying visitors stayed in Dunoon (57%). The next most common area to stay outside of Dunoon was elsewhere in Cowal (22%) and Inverclyde (16%).

Overall, 82% of staying visitors (or, put differently, 41% of all Mòd visitors) stayed in Argyll & Bute in 2018 and the average length of stay among these visitors was 3.4 nights.

Overall, the average length of stay in Scotland for visitors who were staying away from home overnight was 4.3 nights.

The survey this year also asked attendees if they had stayed in Dunoon or the broader Cowal area before the Mòd and/or were planning to extend their stay after the Mòd.

**Chart 5.2: Did you stay or are you planning to stay in Dunoon or the broader Cowal area before or after the Mòd?**



As shown above, the vast majority (87%) of attendees were only staying in the area to coincide with the event. However, 4% stayed in the area before the event and 9% were planning to stay at least one night after the event. Although, these are relatively low percentages of overall attendees, the results highlight an increased economic impact to a destination with hosting the Mòd as some event goers extend their stay in the area.

As in 2012, the most common form of accommodation was hotel used by over a third of overnight attendees. There was an increase in the use of rented properties compared to 2012 which was partly at least a reflection of increase in supply due to Airbnb. Similarly, also likely to be influenced by the growth of Airbnb, local B&Bs and guest houses hosted proportionally more guests compared to 2012 (22% versus 15%).

**Table 5.6: What type(s) of accommodation have you used / will you be using?**

	Dunoon 2018		Dunoon 2012	
	Number	%	Number	%
Hotel	36	36	96	34
Rented apartment / house / caravan (including Airbnb) <sup>1</sup>	32	32	76	27
Guest house / B&B	22	22	42	15
Staying with friends / relatives	9	9	23	8
Tent / motorhome <sup>2</sup>	5	5	10	4
Hostel <sup>3</sup>	3	3	6	2
Other	1	1	30	11

Note 1: 2012 response options was 'Rented Property/Hired Caravan'

Note 2: 2012 response option was 'Own Caravan/Motor Van/Tent'

Note 3: 2012 response option was 'Hostel/Activity Centre'

## 5.2 Importance of the Mòd on the decision to visit Dunoon

Respondents were asked a range of questions to determine the importance of the event on their decision to come to the area. In addition to enabling an understanding of drivers in the decision to visit the event, analysis from these questions facilitate an economic impact of the value of the event to the local area.

### 5.2.1 Reason(s) for coming to Dunoon

The Mòd was the only reason for coming to the Dunoon area among 59% of respondents and was the main reason to visit the area among a further 17%. Meanwhile, for the remainder, the Mòd either had no influence on the decision to visit (13%) or was one of a number of reasons for coming to the area (10%).

**Table 5.7: Which of these statements best describes your reason(s) for coming to the Dunoon area on this visit?**

	Dunoon 2018		Dunoon 2012	
	Number	%	Number	%

The Mòd was my only reason for the visit	120	59	N/A	N/A
The Mòd was the main reason for the visit	34	17	N/A	N/A
The Mòd had no influence on the decision to visit	27	13	N/A	N/A
The Mòd was one of a number of reasons for the visit	21	10	N/A	N/A

Whilst there is no directly comparable data from 2012, there is evidence to suggest that the Mòd had a weaker impact in drawing attendees in 2018 compared to 2012. In 2012, 88% of respondents were in the area with the specific purpose of attending the Mòd.<sup>6</sup> There is a suggestion, therefore, compared to the above findings, that fewer attendees were specifically in the area for the event in 2018.

### 5.2.2 What attendees would have done if not come to the Mòd

**Table 5.8: If you had not come to the Mòd today, which statement best describes what you would have done instead?**

	Dunoon 2018		Dunoon 2012	
	Number	%	Number	%
I would have stayed at home / or gone to work	138	68	N/A	N/A
I would have visited somewhere else in Scotland	22	11	N/A	N/A
I would have visited Dunoon anyway	21	10	N/A	N/A
I would have visited somewhere else in Argyll & Bute	18	9	N/A	N/A
I would have visited somewhere else outside of Scotland	3	1	N/A	N/A

As shown above and consistent with earlier analysis, most respondents (68%) would not have undertaken a leisure trip to the area if the Mòd had not been taking place. Meanwhile, among those who would have undertaken a different activity if the Mòd had not been taking place, most would have visited Dunoon anyway (10% of the sample) or somewhere else in Argyll & Bute (9%).

<sup>6</sup> This figure is derived from summing together the following three response options from Table 5 of the 2012 report: 'While staying away from home with specific purpose of attending the Mod' (67%), 'From home in Argyll & Bute' (11%) and 'On a day trip from home from outside Argyll & Bute' (10%).



Although there is no direct comparison available with the previous research conducted for the Dunoon Mòd in 2012, there is a sense that the Mòd had a similar level of importance. Seventy-five percent of the ‘regular followers’ of the Mòd – a group which is not quantified in the previous report – would either not have taken a leisure trip or would have taken one outside of Scotland if they had not attended the Mòd on that day, which is broadly comparable with the findings in 2018.

### 5.3 Planning and booking the Mòd

#### 5.3.1 How found out about the Mòd

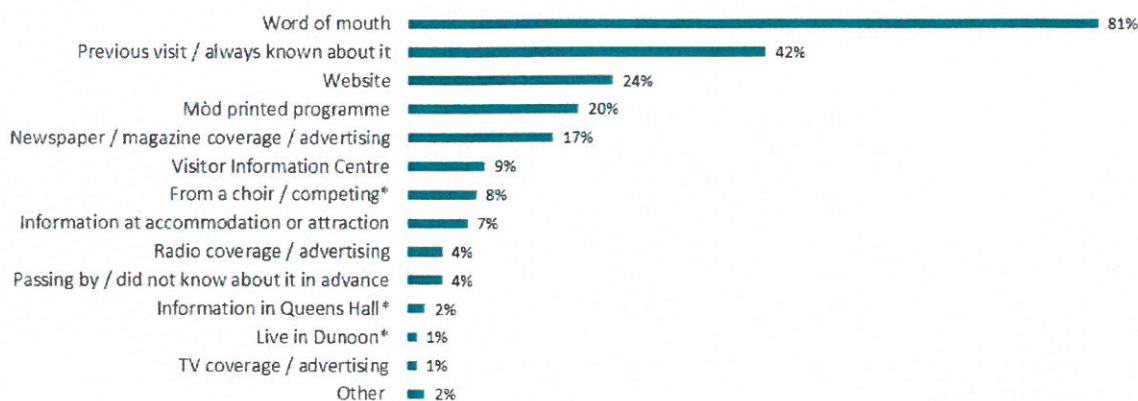
As shown below, word of mouth was the key form of finding out about the event, mentioned by 81% of attendees.

Highlighting the regular appeal of the event among attendees, the second most common form of finding out about the event was a previous visit / always known about it (42%).

Websites, the Mòd programme and media coverage were also fairly important forms of information which helped to raise awareness, mentioned by 24%, 20% and 17%, respectively.

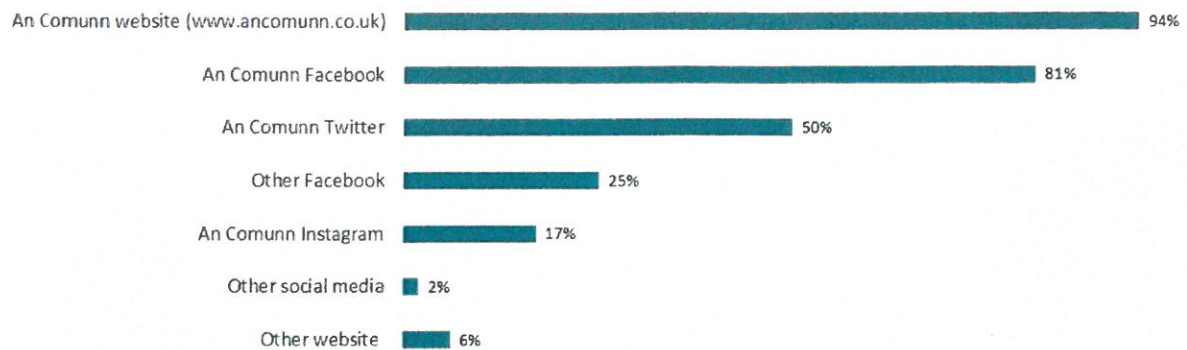
In particular, newspaper and magazine coverage and advertising was the second most common source of information among spectators (mentioned by 34%).

**Chart 5.3: How did you find out about the Dunoon 2018 Mòd?**



As shown below, the most common websites that attendees used to find out about the events were An Comunn official website (used by 94% of those who used a website to find out about the event) and the An Comunn Facebook page (81%).

**Chart 5.4: Which website(s) did you use to find out about the Dunoon 2018 Mòd?**

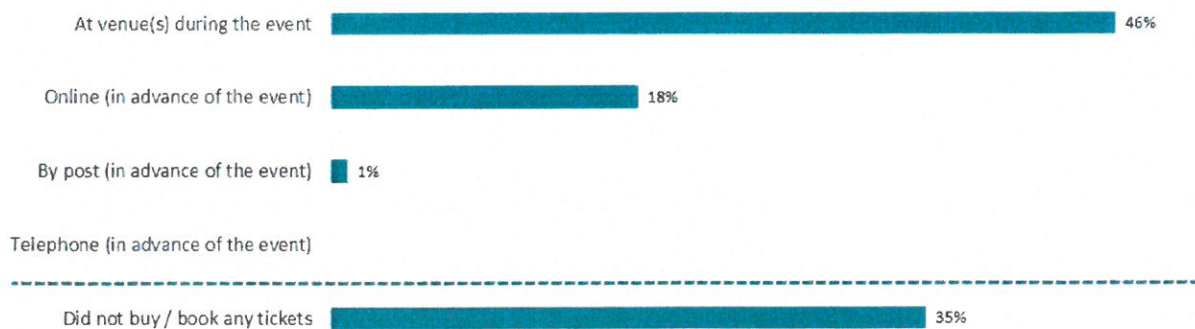


### 5.3.2 How booked tickets for the event

Just under half (46%) of attendees bought tickets during the event itself at specific venues. As to be expected, this was most pronounced among spectators with 80% doing so. Meanwhile, 18% of attendees bought tickets in advance online. Online ticket purchases were more common among competitors and friends and family accompanying competitors than spectators. This finding perhaps highlights a lack of awareness among spectators to purchase tickets from alternative channels.

Whilst around two-thirds (65%) indicated that they bought a ticket for the event, the remainder (35%) did not buy or book any tickets. Competitors and those accompanying competitors were more likely than spectators to not buy or book tickets.

**Chart 5.5: What was your main method of buying tickets for the event?**

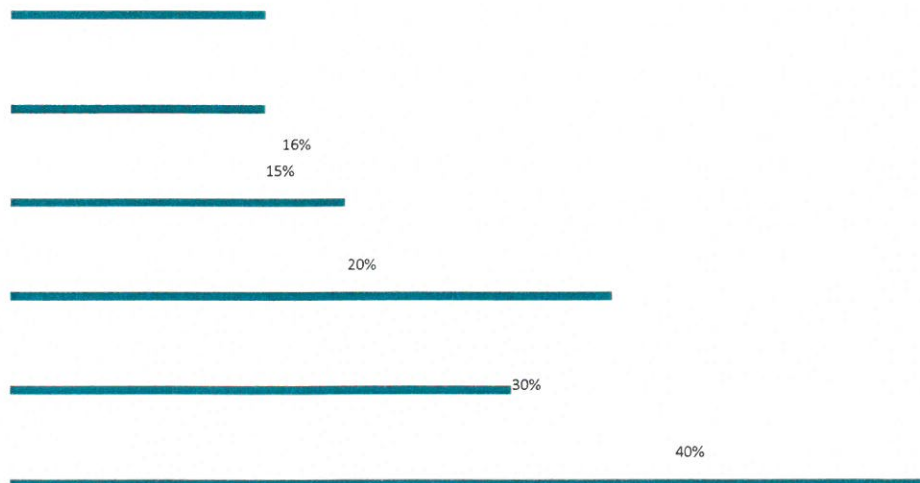
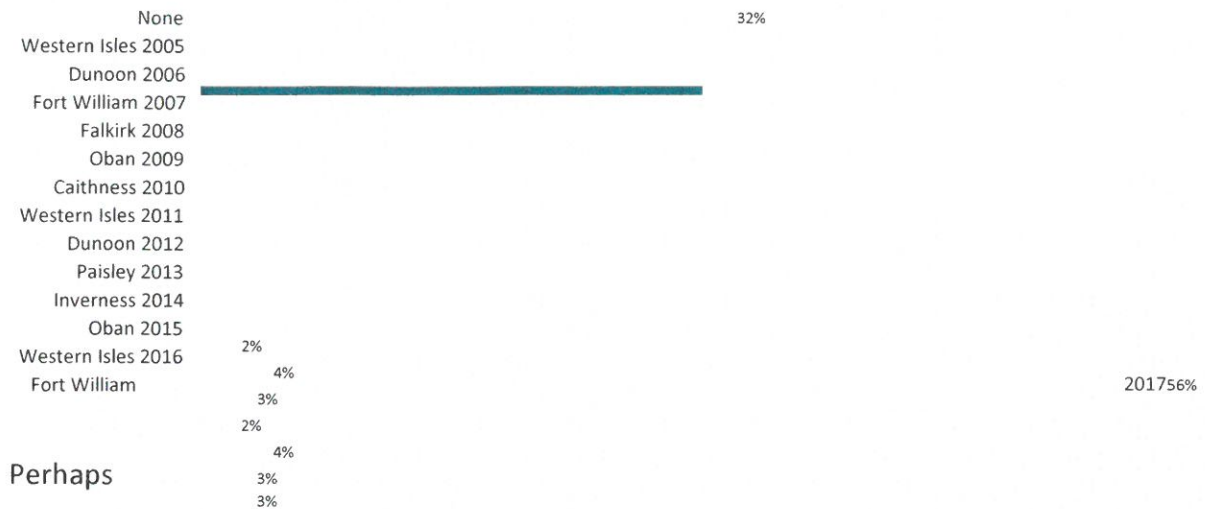


## 5.4 Engagement with the Mòd

### 5.4.1 Previous engagement with the Mòd

As shown below, the majority (68%) of attendees had previously attended the Mòd in the last 13 years.

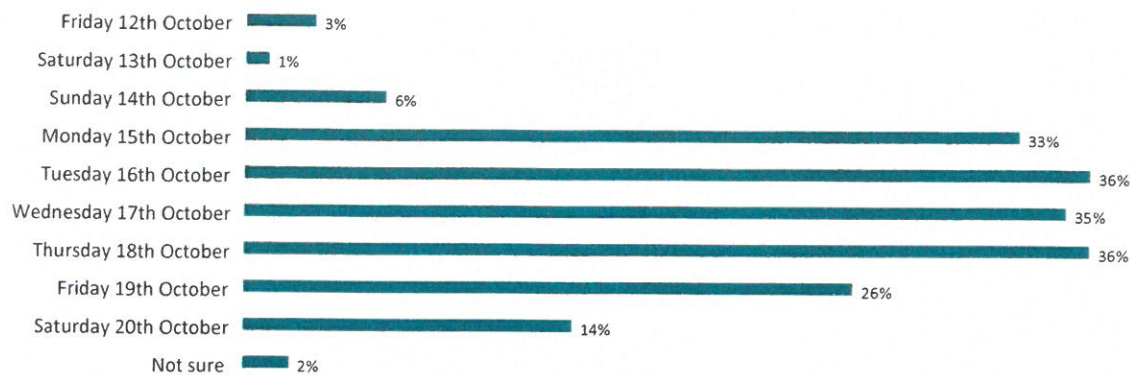
**Chart 5.6: Which of these previous Mòds have you attended?**



unsurprisingly, the most common Mòd previously attended was last year’s event in Fort William – 56% of attendees in 2018 had attended the event. Likely a reflection of the geographical location of the host town of Dunoon in Argyll & Bute, the second most common Mòd previously attended was Oban in 2015.

#### 5.4.2 Days attended / planning to attend

Chart 5.7: Which day(s) of the Mòd have you attended and/or do you intend to attend?



As shown above, the most popular days of the event were Monday (15<sup>th</sup> October) to Thursday (18<sup>th</sup> October). The most popular day to attend the event among both competitors and spectators was Thursday (18<sup>th</sup> October). Meanwhile, among those attending the event to accompany friends or relatives who were competing, the most popular day to attend was Tuesday (16<sup>th</sup> October). This result is likely due to these visitors tending to accompany their children and aligns with the children’s events and competitions which took place on that day.

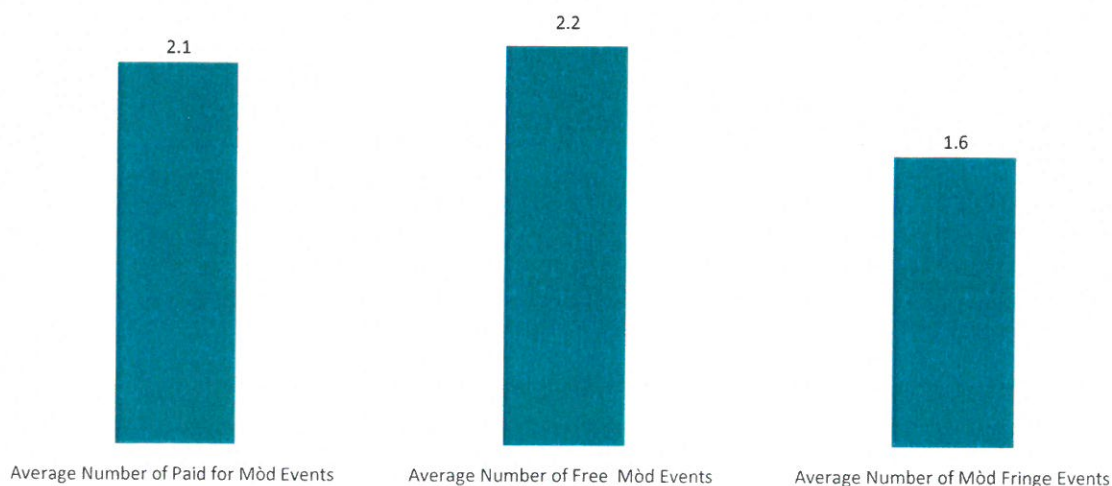
On average attendees visited two days of the Mòd. There was a slightly lower level of engagement among spectators as they visited on average between one or two days of the event.

#### 5.4.3 Number of events attended

There was evidence of strong engagement with the programme of events as respondents attended around 2 paid events and around 2 free events during the period of the Mòd.

Engagement with Mòd Fringe events was lower as not only did fewer respondents attend an event (see below section), those who attended events went to fewer Mòd Fringe events compared to the main Mòd programme.

**Chart 5.8: How many events do you expect to attend at this year’s Mòd?**



#### 5.4.4 Activities undertaken / to be undertaken while attending the Mòd

Attendees were asked about their plans to undertake activities in the area as part of their trip to the Mòd. As shown below, most respondents undertook or planned to undertake leisure activities whilst in the area.

Undertaken by 89% of respondents at least once, the most common activity overall was eating out in the Dunoon area.

The next most popular activity was attending paid for Mòd performances (undertaken at least once by 87% of respondents) followed by shopping (78%), attending free Mòd performances (72%) and attending Mòd Fringe events (64%).

**Table 5.9: To what extent will you be undertaking the following activities while attending this year's Mòd in Dunoon?**

	2018	2012	2018	2012	2018	2012	2018	2012
	Most days %	Most days %	Some days %	Some days %	Once only %	Once only %	None %	None %
Attending paid for Mòd performances	6	N/A	37	N/A	44	N/A	10	N/A
Attending free Mòd performances	6	N/A	42	N/A	24	N/A	24	N/A
Attending Mòd performances (i.e. free and/or paid)	8	61	46	23	44	14	2	3
Attending Mòd Fringe events	1	N/A	36	N/A	27	N/A	27	N/A
Eating out in the Dunoon area	24	56	29	28	36	10	8	5
Visiting pubs and bars in the Dunoon area	8	38	31	30	22	7	35	20
Shopping in the Dunoon area	3	28	44	42	31	11	20	14
Visiting attractions and/or places of interest in the Dunoon area	2	7	30	25	12	12	49	49
Visiting other areas / attractions / places of interest elsewhere in Argyll & Bute	1	N/A	23	N/A	7	N/A	60	N/A

Note 1: The 2012 questionnaire asked about activities undertaken / to be undertaken in Argyll & Bute whilst the 2018 questionnaire asked about activities undertaken / to be undertaken in Dunoon. Note 2: Table excludes 'Don't know'

As shown above, there was evidence of notably lower levels of engagement with the surrounding area compared to the 2012 research. However, as noted above, it should be borne in mind that the questionnaire in 2012 evaluated activities undertaken within Argyll & Bute rather than in the town of Dunoon, as evaluated in 2018.

## 5.5 Rating the Mòd

To enable an assessment of the overall success of the event, respondents were asked to evaluate a number of aspects of the Mòd.

### 5.5.1 Evaluation of the Mòd Fringe

Those who attended a Mòd Fringe event were asked how the Mòd Fringe compared to previous years.

As shown below, just over a quarter (26%) had visited a Mòd Fringe event for the first time.

Among those who had previously attended a Mòd Fringe event, there was broadly a consensus that the Mòd Fringe was the same, if not better, compared to previous Fringes.

**Chart 5.9: How does this year's Mòd Fringe compare with others you have attended in the past?**



Note: Average based on calculation where 1 = "Much less good" and 5 = "Much better"

### 5.5.2 Evaluation of specific features of the Mòd

Thirteen specific aspects associated with attending the Mòd in Dunoon were gauged among respondents.

**Table 5.10: Compared to your prior expectations, how satisfied have you been with the following features of this year's Mòd?**

	2018	2012	2018	2012	2018	2012	2018	2012	2018	2012
	Well above %	Well above %	Above %	Above %	Matched %	Matched %	Below %	Below %	Well below %	Well below %
The buzz/overall atmosphere of the Mòd	2	6	23	16	62	47	0	11	0	1
Dunoon as the host destination for the Mòd	1	7	23	20	62	54	<1	4	0	2
Your overnight accommodation	3	9	18	16	35	35	<1	8	0	2

Mòd competition venues	<1	7	19	16	66	58	0	3	0	0
Mòd Fringe events	1	4	16	12	47	33	0	2	0	0
Visitor attractions	2	3	13	6	44	35	<1	6	0	1
Information on the Mòd	1	6	14	13	67	53	1	10	0	0
Organisation of the Mòd	<1	10	14	15	65	57	3	5	0	0
The wider "town centre" experience in Dunoon	1	4	12	7	61	46	6	11	0	1
Local restaurants/cafes	1	5	12	19	71	45	4	8	0	1
Local pubs/bars	2	4	6	12	55	40	5	3	0	0
Local shopping	1	5	7	8	64	45	5	12	0	1
The food offer	1	3	7	9	66	39	1	4	0	1

Note 1: Table excludes 'No comment'

Note 2: Data ordered by highest to lowest in terms of expectations being exceeded

Generally, there was evidence of lower satisfaction of the host town and elements associated with the Mòd compared to 2012 as respondents stated that their expectations had less regularly been exceeded in 2018.

However, there were a few exceptions to this general trend. Mòd Fringe events, the buzz / atmosphere of the event along with the range of visitor attractions on offer in Dunoon were all perceived more positively in 2018.

The highest levels of satisfaction or, put differently, the highest incidences of expectations being exceeded were recorded for the overall atmosphere of the event, Dunoon as the host destination and overnight accommodation: for each of these elements over 20% of respondents stated that their expectations had been exceeded.

On the other hand, the lowest levels of satisfaction were evident for shopping, pubs/bars and the food offer in Dunoon: for each of these elements fewer than 10% of respondents stated that their expectations had been exceeded.

However, at an overall level, respondents were generally satisfied with Dunoon and elements of the Mòd as each of the 13 elements was rated above the midpoint of 3 using a Likert scale from 1 to 5 with 1 being 'Well below expectations' and 5 being 'Well above expectations'.<sup>7</sup>

### 5.5.3 Likelihood to return to Argyll & Bute for future leisure visit

Respondents were asked how likely they would be to return to Argyll & Bute for a future leisure visit.

<sup>7</sup> A Likert scale is a type of rating scale used to measure attitudes or opinions with a neutral midpoint.

Among those who do not live in Argyll & Bute, there was a high likelihood that they would return to the area for a future leisure trip as 73% stated a level of likelihood of 4 or 5 out of 5 that they would return.

**Chart 5.10: How likely are you to return to Dunoon and/or the wider Argyll & Bute area for a future leisure visit?**



It is not possible to make direct comparisons with the data collected for the 2012 event. However, there is a suggestion that visitors to the Mòd are more likely to return to the area for a future visit compared to 2012 as only 3% (or, put differently, 6% of visitors living outside of Argyll & Bute) indicated that it was not at all likely that they would return to the area compared to 8% who stated 'Definitely not' in 2012.

#### 5.5.4 Likelihood to attend the 2019 Mòd in Glasgow

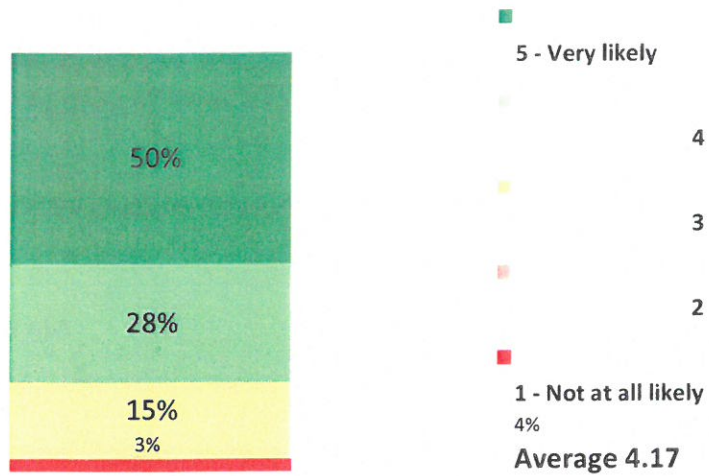
Respondents were asked about their likelihood to go to the Mòd in Glasgow in 2019.

As shown below, there was a high level of likelihood of returning next year with nearly 80% attributing a level of likelihood score of 4 or 5 out of 5.

Competitors and friends or family members of competitors appear more likely to visit the Mòd next year compared to spectators as average level of likelihood scores of 4.56, 4.43 and 3.50 were recorded for competitors, friends or family members of competitors and spectators, respectively.

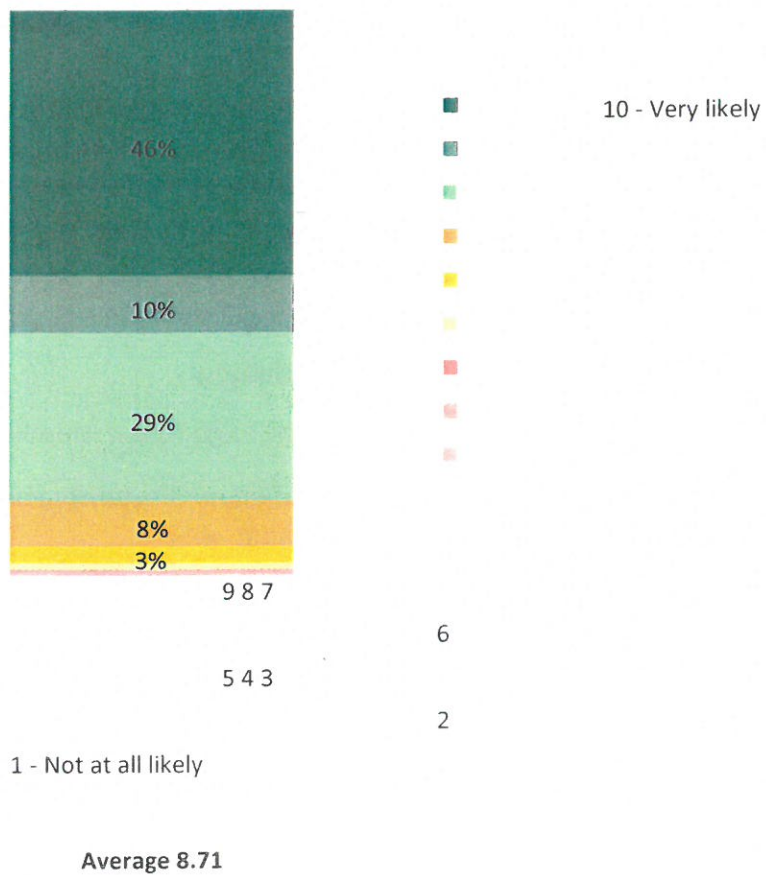
**Chart 5.11: How likely are you to attend the Royal National Mòd in Glasgow next year?**





### 5.5.5 Likelihood to recommend the Mòd

**Chart 5.12: How likely are you to recommend the Royal National Mòd to friends / relatives?**



As shown above, overall there was a high level of satisfaction as an average likelihood to recommend score of 8.71 was recorded.

From this analysis, we can derive a Net Promoter Score (NPS) for the Mòd which helps to evaluate underlying loyalty among attendees of the event.<sup>8</sup>

Using the logic as described in the footnote, the NPS for the Mòd is 49. A score of this magnitude is very positive and indicates a high level of loyalty with the event among its customer base.

Consistent with earlier analysis, competitors and friends or family of competitors attributed higher levels of satisfaction compared to spectators: likelihood to recommend scores of 9.31, 8.98 and 7.74 were recorded, respectively.

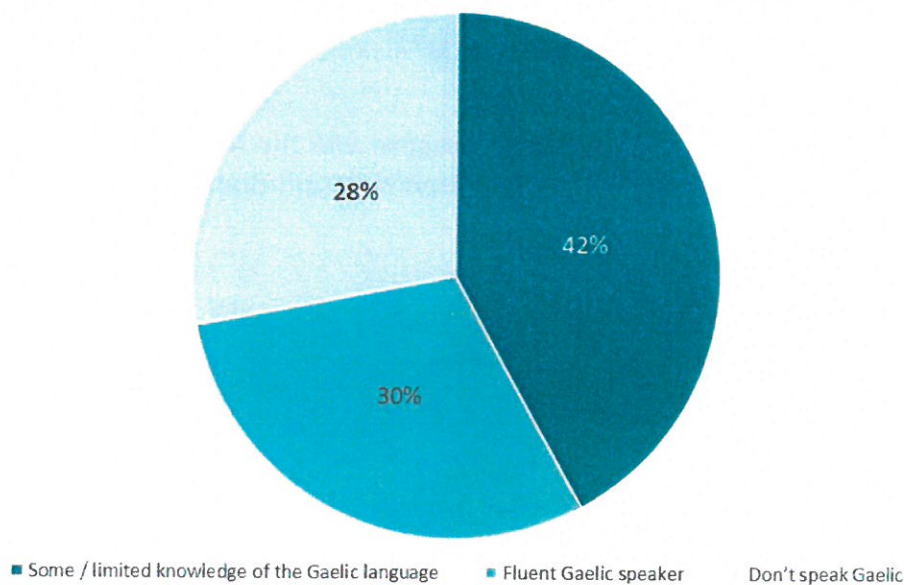
## 5.6 Gaelic language & culture assessment

Over the years the evaluation has captured feedback and insights on attitudes and engagement towards the Gaelic language. In 2018, new questions were added to the questionnaire to evaluate this aspect.

### 5.6.1 Gaelic language skills

As shown below, the vast majority (72%) had some knowledge of Gaelic. That said, it was most common for attendees to only have some or a limited knowledge of Gaelic.

**Chart 5.13: Which of the following best describes your Gaelic language skills?**

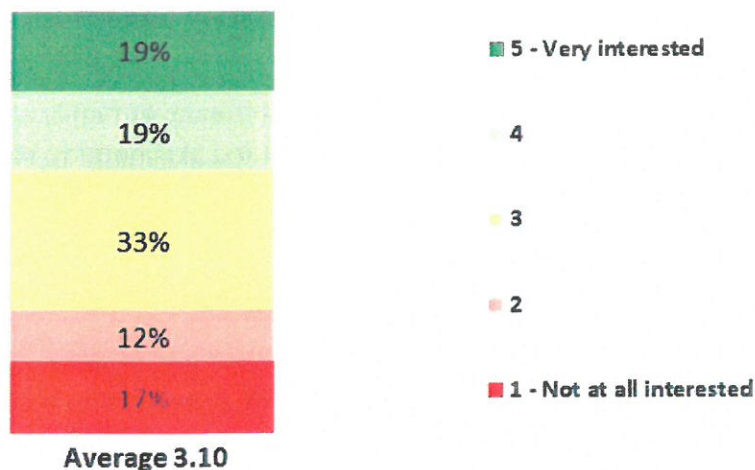


Competitors were far more likely than spectators and those accompanying competitors to speak any Gaelic with 98% doing so whereas spectators had the least knowledge of Gaelic.

<sup>8</sup> The Net Promoter Score (NPS) is a measure to determine loyalty to a good or service among customers. It is calculated by deducting Detractors (those who rate a good or service from 1 to 6 out of 10) from Promoters (those who rate a good or service 9 or 10 out of 10). A NPS score above 0 is considered “good” or “positive” whilst a score above 50 is considered “excellent” and a score above 70 is considered “world class”.

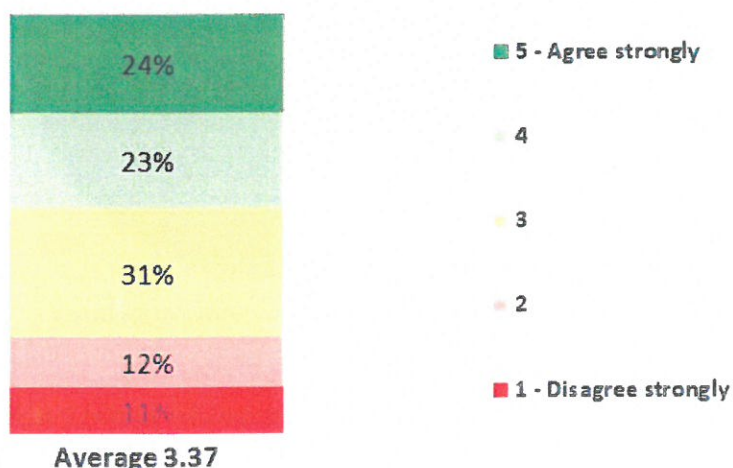
## 5.6.2 Attitudes towards Gaelic

**Chart 5.14: To what extent are you interested in learning and improving your Gaelic language skills?**



There were contrasting levels of interest in expanding knowledge of Gaelic as a cross-section of attendees (19%) were very interested in doing so whilst, conversely, a similar sizeable proportion (17%) of attendees were not at all interested. The contrasting opinions were largely influenced by the different types of attendees as competitors were most likely to be interested in improving their Gaelic skills whilst the opposite was true for spectators. The average level of interest scores were 3.69 (out of 5) and 2.74, respectively, for these two types of attendees.

**Chart 5.15: To what extent do you agree or disagree with the following statement: "Attending the Royal National Mòd has increased my aspirations to improve my Gaelic language skills."**



There was a similar albeit less stark trend to that described above as widespread views regarding the Mòd's role in increasing aspirations to improve Gaelic language skills were recorded. A reflection of their higher levels of interest in Gaelic, competitors were more likely than those accompanying competitors and spectators to be inspired by the Mòd to

improve their Gaelic. The average level of agreements scores with the above statement among the three audiences were 4.02, 3.40 and 2.88, respectively.

## 6. Economic Impact Findings

In this section of the report we undertake an assessment of economic impact, employment impact and return on investment created by the hosting of the Royal National Mòd in Dunoon.

The economic impact of an event has been defined as "the net economic change in a host community that results from spending attributed to a sports event or facility".<sup>9</sup> The key elements of economic impact are:

- Visitor Spend
- Organiser Spend

This study aimed to ascertain the levels of both at the Mòd and to assess the economic and employment impact of the event.

### 6.1 Direct expenditure & multiplier effects

Direct Economic Impact measures the 'first round' of spending, i.e. direct transactions between those outside the host economy and those inside the host economy – for example between a visitor and the owner of a local restaurant or accommodation establishment.

Multiplier analysis can then be used to estimate the impact of the event on further levels of the economy and on employment.

### 6.2 Defining the "Host Economy"

The starting point for calculating the Direct Economic Impact attributable to an event is to formally establish the geographical area i.e. the Host Economy. The Host Economy is generally defined as a city, county, region or country and the choice of the host economy may be influenced by the remit of the main agencies providing financial support to the event.

In the case of the Royal National Mòd in Dunoon, it is appropriate to define the "host economy" as Dunoon (and for all intents and purposes including the adjacent Cowal communities of Kirn, Hunters Quay, Sandbank etc.) or, for some of the analysis, the wider local authority area of Argyll & Bute.

### 6.3 Estimating direct expenditure

Direct expenditure is the amount of money spent directly in the host economy as a result of staging the Royal National Mòd. Estimating levels of direct expenditure requires information on:

- Number of participants
- Expenditure per person

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<sup>9</sup> "Conducting economic impact studies of recreation and parks special events" Douglas M. Turco, Craig W. Kelsey. National Recreation and Park Association, c1992.

- Average length of stay

These values were obtained from the organiser or by incorporating appropriate questions into the survey questionnaire. Direct expenditure also accrues from organiser spend in the local area and this information has been derived from information made available from the event organiser.

#### 6.4 Attendance numbers

The total number of attendees was derived from organiser figures and was agreed to be 7,456. This figure includes all competitors, family and friends, spectators and other visitors – including media representatives, staff and volunteers. The 7,456 includes an estimated 1,393 young people (also derived from organiser attendance figures) who participated in the junior events. These events took place in the earlier days of the week of the Mòd and because of their age, these participants were not included in the visitor survey, although the accompanying adults were. Expenditure from young children is unlikely to be significant and is likely to have been recorded in the responses from the participating adults.

Therefore, the survey findings have been derived on the basis of an eligible audience size of 6,063 participants who are aged 16 and over. This figure has been used as the basis for all subsequent economic impact analysis.

The survey methodology allowed estimates of average expenditure and length of stay to be made based on the main reasons for people to visit the Mòd – as competitors, family and friends, spectators or “other” visitors (including media, organisers, volunteers etc.).

#### 6.5 Length of stay

By incorporating suitable questions into the visitor survey it was possible to estimate the average length of stay in each category of visitor (Table 6.1).

**Table 6.1: Average length of stay**

Category of Visitor	Average Length of Stay (Nights for Staying and Days for Non-Staying Visitors)
<b>Staying</b>	
Competitors	3.29
Family & Friends	3.09
Spectators	4.90
Other	3.60
<b>Non Staying</b>	
Competitors	1.29
Family & Friends	1.36
Spectators	1.50

Other	2.25
-------	------

## 6.6 Expenditure analysis

The Scottish Tourism Multiplier Study undertaken in 1992 by the Scottish Office, Scottish Enterprise and Highlands & Islands Enterprise identified a number of expenditure categories to be taken into consideration when assessing the economic impact of tourism projects.<sup>10</sup> These categories were adopted for this study and are as follows:

- Accommodation (Staying visitors, excluding VFR)
- Eating and drinking in cafes, pubs & restaurants
- Shopping
- Entertainment excluding Mòd events (including visits to attractions, events & tours)
- Travel & transport to and around Dunoon (including parking, fares & fuel)

Visitors to the Mòd were asked to identify their main reason for attending. Dependent upon their response it was possible to identify four categories of visitors and to calculate average expenditure values for each of the expenditure categories for each type of visitor - either staying or non-staying visitors - in each category. It was then possible to estimate the total direct expenditure in each group of visitors.

The direct expenditure in each category of visitor is shown in Table 6.2. **Table 6.2: Direct expenditure by category of visitor**

Category of Visitor	Direct Expenditure
<b>Staying</b>	
Competitors	£587,669
Family & Friends	£447,523
Spectators	£178,766
Other	£59,871
<i>Total</i>	<i>£1,273,829</i>
<b>Non Staying</b>	
Competitors	£37,275
Family & Friends	£96,994
Spectators	£86,458

<sup>10</sup> Scottish Tourism Multiplier Study 1992, ESU Research paper No. 31 January 1993

Other	£15,897
<i>Total</i>	<i>£236,624</i>

Table 6.2 shows that the highest levels of direct expenditure were generated by staying competitors followed by their family and friends rather than spectators reflecting the social and community based nature of the event as a gathering place for Gaels.

Non staying visitors indicated that in general, they attended for more than just a single day, again reflecting the nature of the Mòd as a celebration of Gaelic culture and to which they returned on more than one day as day visitors. The Mòd is not only an event which attracts spectators but primarily brings competitors, families and friends together.

### 6.7 Estimating the total expenditure of all visitors to the Mòd

To estimate the “top line” direct expenditure generated by the Mòd we examined expenditure within the four categories of visitor – participants, spectators, friends and family and “other” – and using the average spend values obtained in the survey for staying and non-staying visitors in each category aggregated up to an overall figure

Based on this approach, it is estimated that the direct expenditure generated at the Mòd was around £1.51m (Table 6.3).

**Table 6.3: Total expenditure (all visitors)**

Expenditure Source	Estimated Direct Expenditure
Total Direct Expenditure from Staying Visitors	£1,273,829
Total Direct Expenditure from Non Staying Visitors	£236,624
All Direct Expenditure	£1,510,453

### 6.8 Estimating the additional direct expenditure due to the Mòd

The next sections consider the impact of:

- Displacement and additionality
- Deadweight
- Leakage

#### 6.8.1 Displacement, additionality & deadweight

HM Treasury Green Book defines additionality as:

*“a real increase in social value that would not have occurred in the absence of the intervention being appraised.”<sup>11</sup>*

Essentially we are concerned with what happened over and above what would have happened anyway – the *additional* impact. To address this, suitable questions were

<sup>11</sup> “The Green Book - Central Government Guidance On Appraisal And Evaluation” HM Treasury 2018

incorporated into the survey to identify the impact of the Mòd in creating expenditure that was additional to that which would have happened in the host economy in the event that the Mòd did not take place in the area. The aim was to investigate:

- To what extent did the Mòd create economic impact that would not otherwise have occurred in Dunoon (additionality)?
- To what extent would visitor expenditure have taken place anyway (deadweight)?
- To what extent did it displace economic activity from other parts of Argyll and Bute and within Scotland as a whole (displacement)?

These issues were researched through placing appropriate questions in the survey. Displacement and additionality factors were then built into the analysis based on the £1,510,453 of estimated total direct expenditure. The findings were that:

- 10% of visitors would still have visited Dunoon if the Mòd had not taken place
- 7% would have visited somewhere else in Argyll & Bute if the Mòd had not taken place
- 11% would have visited somewhere else in Scotland, excluding elsewhere in Argyll & Bute if the Mòd had not taken place
- 69% would not have undertaken a visit anywhere else in Scotland, being more likely to have gone to work, stayed at home or, for only 1%, visited somewhere outside Scotland.

Based on these findings, it is estimated that 87% of the estimated total expenditure taking place in Dunoon as a result of the Mòd is *additional* to that which would otherwise have occurred if the Mòd had not taken place. This means that:

- £1.31m of direct expenditure is additional expenditure in Dunoon and created only by the Mòd
- At the Scottish level, it is estimated that the Mòd has generated an additional £1.04m of direct expenditure
- £151k of expenditure would still have accrued in Dunoon if the Mòd had not taken place

These findings are shown in detail in Table 6.4

**Table 6.4: Estimates of additional expenditure**

	%	Expenditure
% Additional to Dunoon	87%	£1,314,094
% Additional to Scotland	69%	£1,042,213
% Deadweight in Dunoon	10%	£151,045

In summary, the Mòd has generated additional visitor expenditure of around £1.3m in Dunoon.



### 6.8.2 Leakage of accommodation expenditure

Given the location of Dunoon on the eastern coast of the Cowal peninsula and connected to the central belt by regular passenger and vehicle ferry links, we were interested to investigate if expenditure on accommodation was leaking from the area to other parts of Scotland – mainly Inverclyde - during the event. By building an appropriate question into the visitor survey we were able to ascertain that:

- 18% of accommodation expenditure accrued elsewhere rather than in Argyll and Bute
- 17% of this expenditure took place in Inverclyde

Table 6.5 shows the impact of that leakage on visitor expenditure on accommodation in Argyll & Bute.

**Table 6.5: Leakage in accommodation spend**

	Expenditure / %
Estimated Accommodation Spend	£508,231
% Spend Outside Argyll & Bute - Inverclyde	17%
% Spend Outside Argyll & Bute - Elsewhere	1%
% Spend Outside Argyll & Bute – Total	18%
Leakage	£91,482
Net Accommodation Spend Argyll & Bute	£416,749

It is estimated that around £91k of expenditure on accommodation was displaced from Argyll and Bute mainly to Inverclyde, probably as a result of lack of accommodation availability in Dunoon to cope with the demand generated by the Mòd. No occupancy data is available but it is assumed that for the duration of the Mòd, local room occupancy in Dunoon was 100% whilst there was overspill which benefited accommodation in Greenock and Gourock in particular. It is possible that there may also have been some leakage in the other expenditure categories but the survey was not designed in a manner which would allow that to be identified.

The leakage effect appears to be quite specific to Dunoon as most of the other Mòd venues in the Highlands and Islands – Fort William, Oban, Stornoway, and Inverness – are located more centrally with no ready access to adjacent areas and have a more substantial accommodation base which reduces the need for Mòd visitors to book accommodation which is distant from the main venues. It is possible that leakage would occur in Paisley however, where most of the accommodation base is located in the City of Glasgow. In 2005 we undertook an evaluation of the Women’s World Curling Championships which were held in Paisley and significant leakage was found to occur with accommodation spend taking place mainly in Glasgow during that event.

## 6.9 Additional direct expenditure in Dunoon & Cowal generated by the Mòd

Because it is entirely dependent upon the Mòd, all of the pre, post and organiser expenditure can be regarded as additional to the host area. In this section the *total additional* direct expenditure generated as a result of the Mòd taking place has been estimated by taking these expenditure items into account.

### 6.9.1 Impact of organiser spend

Through consultations with An Comunn we ascertained that the expenditure of the organisers which directly accrued to the Dunoon area was around £74,816 over the organising period including the event days.

### 6.9.2 Impact of pre Mòd stays in Dunoon

As a result of questions placed in the survey, it was possible to estimate that:

- There were 121 visitors staying in Dunoon prior to the Mòd □ They stayed an average of 1.75 nights.
- By applying the average spend values obtained in the survey for all visitors, they are estimated to have generated an additional £87k in direct expenditure prior to the Mòd

### 6.9.3 Impact of post Mòd stays in Dunoon & Cowal

For post Mòd visitors, the survey yielded the following estimates:

- There were 273 visitors staying in Dunoon after the Mòd □ They stayed an average of 1.1 nights.
- By applying the average spend values obtained in the survey, they are estimated to have generated an additional £124k in direct expenditure after the Mòd

### 6.9.4 Estimating total additional expenditure

Table 6.6 shows the total additional direct expenditure generated by the Mòd as a result of:

- Additional Visitor spend at the event itself generated by the Mòd
- Organiser expenditure in the Dunoon area
- Pre and post visits by visitors to the Mòd

**Table 6.6: Additional direct expenditure**

	Expenditure
Direct Expenditure after displacement and deadweight	£1,314,094
Leakage in accommodation spend	£91,482
Net Direct Expenditure	£1,222,613
Pre and Post Mòd Direct Expenditure	£211,269
Organiser Spend	£74,816

<b>Grand Total</b>	<b>£1,508,698</b>
--------------------	-------------------

Overall, it appears that the Mòd in Dunoon was responsible for generation of around £1.51m of *additional* direct visitor expenditure throughout the planning, development and delivery stages and as a result of visitor expenditure before, during and after the event.

This value represents the total direct expenditure directly attributable to the organisation and visitor spend taking place only because of the Mòd taking place in Dunoon.

### 6.10 Likelihood to return to Dunoon & Cowal for a future visit

Finally, we ascertained the likelihood of visitors to the Mòd returning to Dunoon and Cowal for a future leisure visit. Around 37% of Mòd visitors indicated that they were likely or very likely to return to the area for a future visit. If we assume that:

- This represents around 2,243 potential returners
- Staying 1.75 nights on average – similar to their pre and post Mòd visit stays
- And each spending an average of £127 per night based on survey findings

Then there is scope to generate a future direct expenditure of around £500,107 of further direct visitor expenditure in the area from visitors returning as a result of attending the Mòd in 2018.

### 6.11 Summary of direct expenditure

The overall direct expenditure picture can be summarised as follows:

- Total Direct Expenditure created by the Mòd           £1.51m
- Net Direct Expenditure after effects of displacement, leakage and deadweight are removed           £1.31m
- Net additional expenditure including pre and post visits and organiser expenditure           £1.51m

## 7. Multiplier Analysis

The concept of the multiplier is based upon the recognition that the various sectors which make up the economy are interdependent. In addition to purchasing primary inputs such as labour, imports etc., each sector will purchase intermediate goods and services produced by other establishments within the local economy.

Thus, any change which affects the level of tourist expenditure by visitors from outside the local economy (such as the Mòd) will not only affect the industry which produces that final good or service but also that industries suppliers and sub-suppliers etc. There are three types of multipliers which relate to expenditure by tourists. These are:

- Direct Effect
- Indirect Effect

- Induced Effect

The **Direct Effect** is that felt by those establishments and their employees where tourist spend their money and include accommodation establishments, restaurants, shops, attractions etc. This is what has been measured in the study so far.

The **Indirect Effect (Type I)** results from the need of an industry which has experienced an increase in demand to make purchases from other industries within an economy in order to produce its output. Thus a change in tourist expenditure on hotel accommodation will have a direct effect on hotel employment plus an indirect effect on the employment of suppliers to the hotel sector.

The **Induced Effect (Type II)** reflects the fact that as income levels rise throughout the economy as a result of the initial change in final demand, a portion of the increased income will be re-spent on final goods and services produced within the local economy. We have not assessed this impact in this study.

### 7.1 Employment multiplier

The data gathered allows estimates to be made of the Type I employment effect which is attributable to the additional expenditure created by the Mòd.

Before estimating the employment multiplier impact it is advisable to reduce estimated tourist spending by around 20% before applying the multiplier to account for taxes on products and final demand imports.

Based on Scottish Government multiplier data we have also been able to estimate the Type I multiplier impact created by the Mòd (i.e. the impact on employment in the economy). Based on the most recently available Scottish Government employment multiplier data which indicates that in 2016 one FTE post in tourism was supported by around £70,240 of visitor spend, we estimate that the total employment impact the Mòd (based on additional direct expenditure at the Mòd of £1,508,698) is to support around 17 Full Time Equivalent (FTE) jobs and 29 FTE by applying the Type I multiplier (Table 7.1).

**Table 7.1: Employment impact**

	Impact
Direct Expenditure After Tax	£1,206,958
Employment multiplier (2016 ScotGov value)	£70,240
FTE	17
Type I Multiplier (2016 ScotGov value)	1.67
D+I from all sources	£2,015.620
Total FTE	29

In summary, the direct and indirect impact of the Mòd has been to create around £2m of direct and indirect expenditure. The employment impact was to support around 17 FTE jobs

locally as a result of additional direct visitor expenditure and up to 29 FTE overall in the wider economy.

## 7.2 Cost per job

We have estimated the cost per job. Based on the 29 FTE jobs supported (Type I multiplier), the cost per job of for each of the key public sector agencies which have a role in generating employment in the Argyll & Bute and Highlands & Islands areas is shown in Table 7.2. **Table 7.2: Cost per FTE job**

Funder	Cost per job
Argyll & Bute Council	£4,114
Highlands & Islands Enterprise	£1,740
Bòrd na Gàidhlig	£2,854
EventScotland	£696
Scottish Government	£696
Local Committee	£540

## 8. Return on Investment Analysis

The Return on Investment (RoI) is the key measure used by EventScotland in their assessment of the value and contribution made as a result of their investment in events throughout Scotland. It is estimated by dividing the net additional direct expenditure of around £1.51m attributed to the Mòd by the funding contribution of each of the major supporters of the event.

Contributions from individual organisations which have helped An Comunn to meet the cost of staging the event and their return on investment are shown in Table 8.1.

**Table 8.1: Return on investment**

Funder	Contribution	RoI
Argyll & Bute Council	£118,202	13:1
Commercial and Other	£96,621	16:1
Bòrd na Gàidhlig	£82,000	18:1
Highlands & Islands Enterprise	£50,000	30:1
EventScotland	£20,000	75:1
Scottish Government	£20,000	75:1
Local Committee	£15,500	97:1

BBC Alba or Scotland	£13,725	110:1
<b>Total</b>	<b>£416,048</b>	

Because the event may not have taken place in the absence of their support, their intervention is assumed to have created the additional visitor expenditure in Dunoon which can be directly attributed to the Mòd – i.e. after displacement and deadweight have been taken into account.

It should also be noted that these RoI values include all of the expenditure arising from pre and post visits and organiser expenditure none of which would be likely to have occurred if the Mòd had not taken place in Dunoon. RoI analysis is important to funders and the above analysis illustrates the extent of return on investment that every partner secures when they invest in the Mòd.

## 9. Conclusions

The research has identified strong appeal of the Mòd among visitors typically living within a few hours drive of this year's location – some 50% of visitors were from Argyll & Bute. In addition, it is evident that the Mòd does well to attract and engage with families – 47% of visitors this year came with children and, among those who did, there were on nearly 3 children in each group.

Supporting the above, there was evidence of an engaged audience at the Mòd as a sizeable majority (68%) had previously visited the event (in the last 13 years). In addition, it is apparent that awareness of the Mòd is largely driven through word of mouth referrals. The two findings combined highlight the need for An Comunn to satisfy a core audience that returns each year and also acts as an ambassador for the event by spreading the word among others.

Most likely a reflection of the appeal among families there are high levels of participation among attendees. Our research this year suggests that around 25% of visitors to the event were competitors. Furthermore, in addition to competing at various events, these individuals along with those who accompanied them and other types of spectators typically attended 5 to 6 events during the period – two paid for event, two free events and one or two Mòd fringe events.

There was a sense that Dunoon acted as a satisfactory, if not very good, host destination for the event in 2018. By-and-large, attendees demonstrated fairly high levels of satisfaction with the range of services and facilities on offer but overall there were less positive perceptions of the town compared to 2012. In particular, the range of shopping and eating and drinking establishments was rated notably lower than the other features of Dunoon evaluated.

Despite the above, the event itself was rated very positively as an average likelihood to recommend score of 8.71 was achieved. This constitutes a Net Promoter Score (NPS) of 49

which indicates a high degree of loyalty among attendees. Furthermore, whilst there were poorer perceptions overall of Dunoon, there were a few features, including perceptions of the Mòd Fringe and the general buzz and atmosphere of the event, which outperformed 2012. These aspects combined with a sense of strong underlying support among audiences, especially the competitors themselves, contributed to create that generally matched, and often exceeded, expectations.

From an economic impact perspective, the Mòd has created significant expenditure in the economy in Dunoon and the wider area at a traditionally quieter time of the year. Encouragingly, almost 90% of the economic impact created was additional to the local economy and to Scotland as a whole. Furthermore, the research this year enabled new insights regarding attendees' engagement with the area before and after the event. Our analysis highlights that the Mòd has helped to generate additional expenditure from visitors staying before and after the event itself and has created interest in undertaking future visits to the area.

Furthermore, the Mòd has generated significant expenditure as a result of its own organising activities in Dunoon. Whilst the Dunoon Mòd may not have had such a significant economic impact as in previous years in Lochaber or Oban, there is no doubt that it has been of great economic value to Dunoon and to Argyll & Bute in general.

## Appendix

Set out below are the results from additional questions included in the survey at the request of EventScotland.

**Table 1: Age profile of respondent and those accompanying respondent**

	Number	%
0-7	41	7
8-17	141	22
18-26	16	3
27-34	23	4
35-44	120	19
45-54	83	13
55-64	123	20
65-74	78	12
75+	4	1

*Note 1: Analysis based on 168 complete party size responses which represented 629 attendees.*

As can be seen above, there was a good spread of attendees to the Mòd across the age groups. The most common individual age group was those aged 8-17 accounting for 22% of the attendees recorded.

Overall, those aged 8-26 accounted for 25% of attendees to the Mòd.

**Table 2: Are you aware that 2018 is the themed year, Year of Young People, in Scotland?**

	Number	%
Yes	106	52
No	96	48

The slight majority of respondents were aware that 2018 was the Year of Young People in Scotland. There was higher awareness of the themed year among older audiences as 65% of those aged 55+ were aware of the themed year compared to 48% and 41% among those aged 16-34 and 35-54, respectively.

**Table 3: Are you aware that this event is part of the Year of Young People programme of events?**



	Number	%
Yes	92	96
No	4	4

*Note 1: Asked to those who were aware that 2018 is the themed year, Year of Young People, in Scotland*

There was high awareness of the Mòd being part of the Year of Young People as 96% of those who were aware of the themed year knew that that the event was part of the programme.

**Table 4: Have you attended or do you intend to attend any other Year of Young People events?**

	Number	%
Yes	59	61
No	19	20
Not sure	18	19

*Note 1: Asked to those who were aware that 2018 is the themed year, Year of Young People, in Scotland*

Among those who were aware of the themed year, there was evidence of good engagement with other events and activities within the year-long programme. In total, 61% of those who were aware of the themed year stated that they had attended or intended to attend another Year of Young People event. Despite demonstrating higher awareness of the themed year, those aged 55+ were less likely to have attended or be planning to attend an event compared to those under 55 years.



**APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Over £10,000 – Common Good Funds**

**Name of Organisation:**

Special Needs Action Project (SNAP)

**Name of Project or Activity Requiring Support:**

Governance and Organisational Review Project

**Which of the Council's funding streams are you applying to?**

*(Please provide closing date details where applicable)*

Inverness Common Good Fund

**Is the amount you are applying for:**

- £5,000 or under    
  Under £10,000    
  £10,000 or over

**Total amount applied for: £...17,500.....**

**Estimated cost of funding in kind applied for: £...0.....**

**Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support**

**What type of organisation are you? (please tick all that apply)**

Third Sector (voluntary or community) organisation	<input type="checkbox"/>	Community Council	<input type="checkbox"/>
Registered Charity If yes – Registration number .....SCO24792.....	<input type="checkbox"/>	Company Limited by Guarantee If yes – Company Number .....SC182710.....	<input type="checkbox"/>
Other - please specify.....			

**Please remember guidance to completing the application form is available [here](#). Appropriate links to the guidance are situated throughout the form: [This page](#)**

For official use only Application reference number			
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# PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: ABOUT YOUR ACTIVITIES OR PROJECT

1.1 What is the name of your activity or project?

**SNAP Governance and organisational review project**

1.2 When will your activity or project take place? (specifically those for which you are seeking an award from The Highland Council)

Start date (month and year)..... July 2019.....

End date (month and year)..... December 2019.....

Location... SNAP, Drummond School, Inverness.....

1.3 What activity or project do you want us to support?

*For example:*

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

SNAP provides opportunities for young people with severe and complex needs to socialise. There are currently 50 young people (aged 5 – 19) attending SNAPs core services:- 1 day per week at After School Club; 2 days of activities per week during school holidays plus occasional Saturday outings and overnight breaks. SNAP also currently runs activities for 26 adults over the age of 19 who have previously attended our core services:- a weekly youth club, occasional Saturday outings and weekend breaks.

SNAP is experiencing some very significant competing forces, namely:

- Higher operating costs resulting primarily from the need to support users with increasingly complex support needs (many of whom require one to one staff support)
- Service demands significantly exceeding our capacity resulting in a 50 person waiting list. This means that potential users typically wait several years before gaining admission to SNAP, or worse, some children and their families are not able to access the services of SNAP
- An increasingly challenging environment in which to obtain financial support, resulting in a significant reduction in revenues.

The current annual operating deficit (£20,000 in 2017/18; £90,000 in 2019/20) puts the continuation of SNAP and its highly valued services at risk. In order to address these challenges and ensure the long term sustainability of SNAP we propose to undertake a fundamental review of our operations, in relation both to sources of revenue and the methods and costs of service delivery.

We are seeking funding to undertake a Governance and Operating Review project which is envisaged to take 6 months, commencing 1 July 2019.

The work will be undertaken primarily by current SNAP management under the direction of the SNAP Board of Trustees. However, given that the managers are fully committed to day to day service provision we wish to bring in an additional temporary staff member in order to free up time to undertake this review. Specifically, we plan to recruit an additional part time Team Leader for a period of 6 months. Additionally we will bring in a part time fundraiser to identify and pursue potential new sources of funding. There will also be a slight increase in the hours worked by our Manager.

1.4 Does your activity or project involve building or landscaping work?

Yes  No

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):  
Have ownership of the land or building

Yes  No

OR

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes  No

b) Is planning permission needed for your project? Tick one option below.  
Planning permission not required ✓

Planning permission required and has been granted

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups\* are treated fairly and have equal chances to use services and that there is more equality between groups\*;
- Make sure that people from different groups\* get on together.

\*Groups are people who have “protected characteristics” in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

SNAP provides fun, stimulating and safe opportunities for recreation amongst friends made at SNAP activities. To be eligible to attend SNAP, children and young people must have a Learning Disability. In reality, the children and Young people we support have a wide and diverse range of Additional Support Needs – Autism, Cri-Du-Chat Syndrome, Global Development Delay, Cerebral Palsy, Downs Syndrome, Epilepsy.....Having the chance to attend the services that SNAP provides gives children and young people with additional support needs the ability to be active and make friends, and to feel they have a place in society, a place where they can be themselves, a place where they can make and maintain friendships. SNAP takes children and young people out and about in the local community, something that not all our families feel comfortable doing. This allows children and young people who use our groups the chance to use services in the local community – an opportunity that doesn't always arise for them – therefore giving them an equal chance to use services in the local and not so local community. We, where we can, access what would be classed as mainstream activities and services. This quite often leads to families feeling they can then access the same or similar services as a family.

1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

Not applicable

- 1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

Yes - Councillor Andrew Jarvie

- 1.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value
None	

1.9 Please provide a breakdown of how much will your activities/project will cost and how much Funding you are applying for from The Highland Council:

Item/Activity	Breakdown of Total Costs £	Year 1 £	Year 2* £	Year 3* £	Total £
Staffing	Temporary part-time Team Leader	£13,656			
	Part time fundraiser	£ 3,214			
	Additional 5 hours per week – Management of project	£ 1,862			
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Staff Training	£2,500			
	Trustee Training, travel expenses	£ 500			
	2 additional Laptops and software	£1,500			
<b>Total Project Cost £</b>		23,231			£23,231
<b>Total Funding Request £</b>		17,500			£17,500

1.10 Other funding relating to this project Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	Year 1 £	Year 2* £	Year 3* £	Total £
SNAP management and trustees will actively participate in the project. No additional costs are envisaged	£0			
Own resources will fund £5731 of the project, namely additional laptops required and some costs towards staff and trustee travel expenses required as part of the governance and organisation review. This is envisaged as being fact finding trips to other similar organisations such as ours and sharing of best practice etc, which could lead to more partnership working which would be beneficial to more than our organisation. In addition, for the period of this project, 5 hours per week of additional project management hours will also be required, funded from our own resources	£5,731			

Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>				
<p>Note that while we are self funding only 25% of the total project cost our ability to increase this is limited by the fact that we currently have a very significant annual operating deficit. If we increase the self funded element this will increase our deficit and exacerbate the problem that this project is designed to address.</p>				
Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>				
<b>Totals</b>	£ 5,731			£ 5,731

\*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.



- 1.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:
- Community support for your project (e.g. surveys, etc.)
  - Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
  - Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

SNAP currently has more than 50 individuals on our waiting list and we are continuing to receive additional referrals from Social Work staff, parents, teachers and medical professionals. Having taken the decision to close our waiting list, we now have reached the point where we as an organisation need to look at how our charity is being run and decide how best to tackle this huge waiting list, which in itself shows the absolute need for services such as ours in Inverness – hence our plans for a governance and organisational review.

Recent statistics published by the Highland Council show that Highland Council area has a much higher percentage of children and young people with Additional Support Needs. (38% in Highland as opposed to the national average of 25%). The much publicised latest cuts to Pupil Support in schools will only exacerbate the problem, and make services such as ours even more vital to the mental health of these children, their families and carers, as well as giving much needed support and a place they can be themselves. SNAP are in a position where we recognise we need and want to do more, but need the chance to do it properly, so as to sustain or current services and also grow and perhaps expand.

In a recent online petition, signed by 3258 people, comments such as “It is such a valuable part of the community, giving these children somewhere to feel safe and make friends”; “service is necessary to help young people be happy in their ability to contribute to society”; “SNAP is a life changing support for these children”; “I know how important it is for these youngsters to have FUN, be included and feel like they belong in society” were made, which shows the community support for SNAP’s services. More quotes and case studies are available on request.

- 1.12 Is this a new or additional activity or project? – Yes  No

If yes, what change will your activities or project make in your community?

The aim of the project is to ensure the sustainability of SNAP and the essential services that it provides.

1.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets.

<b>How you will know you have made the change?</b>		
<b>Year 1 Measurable Outcome</b>	<b>Year 2 Measurable Outcome</b>	<b>Year 3 Measurable Outcome</b>
Development of sustainability proposals	Increased funding and/or increased operational efficiencies resulting in balanced annual budget	As Year 2

1.14 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?

Not applicable. The specified project is for a defined period of 6 months.

- 3.3 a) When did your organisation start? Month.....Year..... 1997.....
- b) What geographic areas and/or communities of interest (e.g. Young people, people with disabilities, older people, people from an ethnic minority background) does your organisation cover?

Young people with a learning disability who live or go to school within the Inverness area.

- c) Is there any restriction on who can join your organisation?  
 Yes  No  If yes, what are they and why do you have them?

The children/young people must have a learning disability, be between the age of 5 and 18, live within the Inverness area or attend Drummond School. SNAP also has a Young Adult Project for 19 to 35 year olds, who have previously accessed our services for children and young people. .

- d) How many people are on your governing body or management committee? 11.....
- e) Are there Highland Council Elected Members or Officers or Community Councillors on or attending your Management Committee or Board? *(please note that this will not affect your application)*  
 Yes  No

If yes, please provide names:

Highland Council Elected Members	Role i.e. Office Bearer, Voting Member, Ex-official / advisory, other

Community Councillors	Role i.e. Office Bearer, Voting Member, Ex-official, other

Council Officers	Role i.e. Office Bearer, Voting Member, Ex-official, other

**3.4 Does or has your organisation receive(d) any other funding from The Highland Council? Please provide information relating to Council funding for the last 3 years:**

Yes



No



If yes –

a) What is/was it for, and from which Service or Ward budget was it provided?

<p><b>Year 1: 2016/17</b>                  Childcare/Family Resource Partnership - towards After School Clubs, Leisure Schemes and Saturday outings                  Common Good Fund - towards kids Christmas parties                  Ward 15 Discretionary Budget - MAPA de-escalation training</p>
<p><b>Year 2: 2017/18</b>                  Childcare/Family Resource Partnership-towards After School Clubs, Leisure Schemes and Saturday outings</p>
<p><b>Year 3: 2018/19</b>                  none</p>

b) How much funding do/did you receive?

<p><b>Year 1: 2016/17</b>                  Childcare/Family Resource Partnership - £70,200                  Common Good Fund - £480                  Ward Discretionary Budget - £1200</p>
<p><b>Year 2: 2017/18</b>                  £70,000</p>
<p><b>Year 3: 2018/19</b>                  none</p>

c) Estimated value of existing funding in kind, and from which Service or Ward budget was/is it provided?

<b>Year 1:</b> n/a
<b>Year 2:</b> n/a
<b>Year 3:</b> n/a



**APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Over £10,000 – Common Good Funds**

**Name of Organisation:**

Wasps Trust

**Name of Project or Activity Requiring Support:**

Inverness Creative Academy - Phase 2

**Which of the Council's funding streams are you applying to?**

*(Please provide closing date details where applicable)*

Inverness Common Good Fund

**Is the amount you are applying for:**

£5,000 or under     Under £10,000     £10,000 or over

**Total amount applied for: £130,000**

**Estimated cost of funding in kind applied for: £ N/A**

**Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support**

N/A

**What type of organisation are you? (please tick all that apply)**

Third Sector (voluntary or community) organisation		Community Council	
Registered Charity If yes – Registration number SC022115	X	Company Limited by Guarantee If yes – Company Number .....	
Other - please specify.....			

**Please remember guidance to completing the application form is available [here](#). Appropriate links to the guidance are situated throughout the form: [This page](#)**

For official use only Application reference number			
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# PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: ABOUT YOUR ACTIVITIES OR PROJECT

1.1 What is the name of your activity or project?

Inverness Creative Academy Phase 2 – delivering creative workspace in the heart of the Highlands.

1.2 When will your activity or project take place? (specifically those for which you are seeking an award from The Highland Council)

Start date (month and year)... July 2019 (subject to funds)

End date (month and year)... July 2020

Location:

Wasps Inverness Creative Academy, Midmills Building, Stephen's Street, Inverness, IV2 3JP

1.3 What activity or project do you want us to support?

*For example:.*

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

## **Project Overview:**

Wasps is asking the Inverness Common Good Fund to support **capital costs** associated with repairing and restoring the vacant, Category B Listed 1895 'Midmills' building (formerly Inverness Royal Academy) in the Crown Conservation area of Inverness to deliver **Phase 2** of Inverness Creative Academy (ICA). ICA is an innovative project which will transform the empty 'Midmills' building to create the Highlands' first large-scale creative production, exhibition and meeting space for working artists, creative industries and the community. The only sustainable, creative arts facility of its type in the Highlands, in addition to creative workspaces, the buildings will provide publicly accessible meeting, events, exhibition and learning spaces as well as an 80 seat social enterprise café.

The project is a response to evidenced demand from the local creative community. It is a unique opportunity to support, connect and develop the creative industries in the Highlands, nurture and retain creative talent, and boost economic growth. It will also help address wider issues of loneliness and isolation, and provide new opportunities for local people to engage in creative activities and with this heritage building. It will help people in the community to feel inspired, fulfilled and connected, making the Highlands a welcoming place to live, learn and thrive.

## **Outreach Programme:**

Alongside the capital works, Wasps will work with third sector partners to deliver a 3 year pilot programme of inclusive arts workshops – with a particular focus on providing a supportive and welcoming environment for individuals and groups who face barriers to taking part. **The main aim** of the project is to engage people suffering from long term health and mental health issues, addiction and unemployment in creative activity to improve health, well-being, soft skills and routes back to employment. The project will be based at Inverness Creative Academy but to ensure Inverness Creative Academy is accessible to, and benefits the most deprived communities in the Highlands, Wasps will work with third sector partners and community venues to deliver targeted outreach in Merkinch, Hilton and Central Inverness.

The 3 year pilot will cost £60,000. We would like to ask that £25,000 of the Common Good Fund's donation is allocated to the delivery of this scheme, which we anticipate will reach at least 60 people a year and enable around 384 annual class attendances. If supported, Highlands and Islands Enterprise will match the Common Good Fund's donation – leveraging a further £25,000 for the benefit of the people of Inverness. The main project will run from 2021. Wasps has also been invited to make an application to Creative Scotland for Inverness Creative Academy and development of the cultural sector and creative community in Inverness and the Highlands. Wasps is applying for £10,000 towards pre-pilot Professional Development work in 2019-2021, and training for artists and creative practitioners throughout the project to ensure the project delivers on all creative and inclusive outcomes.

**Project Sustainability:**

Wasps is a Registered Charity, set up to support the creative sector with affordable, supported space. Wasps will not embark on capital projects unless there is evidence of local demand and a gap in provision locally. Our core operations are designed to be fully sustainable through rental income once up and running, however, as a Charity we require capital investment from external sources to be able to create these facilities.

ICA is our 19<sup>th</sup> property in Scotland. The project business plan is carefully balanced to provide a mix of spaces at affordable rents which across the first five years will be loss making but subsidised by Wasps' wider estate until the Inverness property is operating at full capacity. Thereafter, any surplus income generated by Wasps goes back into the operation and maintenance of our properties for the benefit of our tenants and the public. Once the capital project is established and community engagement programme advanced, we would look to develop our partnerships with the Health and Social Care sector to ensure these benefits can be delivered in a sustainable way.

**Capital Project Details:**

Phase 1 is now complete. Wasps Trust is requesting the support of Inverness Common Good Fund to deliver Phase 2.

<b>Phase 1</b>	<b>Midmills 1913 Inverness Royal Academy Arts &amp; Science Extension</b>
Project Costs	£2.2 million – fully funded
Timescale	Completed Nov 2018. Occupied from 1 <sup>st</sup> Dec 2018.
Delivering	33 artist's studios/workspaces (All but one space currently allocated), darkroom (designed in collaboration with, and managed by local community arts group – 25 members in 3 months open with space for up to 30), Events Space in restored Gymnasium, accessible facilities

Wasps secured £2.2m investment to restore the 1913 Arts & Science Extension which was opened on the 1<sup>st</sup> Dec 2018. Interest in Phase 1 has so far exceeded our expectations for public engagement and the anticipated project outcomes:

- First open evening attracted 70 visitors in 3 hours on a Sunday evening in December
- The community darkroom already has 25 members
- Due to demand from tenants and the community (including the new housing developments next door), Wasps has designated a studio space for creative learning workshops – open to tenants and external agencies, holding up to 20 participants.
- 85% let and occupied, and 97% allocated (with just one studio space left). Now home to 29 Highland based artists and makers, coming from a 35 mile radius, and 3 creative organisations.
- CodeClan – Scotland's Digital Skills Academy – have moved into Phase 1. They will relocate to Phase 2 on completion.  
<https://codeclan.com/blog/codeclan-highlands-gets-a-space-in-wasps/>
- Inverness College UHI have also taken space in Phase 1. This will support final



year creative course students, supporting them in the transition from creative study to creative practice and careers.

- We are taking regular bookings for creative events and exhibitions in the restored gym hall. This includes regular exhibition bookings by local contemporary arts collective CIRCUS who will run a series of 6 contemporary arts exhibitions, talks and events throughout 2019/20. **Wasps is providing the space for free** as part of our commitment to supporting development of the creative community in the Highlands. <https://www.circus.scot/>
- 180 local supporters, partners, potential funders, neighbours, artists, their friends and ours attended the Formal Opening hosted by the Provost of Inverness and Area, Cllr Helen Carmichael on 28<sup>th</sup> March 2019.

<https://www.inverness-courier.co.uk/lifestyle/the-stirring-smell-of-fresh-paint-176414/>

- Phase 1 shortlisted for a Scottish Civic Trust 'My Place' Award.

Phase 1 is designed as an artist studio building, with public access only available via arranged workshops and events, with no public space for artists to meet their clients or customers. We have one member of staff in place to manage the Phase 1 building, but our business plan, and building design, for this phase only does not allow for staffing to service the demand for public access we are experiencing. We must deliver Phase 2 to enable extended public access, provide space for networking, professional and business development for the artists, and maximise the benefits of this project for the creative sector in the Highlands, the local community and visitors to the area.

<b>Phase 2</b>	<b>Midmills 1895 Former Inverness Royal Academy Main Building</b>
Project Costs	£3.45 million - £2.25 million secured (full details below)
Timescale	Targeted Start Date Summer/Autumn 2019. 12 month build programme completing Summer/Autumn 2020. Client occupation and public opening Autumn 2020. Outreach programme begins 2021.
Delivering	54 workspaces for creative industries and cultural social enterprises, 26 flexible 'touch-down' spaces, meeting rooms, an 80 seat social enterprise café, exhibition and events spaces on both levels.

The total cost of Phase 2 is £3.45m. Wasps has received 4 competitive tenders for Phase 2.

Wasps has secured £2.25m funds to date (in addition to the £2.2m secured to deliver Phase 1). The remaining shortfall is £1.2m. Wasps is requesting that the Common Good Fund make a donation of £130,000 over 2 years (£65k 2019/20, £65k 2020/21), or a contribution towards that amount, to enable us to bring this remarkable City Centre heritage asset back to life for the benefit of the local community, Inverness City Centre and the wider Highland region.

A grant of £130,000 would contribute significantly to Wasps' ability to bring the central atrium into public use, reversing interventions which obscure the interior detailing and making the building accessible through the installation of an access ramp, lift, and toilet facilities. Wasps would be happy to discuss options to formally recognise the donation within the completed building.

If successful, Wasps' would like to request that £5,000 of the Common Good Fund grant sum is allocated as a Contributing Third Party (CTP) payment towards the Viridor Credits Landfill Community Grants Scheme. We are applying to this fund for £50,000 Phase 2 support (specifically making the building accessible). Therefore, directing £5,000 from a grant awarded to Wasps as a CTP payment would unlock a further £50,000 towards Inverness Creative Academy Phase 2, bringing us closer still to our fundraising target. This would be in addition to the £25,000 directly leveraged from HIE and £10,000 requested from Creative Scotland for the outreach programme.

A grant from the Inverness Common Good Fund now will also enable Wasps to secure sums already pledged to the project (specifically from the National Lottery Heritage Fund, formerly

Heritage Lottery Fund, whose grant is time limited and required match funding to enable 'Permission to Start' for the project). In addition to ensuring existing pledged investment is secured for the building and the people of Inverness, it will give National funders confidence the local community support the project, inspiring them to pledge funding.

### **Project Aims and Benefits:**

Phases 1 and 2 combined will:

- Provide a sustainable new use and public access to an 'at risk' heritage asset in City Centre
- Provide 3,200m<sup>2</sup> of affordable, sustainable and fit for purpose workspace for working artists and creative organisations in the Highlands.
- Help retain creative talent and businesses in the Highlands.
- Support local graduates into sustainable creative careers, working with the University of the Highlands and Islands to assist the transition from education to work.
- Provide space and facilities for exhibitions, events and cultural learning, encouraging public participation in the arts.
- Support the local economy and community, the historic building acting as an accessible, welcoming focal point for the wider regeneration of the Midmills site.
- Be accessible to all ages and backgrounds.
- Support around 700 artists/makers and 100 businesses.
- Provide public access most days via 14,000+ class attendances, 40,000+ casual/leisure visits.
- Work with a range of audiences (primary and secondary schools, Inverness College UHI, older people living locally, local history and interest groups, local and regional artists and arts networks) to develop construction and design, digital technology, marketing, branding, arts and heritage skills through targeted Heritage Activity and Arts Enterprise Plans. See Q3.3 for details on how we will engage with different groups.
- Enable 109FTE jobs including 2 FTE jobs created by Wasps.

### **What change will Inverness Creative Academy make for Inverness City Centre and the Highlands?**

ICA will contribute to the creative economy by providing creative workspaces, meeting rooms, and flexible co-working space for creative industry organisations and creative practitioners working across the Highlands. ICA will be open to the public, restoring the central double height atrium (formerly the IRA assembly hall) of the 1895 building to create an 80 seat social enterprise cafe, exhibition, workshops and events space on both levels.

Phase 1 and 2 combined will bring 3,200sq m of 'at risk', much loved, heritage buildings in the centre of Inverness back into use as part of a sustainable mixed-use development within the 4.6 ha Midmills site. Alongside our restoration of the Listed properties, 53 new sheltered retirement apartments and 30 new affordable homes have been delivered by our partners McCarthy & Stone Retirement Lifestyles Ltd and Highland Council, as part of this overall 15m regeneration project.

The masterplan for the Midmills site uses the central atrium of the Phase 2 building as the public core for the entire development. When Wasps' completes Phase 2, not only will the former assembly hall, boasting one of Inverness' finest historic interiors, be restored for public use, but the long lost courtyard at the rear of the building will be reinstated, encouraging open access to Inverness Creative Academy from all neighbouring developments and surrounding streets.

The creative industries generate £3.7billion a year for the Scottish economy and provide 73,600 jobs, ranked in the top six fastest growing economic sectors in Scotland's Economic Strategy. The sector is critical to the economic success, cultural identity and vibrancy of our towns, cities, and regions, yet there is currently no dedicated visual arts centre in Inverness. The design brief for Inverness Creative Academy pays specific attention to the interplay of public and private

spaces, recognising the benefit creative industries and creative activity bring to local communities, and the importance of the building being open, welcoming and accessible. The public spaces add significant value to the facility and to people using and visiting it, providing opportunities to socialise, learn, exchange ideas, meet and greet, exhibit, and above all, enjoy a sense of community.

### **Creative Economy Impact**

Inverness Creative Academy will contribute significantly to Inverness and Inner Moray Firth economies through its collaborative and inclusive nature, central location and ambitions for the profile of the creative industries in the Highlands.

The work will stimulate economic activity (direct earnings impact £2.17m annually) and will benefit:

- economically disadvantaged local and regional artistic communities, providing the first affordable workspaces in Inverness
- rural communities without access to creative facilities or networking support but within commutable distance of Inverness
- creative industry organisations by providing office space, flexible hot desking, meeting spaces, and creative industry support networks.

Talent retention is a major issue for the region. The forecast change in working age population over the next 10 years is -5%, in comparison to -1% Scottish average and 8% United Kingdom average. Wasps is working with our partners University of the Highlands and Islands (UHI) and Inverness College (IC) to ensure that the facilities created will cater for young and emerging artists, making it viable to stay in the Highlands to develop their careers. In recognition of the difficulty the Highlands face in supporting and retaining this group, Wasps has relaxed our eligibility criteria for ICA to enable less experienced and more recent graduates to rent studio space in our building.

### **Community Impact – See above Phase 1 Update.**

The building is easily accessible, within 5 minutes walk of Inverness High Street and Inverness Train Station, and the project will complete the regeneration of a major site in a prominent location within Inverness City Centre. The inclusive and active nature of the building will increase footfall to the City Centre, develop positive community relations, and make the local neighbourhood safer. Wasps' is a Member of the Inverness Chamber of Commerce and has met with Inverness BID and the Victorian Market Teams with a view to developing mutually beneficial partnerships. We are part of a strategic group with other cultural organisations in the city also planning developments – Inverness Castle and Eden Court. We will work in partnership with these groups and organisations to ensure the benefits their businesses and operations, for our tenants, and for the residents of, and visitors to, Inverness are maximized.

Through our National Lottery Heritage Funding we have developed a full 'Heritage Activity Plan' which outlines how we will engage local schools, neighbours and community groups during the development of the building and after it opens. Now that this funding is secured, Wasps will be able to employ a member of staff to carry out this work from when Permission to Start is obtained. Through this £40k 12 month programme 288 people will be actively engaged in heritage learning through outreach, and another 2,000 through temporary exhibitions and our website. 215 people will develop skills in construction, design, arts, digital media, marketing and research through training programmes. This will also give Wasps an opportunity to 'test' different activities and ways of working with the public which will dovetail with our own Community Outreach and Professional Development programme. Full Heritage Activity Plan available on request.

A full business plan and economic impact assessment (created 2016 and updated 2018) for Inverness Creative Academy is available, along with a Demand Surveys and local consultation results. Details of how the project will contribute to the Council's priority themes in the 2017-2022 plan are outlined in Q1.12.

**About Wasps**

Wasps (Workshop & Artists Studio Provision Scotland) is a Registered Charity and has been operating in Scotland for 41 years. Wasps is now the UK's largest not for profit provider of affordable artists' studio space, currently supporting over 900 artists and 25 arts charities at 19 sites from Orkney to the Borders. As a Registered Charity and Social Enterprise, Wasps supports our creative tenants with more than just space – organising creative events, open studios, and artists' residencies in our buildings, which include 9 galleries and 4 residencies spaces. Wasps puts our tenants at the centre of the work we do. Occupancy across our estate is 99%, evidencing the demand for creative space and the additional support which Wasps provides.

Wasps Mission is to provide space and support activities in which creators can prosper. Wasps Vision is to be an inspirational home for creative practice. Through our activities and advocacy Wasps' delivers affordable spaces in which the broad artistic community can realise and share its talent and skills.

There is a huge demand for a facility like this in Inverness, and for the Midmills building to be restored for access by the community. The remaining investment required for Phase 2 is sizeable, however, Wasps is fully committed to realising this project and believe that the significant long term, sustainable benefits to the community in bringing this prominent heritage asset in the centre of the city back into use provide value for money.

1.4 Does your activity or project involve building or landscaping work?

Yes  No

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):  
Have ownership of the land or building

Yes  No

**OR**

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes  No

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required

Planning permission required and has been granted

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups\* are treated fairly and have equal chances to use services and that there is more equality between groups\*;
- Make sure that people from different groups\* get on together.

\*Groups are people who have "protected characteristics" in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

Wasps does everything we can to ensure that our buildings are opening and welcoming to all and operate an Equal Opportunities Policy. Any property we have redeveloped in the past 10 years has included full compliance with current Equality Regulation, although full accessibility is not always feasible given the age and historic configuration of some of our premises. At our last full tenant survey undertaken in late 2016, 35% of tenants across our estate indicated that they had a disability or health condition, including physical disabilities, hearing and visual impairments, chronic and mental health issues. We monitor conditions for these tenants and provide additional support where required. In the same survey, 83% of respondents said that accessibility in our premises was excellent or good. The survey also reported that 14% of our tenants identified themselves being of an ethnic background or group other than White Scottish/British. This is in comparison to 8% nationally based on the latest Census information.

At Inverness Creative Academy, Wasps and our Design Team have developed proposals for the renovation and new facilities which ensure that the building is welcoming and the environment supports and welcomes people with disabilities. The completed project will help the Council meet its Public Sector Equality Duty whilst respecting the heritage features of the building.

Major works to Phase 2 include the creation of an access ramp to the main building entrance area, providing step free access to Midmills for the first time. We have also created ramp access to the completed Phase 1 as it is important to us that all members of the community can enjoy equal access to, and full use of the building. Both buildings will have lift access to maximize the floor area accessible for disabled tenants and visitors, and in the building which this application relates to, members of the public will be able to access exhibitions, meeting spaces, and events in the upper gallery.

Disabled parking facilities will be available for use in close proximity to the building.

The internal colour palate for the building will distinguish between walls, doors and floor finishes to aid partially sighted visitors.

The building has accessible disabled WC provision, and shower facilities in the 'artists' wing.

The external courtyard is being reinstated by our development partners to provide level access paths to the facility from the surrounding streets and through the neighbouring retirement and social housing developments. Our Heritage Activity Plan, supported by the National Lottery Heritage Fund, will focus on how the new site can connect with these new neighbours and other surrounding communities including primary and secondary schools and community groups.

Wasps provides opportunities for our tenants to take an active role in the running of our facilities. Tenants are encouraged to use their spaces to deliver creative learning opportunities and to work with Wasps' on using the space for an engaging public events programme. Each building has a tenant 'Rep' and there are opportunities for artists to receive a reduction in rent where they take on a role within in the running of the property.

Wasps will tender the public café space in Phase 2. It is our preference that this facility is operated by a fellow social enterprise to widen the social benefit and inclusive nature of Inverness Creative Academy. Since opening Phase 2, for instance, Wasps has hosted 2 events with Café Artysans (The social enterprise arm of The Calman Trust) and this is a partnerships which we would hope to develop along with the physical spaces at ICA.

Wasps believes that art can inspire, educate, create friendships and deepen understanding between people of different age groups and cultural backgrounds. We want ICA to be used and

loved by the whole community, and beyond the physical infrastructure of the building, we will work with our partners and funders to ensure the space is inclusive and maximises the benefits of this important restoration for the people of the Highlands. In the first instance, we will develop a 3 year targeted outreach pilot to engage with local hard to reach groups. See attached proposal.

1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

Wasps is considering how a contribution to the promotion of the Gaelic language should be made in our project. We have met with Bord Na Gaidhlig to consult with them about suitable promotion of the language. We are now assessing measures to introduce the Gaelic language into signage for Phase 2 and are considering how the facility can support cultural development of the Gaelic Language overall.

1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

We have spoken to David Haas, Inverness City Manager, about the application to the Common Good Fund. We have also met with Stuart Black, Director of Development and Infrastructure, Allan Maguire, Head of Development and Regeneration, The Provost Helen Carmichael and Depute Provost Graham Ross and shown them around our completed Phase 1 facility and the building which we hope to develop as part of this application.

1.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value
<p>Highland Council has been incredibly supportive of Wasps' Creative Academy project, and the value the facility will add to the town centre and the Midmills regeneration site. Whilst there is no formal record of 'in kind' support, we are extremely grateful to the numerous Highland Council personnel who have given their time, ideas, support and advice throughout the past 4 years.</p>	

1.9 Please provide a breakdown of how much will your activities/project will cost and how much Funding you are applying for from The Highland Council:

Item/Activity	Breakdown of Total Costs £	2019/20	2020/21	Total £
Staffing	N/A – Wasps are applying for capital costs only	Costs will be split between these two financial years as illustrated below		
Capital Costs	Construction Costs Consultant Fees Legal Fees Statutory Charges Insurances Surveys Telecoms/IT Fire Landscaping Cleaning Furniture/Fixtures Equipment Signage/Wayfinding Marketing Heritage Other (development appraiser, business plan update) Project Contingency  <p style="text-align: right;"><b>Total Capital Costs</b></p>	£3,031,420 £221,847 £10,000 £9,600 £12,000 £4,000 £8,400 £6000 £3,000 £2,400 £8000 £960 £7,200 £1,800 £41,980 £48,600  £35,020  <b>£3,452,228</b>		
Revenue Costs	Inverness Openart Outreach Programme  <u>Main Outreach Programme Costs</u> Resident Artist Tutor Costs Specialist Artist Tutor Costs External Venue Hire Materials Costs Programme Management Annual Member Celebration <p style="text-align: right;">Sub Total</p> <u>Professional Development / Reflective Practice Costs</u> Cross Sector Forum Days Programme Development and Taster Sessions Tutor Training <p style="text-align: right;">Sub Total</p> <p style="text-align: right;"><b>Total Revenue Costs</b></p>	 £15,000 £10,000 £5,000 £10,000 £9,900 £300 £50,200  £1,800 £2,000 £600 £9,800  <b>£60,000</b>		
<b>Total Project Cost £</b>		<b>3,512,228</b>		
<b>Total Funding Request £</b>		<b>130,000 over 2 years.</b>		

1.10 Other funding relating to this project Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	2019/20	2020/21	Total £
<b>CAPITAL WORKS FUNDING</b>			
Heritage Lottery Fund (now NHLF) Round 1			39,600
Historic Environment Scotland			500,000

Highlands and Islands Enterprise			330,000
McCarthy and Stone Retirement Lifestyles Ltd			66,000
Architectural Heritage Fund			15,000
SSE Sustainable Development Fund			50,000
Wasps' Contribution			250,000
National Lottery Heritage Fund Round 2			847,000
The Foyle Foundation			100,000
The Pilgrim Trust			25,000
The Hugh Fraser Foundation			30,000
All above applications successful and funds secure.		<b>Secured</b>	<b>£2,252,600</b>
Garfield Weston x			£150,000
Creative Scotland x			£100,000
Viridor Credits x			£50,000
Robert Barr Foundation x			£30,000
The Steel Charitable Trust x			£20,000
The Robertson Trust			£100,000
Gordon & Ena Baxter Foundation			£10,000
Bank of Scotland Foundation			£50,000
The Turtleton Trust x			£25,000
The Morrisons Foundation			£50,000
Small Trusts			£150,000
All above Awaiting Decision x or to be submitted May/June		Sub Total	£735,000
Planned – corporate, individual, public and events		Target	£300,000
Planned – Landfill / Windfarm		Target	£100,000
Capital Request from Inverness Common Good	£55,000 (CTP Incl)	£50,000	£105,000
<b>CAPITAL WORKS TARGET TOTAL</b>			<b>£1,240,000 targeted</b> <b>£1,199,628 required</b>

<b>REVENUE PROGRAMME FUNDING</b>			
Inverness Openarts Outreach Programme			
Highlands and Islands Enterprise (matched on basis of CGF award)			£25,000
Creative Scotland			£10,000
Revenue Request from Common Good Fund			£25,000
<b>Revenue Project Total</b>			<b>£60,000</b>
<b>Total request from Common Good (Capital plus Revenue)</b>			<b>£130,000</b>
<b>Totals (secured and targeted)</b>			<b>£3,552,600</b>

\*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.



- 1.11 Please tell us how you know that there is a **need** for this activity or project and how your approach will meet this need. This might include:
- a. Community support for your project (e.g. surveys, etc.)
  - b. Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
  - c. Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

Wasps has been developing our work across the Highlands and Islands since 2014, and this project is a response to evidenced demand from the local community through extensive consultation, small scale capital developments, and input from a range of partners across the region, including (but not limited to) Highlands and Islands Enterprise (HIE), Highland Council (HC), University of the Highlands and Islands (UHI), Inverness College (IC), and the Inverness City Heritage Trust (ICHT).

#### **Economic Need**

Arts and culture is critical to the economy in the Scotland, and the creative industries are identified in the top six economic Growth Sectors in Scotland's Economic Strategy. Conversely, a recent survey showed that 78% of Wasps tenants earn under £10,000 a year from their art. Addressing this need, Wasps aim is to nurture Scotland's creative community, providing opportunities for artists to effectively contribute to Scotland's creative economy, cultural heritage and tourism agendas through exhibitions, open studios, selling events and residencies.

In 2014 the Scottish Cities Alliance approached Wasps to determine the need for a creative hub in the Highlands to overcome issues relating to talent retention, supporting graduate transition from local Creative Industry courses to sustainable creative careers, inspiring young people locally and contributing to the local economy. We carried out a number of surveys, studies and consultation events including:

- Demand assessment 2015
- Creative Services profiling and demand research for Inverness and Inner Moray Firth 2016
- Economic impact assessment 2016

#### **Creative Industries Need**

Public consultations generated 500+ responses and, together with the research outlined above, highlighted the following problems in the Highlands and Inverness:

- No dedicated contemporary arts space (production or exhibition)
- Drastic lack of studio space and creative workspace
- Lack of opportunities to meet with like-minded individuals, collaborate, present and exhibit work
- Difficulty retaining talent and supporting working artists and graduates into sustainable creative careers
- Lack of meeting space and cultural workspace for organisations based in, or visiting, the area

Inverness is Scotland's fastest growing city, serving a region the size of Belgium, and providing a focal point for a visual arts, craft and design community which is prolific, but spread out across a vast region and often working in isolation. The Highlands struggles to retain talent, foster collaboration, or support young graduates, with a knock on effect on the working age population in the region, public engagement in creative activity, the creative economy and the vibrancy of the city.

The results of our surveys showed a huge interest from artists', makers and creative organisations in the types of workspaces which Inverness Creative Academy will deliver. Individuals and organisations with small numbers of staff expressed an interest in affordable (£100-£150pm), well lit, digitally connected and collaborative spaces which could be let and

accessed on a flexible basis (long term, short term for specific projects, or ad-hoc desk and meeting space hire, creative industry support networks) to suit their needs.

Responding to this identified need for spaces in the Highlands & Islands, Wasps Trust successfully completed 3 small capital projects whilst we searched for a central, strategic Highland base:

- **Links Studio, Nairn (2015)** – providing studios for 18 artists, one creative industries space and a social area.  
£132,000 (HIE, Creative Scotland, Wasps)
- **Stromness Studios, Orkney (2016)** – providing a permanent home for Solisquoy printmakers and four studio spaces for artists  
£62,500 (Creative Scotland, HIE, Wasps)
- **The Admiral's House, Skye (2017)** – artists residency accommodation providing 3 creative studios, a communal living/kitchen space, 3 bedrooms for visiting artists and organisations  
£400,000 (Legacy Donation, Creative Scotland, Wasps)

These small initiatives further evidenced the need for artist's facilities and opportunities in the region, and bolstered the case for a central hub in the Highlands where creatives can work, meet, and connect with each other, the wider community and the world. For example, our 9 studio site in Nairn has virtually maintained 100% occupancy since opening in 2015.

#### **Restoration Need - The Midmills Building**

The scale, location and historical relevance of the Midmills buildings presented the perfect opportunity to address these needs and develop a unique and ambitious facility for people living in, working and visiting the Highlands. However, a condition survey carried out in 2016 evidenced that a major programme of fabric repair, services renewals and alterations were required to secure this building's future and make this project. Wasps' project will ensure the building can continue to provide a public use appropriate to its historical and architectural status, regaining its position as one of the most socially and culturally important historic sites in Inverness.

#### **Community Support**

The local community has shown an overwhelming interest in the restoration of Midmills to create Inverness Creative Academy (regardless of their 'links' with the creative community or arts). Since the opening of Phase 1, a number of local residents, groups and individuals from our partner organisations have expressed support and interest in the activities which will be enabled by this facility – as well as seeing the building itself in use. Please see update above.

During development, Wasps consulted extensively with locally based creative people, community groups, residents, primary and secondary schools, and organisations throughout the project to further refine the scheme design, project reach and engagement opportunities. This will continue during Phase 2 development when a Heritage Activity Officer, funded for 12 months by HLF, will deliver a programme of activity to engage local people, schools and residents in the building, its heritage and art.

Public Consultation events throughout the Planning process showed residents were very pleased to see the site being brought back into sustainable use.

Local events such as Doors Open Day 2018 proved high demand for access to these buildings. Fully booked in 3 hours, our tours were the most successful ever held as part of the initiative with 60 people attending. Following the success of Doors Open Day we have carried out similar tours with a range of local individuals and partners, generating a resounding demand for more access to the space and the range of facilities we are planning.

Please see attached case studies, press coverage and testimonials for further evidence of project support.

We were thrilled that The National Lottery Heritage Fund (NHLF – formerly HLF) confirmed Round 2 funding of £847,000 for this project. This early grant recognised the challenges for Wasps' in raising capital to deliver this scheme and the NHLF pledge (strongly advocated for by the Committee Member who had been on a tour of our facility and seen evidence of what Wasps' has already achieved and plans for the future) was a statement of belief in the impact ICA will have for the building and the Highlands.

The full project has attracted £4.45m funding to date, further evidencing support for the project and its benefits to the communities in and around Inverness.

### **Wasps' Experience**

Wasps has an established track record for developing and managing historic buildings properties for use as centres for creative activity. Over the past 10 years we have raised £28million for capital projects ranging from small refurbishments to major redevelopments.

In 2010, Wasps has successfully delivered two major and similar regeneration projects in Glasgow significantly reversing economic decline in surrounding areas: the Briggait, which redeveloped part of Glasgow's historic A-listed former fish market into studios for over 80 artists and charities and South Block a former textile warehouse. Regenerating buildings improves local infrastructure and heritage creating a lasting City Centre legacy and it is anticipated that the redevelopment in Inverness will similarly impact on Inverness City Centre's economic prosperity.

### **Our Approach**

Phase 2 is the most significant Phase of the Wasps' project, the most significant historic building, providing significant public access and heritage benefit. The building is not being developed for profit but to support, generate and grow the creative economy of Inverness and Highland. The scale and level of repair required at Midmills mean this project is unlikely to have been viable for a commercial developer. There are few organisations with an established remit and the level of experience necessary to make a success of this project. Therefore the Wasps' development is a unique opportunity to regenerate a derelict building in the centre of the City, save it for public use, and deliver a public facility like no other in the region, and for which there is robust evidence of need.

1.12 Is this a new or additional activity or project? – Yes  No

If yes, what change will your activities or project make in your community?

Inverness Creative Academy is a new project which will make a number of positive changes in the local community of Inverness and throughout the Highlands which contribute to the Council's priority themes.

ICA will *make the Highlands an even better place to live*, creating an attractive and sustainable community which can attract more people to make the Highlands their home and encourage young residents to stay by:

- Regenerating a key location in Inverness City Centre and re-purposing an iconic heritage building which has been lying vacant, subject to vandalism and break ins, since 2015, to create a vibrant and welcoming creative centre for residents and visitors.
- Creating much needed affordable workspace for artists who have been living in the Highlands with no suitable place to work, and those who wish to live and work here but have before lacked the opportunity. Please see case studies, testimonials and press coverage submitted with this application for evidence.
- ICA will make it more feasible for those who have grown up in the Highlands and studied here, those who have come here to study, and those who would like to return after a break to develop their creative careers in the region. Not only will Wasps work with Inverness College UHI to build links (including physical space, networking,

training and work experience opportunities) between creative courses and Wasps' Creative Academy, but the Inverness building will form part of Wasps network of 19 buildings across Scotland, providing the opportunity to sell and exhibit work across Scotland, meet other contemporary working artists and learn from them, and take part in residencies and exchanges. Artists and students will be able to draw inspiration from those across the network, for instance, the week after Phase 1 of ICA opened, one of Wasps' Glasgow tenants, Charlotte Prodger, won the Turner Prize. We hope is a testament to the importance of having a suitable space to work, and inspiration that this kind of success is within reach of everyone.

- ICA will promote community cohesion and shared experience between people of different ages and backgrounds. Specifically designed to provide open access across all neighbouring developments (which includes new retirement and affordable homes, local primaries and secondary schools, some of the Highlands' most disadvantaged and wealthiest wards), during development and once operational we will work actively to engage these communities through our Heritage Activity Plan, promotion of our tenants' services, and community events to bring people together.
- Wasps operates an Environmental Sustainability Policy and actively seeks to reduce energy consumption by working with Resource Efficient Scotland and others to update some of our mechanical systems to more energy efficient ones, including installing movement detectors on corridor lights, insulating roofs and actively managing recycling in our buildings.

It will make the Highlands *a place to learn*:

- Inspiring young and old people alike in the positive benefits of creative activities and learning, and providing a suitable space to try out different things.
- Enabling young people who live here or who come to study to remain in the area by developing creative industries job opportunities for when they graduate, creating a vibrant working space so people will feel enthused about staying in Inverness to develop creative careers.
- Providing space for educational institutions such as Code Clan Digital Skills Academy and Inverness College UHI
- Engaging a range of audiences in creative, heritage, construction and digital learning through our Heritage Activity Plan.
- Enabling people from the community to learn with and from one another by providing a welcoming and inspiring place to meet and exchange ideas, and support through partnerships with local third sector organisations and community groups to ensure they feel welcomed and supported to develop their own creative practice, for health, well-being, skills development, confidence and socialisation.
- Providing fit for purpose facilities which will contribute to the Highlands ability to grow and retain the workforce, and be seen as a desirable facility for networking, training and learning events.

It will contribute to the Highlands reputation as *a place where people thrive*, live fulfilled and productive lives, free from poverty and discrimination:

- Being open and accessible to all, as part of a high profile regeneration project in the centre of Inverness.
- Providing flexible opportunities for isolated artists and creative professionals to meet with like-minded people, find productive workspace, engage in learning and networking opportunities, and socialise with their neighbours.
- Providing much needed meeting and events space in the centre of Inverness which can be used by the whole community.
- Providing the artists and businesses which work there with a platform to develop their work and careers and inspire the public.
- Promote digital technology skills and digital inclusion
- Promote good mental health and well-being providing a space for individuals and community groups to meet, socialise, learn, and create.

It will make Inverness a *welcoming place*:

- Providing a contemporary heritage attraction with a distinct 'pull factor' to complement more traditional tourist attractions in the region.
- Creating an identifiable base for the community in the Highlands which is open – providing residents, and those visiting for work or leisure with an inspiring place to go. Initiatives in other cities, such as the Custard Factory in Birmingham, have successfully regenerated City Centre areas through the development of heritage buildings as creative hubs and we expect ICA will have a similar effect for Inverness.
- Contributing to a safe City Centre by creating an active and positive community space from a building which has been vacant and subject to vandalism since June 2015.

If No, how has your activities or project been funded in the last three years?

N/A

1.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets.

<b>How you will know you have made the change?</b>		
<b>Year 1 Measurable Outcome</b>	<b>Year 2 Measurable Outcome</b>	<b>Year 3 Measurable Outcome</b>
New members of staff secured by completion to manage the facility and Highlands & Islands region of Wasps properties	Phase 2 Building opened by Autumn 2020 and 30% occupied by tenants by Summer 2021 as per business plan.	Income generated by Year 3 as per Business Plan 2018-2023  Occupancy 50% or more as per business plan.
Phase 1 building fully occupied by tenants by Summer 2019	Delivery of an Arts Heritage programme of activity including number of talks, number of events, number of CPD activities, number of opportunities for volunteers	Visitor numbers meeting or better than projected targets
Ongoing monitoring of local support (i.e. attendance at open events, use of spaces, attendance at classes)	Social Enterprise bid for, and win tender to operate the café in Phase 2. Café visits measured against business plan once operational.	Attendances and income generated for tenants at events held within the building and outside in the city measured against business plan.
Ongoing monitoring of results for tenants (i.e. sales and exhibitions)	Ongoing monitoring of results for tenants (i.e. sales and exhibitions)	Ongoing monitoring of results for tenants (i.e. sales and exhibitions)
Established a network of 3 <sup>rd</sup> sector partners to develop an inclusive outreach programme	Worked with partners and artists to develop a suitable programme and professional skills to deliver inclusive arts activities to a diverse range of people in the community. Trained 8 artists.	Engaged with groups in Merkinch, Hilton, City Centre and directly at Inverness Creative Academy in drop in studio sessions – with at least 12 participants attending each session by the end of Yr 1, and 60 regular members.

1.14 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?

Our application is for capital investment to enable us to create a facility which responds to an identified need in Inverness and the Highlands. The 3 year pilot programme developed alongside will enable us to establish demand and momentum, and create evidence of the benefits and outcomes to inform future partnerships with health and social care providers.

Wasps will not embark on capital projects without a viable self-financing business model demonstrating they can be self-sufficient. Our Business Plan forecasts show that by Year 5 occupancy levels at ICA will be sufficient to achieve an operational surplus, providing we can raise the investment for set up capital costs. Before Wasps' acquired the buildings, a robust business planning exercise ensured that future maintenance and operational costs could be covered by rental income.

This includes staffing costs to run the building. Our Heritage Activity plan is funded by the National Lottery Heritage Fund for 12 months from when Permission to Start is granted by the funder.

## **PART 2: SPECIFIC QUESTIONS RELATING TO THE FUNDING STREAM WHICH YOU ARE APPLYING TO:**

### ***(Common Good Funds)***

There are no additional questions for Common Good Fund applications.

Please continue to **PART 3: About your organisation**

## **PART 3: ABOUT YOUR ORGANISATION**

Guidance on completing part 3: [ABOUT YOUR ORGANISATION](#)

3.1 What is your organisation's name and address?

Organisation name

Organisation address

Postcode

Website

Council Ward (see guidance note to clarify which Council Ward the project or activity will cover)

**3.2 Who is the main contact for this application? (They must have a good knowledge of the organisation and this application)**

Name

[Redacted]

Position in organisation:

[Redacted]

Address

[Redacted] Postcode [Redacted]

Phone number

Day: [Redacted] Evening: [Redacted]

Email address

[Redacted]

Does the main contact have any communication needs? E.g. textphone, sign language, large print? YES  NO

If yes, what are they? (maximum 20 words)

[Redacted]

- 3.3**
- a) When did your organisation start? April 1977
  - b) What geographic areas and/or communities of interest (e.g. Young people, people with disabilities, older people, people from an ethnic minority background) does your organisation cover?

Wasps supports a diverse range of artists, makers and creators with space in 19 buildings located across Scotland – Glasgow, Irvine, Kirkcudbright, Aberdeen, Dundee, Shetland, Edinburgh, Nairn, Selkirk, Skye, Newburgh, Orkney, and our newest addition in Inverness, Phase 1 of ICA.

We have worked hard to develop our reach across the Highlands and it is our intention that, once operational, ICA will provide a large-scale facility which can be used as the basis for a collaborative and effective network of artists and community resources across the region.

Wasps' primary focus is in supporting Scotland's creative community, which includes people of all ages, backgrounds, locations, ability, ethnic background or religion. We work with the artists in our buildings to promote public access wherever possible.

A survey of our tenants carried out in 2016 identified interesting insights into our tenant mix, and the results of this survey helped inform our business plan and strategic direction to ensure that as an organisation we continue to deliver on what we set out to do – provide affordable workspace for artists and makers.

Some of the key things we learnt from our tenant survey included:

- Wasps supports mainly older artists at present. 70% of our tenants are 45 years +. In Inverness we are focusing on how the project can support young and emerging artists and businesses to stay in the area, and have adapted some of our criteria as such.
- 82% of our artists are exhibiting locally and 25% are exhibiting internationally. In 2018, one of Wasps' tenants won the Turner prize, which also happens to be curated by a Highlander. Wasps will use our Scotland wide tenant network and these types of individual successes
- 78% of our tenants make less than £10,000 a year from their art whilst 51% of our creative industries tenants have a turnover of more than £250,000 per annum. Our tenants have told us how important it is to have space to focus on their art in a supportive environment, and with ICA Wasps' will create a nurturing, collaborative space, whilst continuing to develop our expertise in supporting the creative and career development of those we work with.

### **Engaging with different communities through Inverness Creative Academy**

When occupied, ICA tenants, supported by Wasps Arts Enterprise Officer will be encouraged to manage self-directed programmes of artistic events to engage with and benefit the local community. We can already see this ambition being realised as a number of tenants who have leased space in Phase 1 intend to run creative learning courses and engagement opportunities from their spaces. Booking are already being made for events in the restored Gym Hall (Phase 1) including The Scottish Artist's Union, 'Developing the Young Workforce' Business Event through Inverness Chamber of Commerce, and a Highland Multicultural Friends and Play Pieces Theatre Event.

Wasps will run a Heritage Activity programme throughout the development of ICA. The Heritage Activity Plan is a 12 month programme of funded community engagement projects using heritage, art and the construction process as key elements to educate and inspire. A Heritage Activity Planner will be employed to deliver the plan and will be based in the building. The value of the programme is c.£40k.

Wasps is excited about the opportunities that the historic and architectural significance of the buildings present in developing creative practice in Inverness and the region. There is an incredible wealth of local knowledge, much of it from past pupils of the school. Wasps Trust proposes to use this local knowledge of the social history of the buildings as a stimulus for creative engagement activities that would further understanding, raise awareness of and celebrate their heritage in innovative, dynamic and exciting ways.

The types of activities which will be delivered include:

- Construction and Design Skills
- Digital Technology Skills
- Historic research, recording and interpretation skills
- Marketing and branding skills
- Staff training
- Arts training and skills

The priorities for what these activities seek to achieve include:

- Creative engagement with the history and heritage of the Midmills site
- An identifiable base for the creative community in Inverness and the Highlands
- Re-use of significant heritage buildings in a meaningful way
- Raise awareness of the building and the new facilities within the area
- Creative a new contemporary space and sense of place within Inverness
- Economic regeneration and retention of creative talent in Inverness and the Highlands



- Engage with the local community, in particular existing pupils in the area and former pupils of the IRA and Inverness College UHI, and the wider populace of Inverness
- Provide opportunities for people to experience new art-forms
- Provide practical skills development associated with the repair and adaptation of historic buildings
- To create a positive impact on the wider urban context and within the social psyche of Inverness

The following potential audiences and collaborators will be targeted initially:

- Previous IRA and Inverness College UHI pupils and current pupils in local primary and secondary schools (Crown Primary, Milburn Academy, and other schools across the Highlands with links to the heritage or new creative hub)
- Encouraging the next generation of young creative individuals in the Highlands and retaining young talent in the area
- Local and regional artists and creative industries
- Residents in the local area, including new neighbours who have purchased retirement properties on the site
- Further and Higher Education Institutions including UHI (including Inverness College, Moray College, Shetland College, Orkney College, North Uist and the rest of the UHI network)
- Local History and Interest Groups (Inverness Local History Forum, Crown & City Centre Community Council, Inverness City Heritage Trust, Inverness Field Club, Inverness Civic Trust...)
- Local Arts Network and Organisations (Lonely Arts Club / Creative Inverness, XPO North, Arts in Merkinch, Highland Youth Arts Hub, Eden Court, Highland Print Studio, Creativity in Care, Mens Shed...)

This will be in addition to events and opportunities led by tenants and the local community, which will be actively encouraged and supported.

c) Is there any restriction on who can join your organisation?

Yes  No  If yes, what are they and why do you have them?

General access to the main public space in Phase 2 will be open to all and free of charge. This includes Wasps' open events such as maker's fairs and open studios. Certain events will be delivered for particular groups and open exclusively to them.

The 'private' spaces for hire at Inverness Creative Academy will be let to tenants who meet Wasps' established criteria for workspace.

These spaces are provided at lower than market rents and, although we aim to be as inclusive as possible, given that spaces are limited and demand from artists is high, we want to ensure that space is leased to practicing artists. In assessing eligibility, we take into account a number of different factors such as type of practice, what stage you are at in your career (for example, in assessing an artist's experience if he/she is a recent graduate) and the scale of output.

Longer term tenancies in Phase 2 will be open to creative industry organisations at start up stage, for example: organisations working across design (such as web, branding, product), creative marketing, architecture, film production etc. We will always carefully consider the dynamic of the building and understand the importance of keeping it a creative environment, whilst having a wide mix of tenants so it's a place organisations want to be and enjoy working in, and visitors feel inspired to come to. This enables Wasps to support and nurture developing artists and businesses to create thriving and

vibrant creative communities.

In recognition of the difficulties faced by the Highlands in retaining young talent, at our Inverness site we have made some exceptions to our usual criteria to enable less experienced, recently graduated artists to take space. In some cases we have allowed rent free periods for tenants to help them settle in. Where it can be accommodated we offer free or subsidised rates for use of meeting and events space to tenants and community partners or charitable organisations.

- d) How many people are on your governing body or management committee? 15
- e) Are there Highland Council Elected Members or Officers or Community Councillors on or attending your Management Committee or Board? *(please note that this will not affect your application)*

Yes  No

If yes, please provide names:

<b>Highland Council Elected Members</b>	<b>Role i.e. Office Bearer, Voting Member, Ex-official / advisory, other</b>
N/A	

<b>Community Councillors</b>	<b>Role i.e. Office Bearer, Voting Member, Ex-official, other</b>
N/A	

<b>Council Officers</b>	<b>Role i.e. Office Bearer, Voting Member, Ex-official, other</b>
N/A	

**3.4 Does or has your organisation receive(d) any other funding from The Highland Council? Please provide information relating to Council funding for the last 3 years:**

Yes  No

If yes –

a) What is/was it for, and from which Service or Ward budget was it provided?

<p><b>Year 1:</b></p> <p>£100,000 from Highland Council's discretionary capital fund claimed in Year 1 2018/19 for Phase 1 of Inverness Creative Academy (provided for works carried out in 2018).</p>
<p><b>Year 2:</b></p>
<p><b>Year 3:</b></p>

b) How much funding do/did you receive?

<p><b>Year 1:</b> The Scottish Government provided a £1.2m grant to Phase 1 of Inverness Creative Academy which was distributed via Highland Council.</p>
<p><b>Year 2:</b></p>
<p><b>Year 3:</b></p>

c) Estimated value of existing funding in kind, and from which Service or Ward budget was/is it provided?

<p><b>Year 1:</b> Works to the courtyard have been carried out on our behalf by the Council, so although Wasps are paying for the service, the partnership has been incredibly helpful to us in relation to procurement and management.</p>
<p><b>Year 2:</b></p>
<p><b>Year 3:</b></p>



**APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Over £10,000 – Common Good Funds**

**Name of Organisation:**

Eden Court

**Name of Project or Activity Requiring Support:**

Under Canvas

**Which of the Council's funding streams are you applying to?**  
(Please provide closing date details where applicable)

Inverness Common Good Fund

**Is the amount you are applying for:**

£5,000 or under     Under £10,000     £10,000 or over

**Total amount applied for: £...16,435.....**

**Estimated cost of funding in kind applied for: £.....**

**Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support**

**What type of organisation are you? (please tick all that apply)**

Third Sector (voluntary or community) organisation		Community Council	
Registered Charity If yes – Registration number SC008237.....	✓	Company Limited by Guarantee If yes – Company Number SC063216.....	✓
Other - please specify.....			

**Please remember guidance to completing the application form is available [here](#). Appropriate links to the guidance are situated throughout the form: **This page****

For official use only			
Application reference number			

# PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: ABOUT YOUR ACTIVITIES OR PROJECT

1.1 What is the name of your activity or project?

**Under Canvas**

1.2 When will your activity or project take place? (specifically those for which you are seeking an award from The Highland Council)

Start date (month and year)... June 2019.....

End date (month and year)... August 2019.....

Location.....Eden Court Lawn.....

1.3 What activity or project do you want us to support?

*For example:*

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

We are applying to the Inverness Common Good Fund to help us bring back our very popular, summer pop-up venue, Under Canvas.

Under Canvas is a stunning, big tent with bar, stage and rustic seating (hay bales, pallet furniture), sited in front of Eden Court on the lawn. Visitors can enjoy drinks, food, music, comedy and more in a great riverside setting, conveniently close to the city centre. Last year thousands of people enjoyed Under Canvas, described as the 'new must visit city venue'.

This summer we plan to extend Under Canvas to a seven week stay with a programme showcasing more than 150 traditional and Gaelic performers, plus Saturday evening ceilidhs and fringe Friday sessions. The live music will be programmed by Fèis Rois. The 58 performance slots will provide valuable opportunities for up and coming young musicians as well as established names. It will be possibly the biggest, most comprehensive programme of traditional and Gaelic music in the Highlands this summer.

Visitors will include Eden Court audiences attending events in our busy theatres and cinemas, local people coming specifically for the Under Canvas experience and tourists who will get a taste of the best of Highland culture. The many people attending other events nearby, such as the European Piping Championships and concerts in the Northern Meeting Park, are also very likely to take advantage of the informal, outdoor entertainment and refreshments available at Under Canvas.

There are no entrance fees, all entertainment is free, making Under Canvas very accessible, whether you want to drop by after work or plan a night out with friends.

### **The Aims of Under Canvas**

- To attract more visitors to Eden Court during the summer period, particularly tourists and people in the local community.
- To provide a new focal point and experience to be enjoyed by visitors and locals in Inverness during the summer.
- To make better use of Eden Court's exceptional location and attractive outdoor space.
- To create new opportunities for people of all ages to enjoy and appreciate the rich talent of traditional and Gaelic musicians in the Highlands.

### **How it Will be Delivered**

- Under Canvas will be open 4.30pm – 11pm from Thursday 27 June until Saturday 16 August.
- There will be live music, programmed by Fèis Rois, from 5pm – 7pm and 8pm - 11pm on Tuesday, Wednesday and Thursday. Fringe Fridays, programmed by Eden Court's Engagement team, will feature a variety of music and comedy and on Saturdays, traditional music 'jamming' sessions will be followed by a ceilidh in the tent.
- The live music programme will be a real highlight of Under Canvas. It includes 58 sessions in total, which will feature young talented musicians just starting out on the Ceilidh Trail and established professional bands.
- The open fronted tent will be hired from and erected by the new local enterprise Highland Stretch Tents.
- The Black Isle Brewery is supporting Under Canvas with the loan of bar equipment and a favourable deal for beer sales.
- All other equipment and staffing will be provided by Eden Court.
- Food will also be available every evening. The plan (tbc) is to offer freshly baked pizza from a portable, wood fired oven.

### **Who Will Benefit**

We know from last year's experience of running Under Canvas that there is a huge appetite for a relaxed, outdoor entertaining venue in the city, where people can gather, eat, drink be entertained and dance, if they wish.

**Tourists** - many tourists are seeking traditional entertainment during their stay in Inverness

**Hoteliers, B&Bs, Guest House owners** – welcomed Under Canvas as it was something they could recommend to their guests as a place to go during the evening.

**Local community** – Under Canvas attracts a wide range of people, including families, who enjoyed having a new, different option for entertainment in the summer in a lovely outdoor setting.

**Eden Court** – there is a strong business case for developing and extending Under Canvas. Last year's pilot project proved the viability of the project. This year we aim to generate valuable income from the bar and food sales, both as an attraction in its own right and as an addition to the existing capacity in the building on busy nights.

**The Gaelic and Traditional music community** will benefit from the paid performance opportunities and exposure to a wider, different audience.

1.4 Does your activity or project involve building or landscaping work?

Yes  No

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):  
Have ownership of the land or building

Yes  No

**OR**

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes  No

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required

Planning permission required and has been granted

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups\* are treated fairly and have equal chances to use services and that there is more equality between groups\*;
- Make sure that people from different groups\* get on together.

\*Groups are people who have "protected characteristics" in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

Eden Court aims to be fully inclusive and accessible to all visitors. This applies to our programming, our building, the services we deliver and as an employer.

We are committed to working towards the elimination of all barriers and maximising the independent use of our services. We define 'access' as something that is made possible when physical, sensory, intellectual, cultural, economic and attitudinal barriers are removed, reduced or overcome.

Under Canvas is a temporary, outdoor venue making best use of Eden Court's stunning location by the river. It will be fully accessible for people with physical disabilities as there are no doors, steps, levels to prevent access and plenty of space for wheelchairs. All customers will be able to make use of Eden Court's accessible facilities in the building.

Under Canvas is free for all visitors. People can sit in the stretch tent or outside on the lawn to enjoy the programme of music and while there will be a pay bar, it is not a requirement to purchase drinks.

The programme of music provided by Fèis Rois will be suitable for and can be enjoyed by all ages and genders and will appeal to both the local community and visiting tourists.

1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

Our pilot Under Canvas in 2018 was delivered in partnership with Fèis Rois who programmed the live music. The pilot project was recognised as a model of best practice in the 2018 National Gaelic Tourism Strategy.

As part of our commitment and ambition to showcasing Gaelic talent and normalising Gaelic culture, we will work with Fèis Rois again in 2019 to create freelance employment opportunities for up to 150 Gaelic artists.

Under Canvas will provide platforms for Gaelic artists to share the language with thousands of members of the general public throughout the summer of 2019.

1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

David Haas, Inverness City Manager  
Gerry Reynolds, Events Manager  
Councillor Graham Ross, Inverness West



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1.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value
N/A	

1.9 Please provide a breakdown of how much will your activities/project will cost and how much Funding you are applying for from The Highland Council:

Item/Activity	Breakdown of Total Costs £	Year 1 £	Year 2* £	Year 3* £	Total £
Staffing	Staffing of Under Canvas will be covered by Eden Court's existing roster of full and part time staff.				
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Hire of stretch tent and dura matt flooring	8,370*			
	Musician s fees (116 sessions, paying Musician Union rates as required)	24,500			
	Fringe Friday artists fees	1,000			
	Design & print of signage and publicity materials	2,000			
	Dressing & furniture items	1,000			
	Power & cabling	600			
	Insurance	400			
	Hire of catering equipment (provisional)	1,000			
<b>Total Project Cost £</b>		38,870			
<b>Total Funding Request £</b>		16,435			

1.10 **Other funding relating to this project** Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	Year 1 £	Year 2* £	Year 3* £	Total £
Eden Court (contribution to costs)	22,435			
Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>				
Eden Court resources – all staff including catering, bar, front of house, technical, engagement, marketing and events management.				

Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>				
<b>Totals</b>	<b>38,870</b>			

\*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.

**\* Note re hire of stretch tent**

Highland Stretch Tent is the only supplier available to us with the necessary kit north of the Central Belt so we are unable to supply three quotes for this.

- 1.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:
- a. Community support for your project (e.g. surveys, etc.)
  - b. Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
  - c. Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

Under Canvas was developed as a pilot project in summer 2018, to test the viability and demand for an outdoor stage and bar at Eden Court.

It was a resounding success in that:

- Visitor numbers were high throughout the five weeks (an estimated average of 250 per day, with the highest numbers when live music was programmed). That's an estimated total of 8,750 people.
- Income from food and drink sales exceeded the projected target by 17%
- Visitors included a large number of tourists attracted by the opportunity to hear live traditional and Gaelic music (not measured but evident anecdotally)
- Hoteliers, guest house owners etc. reported back to us that they directed many of their guests to Under Canvas and it had enhanced their stay in Inverness.
- Fèis Rois confirm it created a significant and valuable new platform for their musicians and based on this are keen to be partners for Under Canvas again in 2019.
- Lots of very positive feedback – particularly on social media - from many people who enjoyed Under Canvas last summer has convinced us that there is a local demand for it to return this year.

With the experience of the pilot project, we will make some refinements in the set up this year with the aim of making it even more successful, both in terms of revenue generated and number of visitors.

- 1.12 Is this a new or additional activity or project? – Yes  No  **X**  
If yes, what change will your activities or project make in your community?

**If No, how has your activities or project been funded in the last three years?**

**The pilot Under Canvas in the summer of 2018 was funded by Eden Court, albeit on a very reduced scale. The project for 2019 is more ambitious with the aim of reaching more people.**

- 1.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets.

<b>How you will know you have made the change?</b>		
<b>Year 1 Measurable Outcome</b>	<b>Year 2 Measurable Outcome</b>	<b>Year 3 Measurable Outcome</b>
Increased visitor numbers to Eden Court & surrounding businesses during the Under Canvas season. Measured against 2018 numbers.		
Increased enjoyment by Inverness residents, enjoying the summer, having somewhere free, inclusive and welcoming to attend regardless of age or background. Measured through survey.		
Increased employment opportunities for creative sector freelance workers in Highland (musicians) ensuring a vibrant and growing Highland cultural economy.		
Increased profile of Gaelic and Traditional Arts in a welcoming and inclusive space.		

- 1.14 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?

n/a

- 3.3 a) When did your organisation start? Month...April.....Year... 1976...
- b) What geographic areas and/or communities of interest (e.g. Young people, people with disabilities, older people, people from an ethnic minority background) does your organisation cover?

Eden Court provides a programme of arts and entertainment and creative learning for everybody in the Highlands. As the major performance venue for the region we ensure our programme is diverse to include events for all ages and interests. Our team of arts education specialists live and work throughout the region delivering creative activities in schools and communities. More than 350,000 people visited Eden Court last year and 90,000 participants got involved with our outreach activities. In a region with a total population of 230,000 that means a very high proportion engage with Eden Court.

- c) Is there any restriction on who can join your organisation?  
 Yes  No  If yes, what are they and why do you have them?

- d) How many people are on your governing body or management committee? ...12...
- e) Are there Highland Council Elected Members or Officers or Community Councillors on or attending your Management Committee or Board? *(please note that this will not affect your application)*  
 Yes  No

If yes, please provide names:

Highland Council Elected Members	Role i.e. Office Bearer, Voting Member, Ex-official / advisory, other
Cllr Gordon Adam	Board member
Cllr Biz Campbell	Board member
Cllr Janet Campbell	Board member
Cllr Margaret Patterson	Board member

Community Councillors	Role i.e. Office Bearer, Voting Member, Ex-official, other

Council Officers	Role i.e. Office Bearer, Voting Member, Ex-official, other

Stewart Fraser	Company Secretary

**3.4 Does or has your organisation receive(d) any other funding from The Highland Council? Please provide information relating to Council funding for the last 3 years:**

Yes  No

If yes –

a) What is/was it for, and from which Service or Ward budget was it provided?

<b>Year 1: Revenue Funding (Care &amp; Learning)</b>
<b>Year 2: Revenue Funding (Care &amp; Learning)</b>
<b>Year 3: Revenue Funding (Care &amp; Learning)</b>

b) How much funding do/did you receive?

<b>Year 1: £504,654 (2016/17)</b>
<b>Year 2: £499,723 (2017/18)</b>
<b>Year 3: 300,000 (2018/19)</b>

c) Estimated value of existing funding in kind, and from which Service or Ward budget was/is it provided?

<b>Year 1:</b>
<b>Year 2:</b>
<b>Year 3:</b>





**APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Over £10,000 – Common Good Funds**

**Name of Organisation:**

Scottish Canals

**Name of Project or Activity Requiring Support:**

Carse Outdoor Hub

**Which of the Council's funding streams are you applying to?**  
*(Please provide closing date details where applicable)*

Inverness Common Good Fund

**Is the amount you are applying for:**

- £5,000 or under    
  Under £10,000    
  £10,000 or over

**Total amount applied for: £.....50,000.....**

**Estimated cost of funding in kind applied for: NA**

**Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support**

**What type of organisation are you? (please tick all that apply)**

Third Sector (voluntary or community) organisation		Community Council	
Registered Charity If yes – Registration number .....		Company Limited by Guarantee If yes – Company Number .....	
Other - please specify..... Scottish Canals is a public body.....			

**Please remember guidance to completing the application form is available [here](#). Appropriate links to the guidance are situated throughout the form: [This page](#)**

For official use only Application reference number			
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# PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: ABOUT YOUR ACTIVITIES OR PROJECT

1.1 What is the name of your activity or project?

Carse Outdoor Hub @ Muirtown Basin, Inverness

1.2 When will your activity or project take place? (specifically those for which you are seeking an award from The Highland Council)

Start date (month and year).....Feb 2019.....

End date (month and year).....March 2020.....

Location.....Carse Road / Muirtown Basin, Inverness

1.3 What activity or project do you want us to support?

*For example:*

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

## Aims of the project and how you are going to do it

The proposal is to create a new outdoor waterports hub at Muirtown Basin on the edge of the Carse area to provide a social, training and outdoor centre. The project involves the construction of two connected new buildings to house these activities: one will be a canal-side café space and watersports facilities / meeting space and the other will be a larger building set within Carse industrial estate for a number of users (see below).

The proposals include a wooden access bridge, greenspace and SUDS improvements to ensure the project is truly exemplary in terms of placemaking, regeneration impact and environmental performance. The project will improve and reinforce physical access for Merkinch/ South Kessock residents to the new facilities and the canal. This will include a green 'growing space roof' on top of the main hub building.

## Help with running costs or for a specific project or activity

At this stage we plan to cover the running costs of the proposed building. We have been fundraising for the last 2 years but have still to reach our capital funding target. This is why we are approaching the Common Good Fund at this stage.

## Who will benefit

The project already has a varied range of local organisations moving to the new site:

- Inverness Scout District (Muirtown Sea Scouts)
- Inverness Canoe Club and other canoe clubs/ groups
- Highlife Highland
- University of Highlands & Islands (Inverness – Outdoor Education Dept)

- Merkinch Mens' Shed
- Canal College (run through Scottish Waterways Trust)
- Merkinch Local Nature Reserve (Ranger)
- Land Commission (office relocation to help the regeneration of the area)

The facility will function as a social space for residents providing an events and meeting space for the local area (which SKRA highlighted as essential) and a new café on the doorstep of the nature reserve featuring interpretation and information about walks around the nature reserve and canal.

The events and meeting space can also be used as a training and educational facility whether this be for SWT running Canal College tuition or providing SQA accreditation courses or UHI using the facility for outdoor education courses.

The new space will provide benefits for the wider city of Inverness but activity will be primarily focused on delivering benefits to immediate communities i.e. the South Kessock, Merkinch, Scourgoie, Dalneigh and Muirtown areas of Inverness.

Scottish Waterways Trust already run 'Nature Walks for Wellbeing' in and around Muirtown basin and Merkinch Nature Reserve. These activities help tackle isolation and mental health issues in the area. The new facility will provide a base /meeting point for these activities i.e. café and a briefing point beside the canal additional meeting / event space within the main building.

The activities and facilities at Carse Hub will be run in partnership with the local communities aspirations in line with the commitment set within the South Kessock & Merkinch Locality Plan (2017) to increase the level of influence and sense of control that local people have over decisions and services across the locality. Scottish Canals will establish a local management group (either in conjunction with or in addition to the Merkinch Nature Reserve Management Group) to oversee the functions and activities of the new hub facility and may also if appropriate set up a local Trust responsible for managing the facility in the years going forward. Scottish Canals has experience of doing something similar e.g. through Pinkston Paddlesports Centre which SC fundraised for and delivered with partners then set up a Trust to run the facility post-completion.

1.4 Does your activity or project involve building or landscaping work?  
Yes

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):  
Have ownership of the land or building

No

**OR**

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes Scottish Canals has a 99 year lease with Highland Council.

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required

Planning permission required

Planning permission required and is anticipated by Dec 2018.

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups\* are treated fairly and have equal chances to use services and that there is more equality between groups\*;
- Make sure that people from different groups\* get on together.

\*Groups are people who have "protected characteristics" in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

Scottish Canals have been working with the National Centre of Diversity since early 2016 to ensure that we place equality, diversity and inclusion as central to our ambitions and at the heart of our business.

We have rolled out EDI training to all our employees to raise awareness and promote understanding across our workforce. We have also re-designed our recruitment and on-boarding processes in line with best practice to ensure that we are actively reaching out to and encouraging protected groups to engage with Scottish Canals as a potential employer and to ensure that we better represent the communities that we serve.

In line with this commitment and focus to advancing equality of opportunity and fostering good relations, all our projects within Scottish Canals follow these principles. The new facilities at Muirtown Basin will be run in such a way as to be open and welcoming to all sections of the community.

We have many local organisations who are lined up ready to use the facilities which demonstrates that a wide range of community groups have shown interest and will have access to and benefit from the proposals.

The café area is intended to be a welcoming meeting space. The improvements to the water's edge will also be designed to ensure people from all sections of the community are encouraged to visit and feel welcome.

The upper floor level of the main building will have an events / meeting space to allow local groups to meet and socialise.

We will establish a management group for the new building which will enable all users

of the facility the chance to get together and share ideas. We will also promote events for all users to get together and share ideas in a more informal way e.g. networking breakfasts and speakers corner slots every month to allow groups to talk about their upcoming activities.

1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

We propose to put interpretation inside the new buildings particularly focused on the canal-side café element. The interpretation will include translation of key material in Gaelic. In addition any internal or external interpretation / signage will also have Gaelic included. We are working on a wider signage strategy for the area with partners.

1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

We have presented to the Central Area Ward Committee including Councillors Janet Campbell, Richard Laird and Bet McAllister.

We have met with David Haas regarding the project on a two occasions to understand firstly how best to bring the project forward to the local community and elected members and also to discuss potential funding applications for projects in the Muirtown / South Kessock area including the Carse Outdoor Hub project.

We have also presented the outline proposals for the project to Merkinch Community Council and to the chair of the South Kessock Residents' Association to keep people appraised of progress on funding bids and to ensure we have a healthy level of local community support for the proposal.

1.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value
Scottish Canals and Highland Council have a strong working partnership covering the Caledonian Canal. Council officers are involved in supporting this project through helping with funding bids, signing off amendments to lease arrangements, strategy meetings and general communications on the Carse Hub and wider projects. THC staff are also helping with local engagement activities concerning these proposals. We have also been working closely with Highlife Highland to develop the proposal and they have also agreed to use the new facility to promote outdoor education and canoe teaching sessions.	£5,000

1.9 Please provide a breakdown of how much will your activities/project will cost and how much Funding you are applying for from The Highland Council:

Item/Activity	Breakdown of Total Costs £	Year 1 £ 2018/19	Year 2* £ 2019/20	Year 3* £	Total £
Staffing					
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Common Good Fund contribution towards project (being requested) =  <u>Project Costs</u> Site Development Costs Fees and surveys Hub Building Cafe Walkway and Access Prelims  <i>(Project total estim = £2.8m which SC will deliver over 2018-20)</i>	£50,000  £50,000 £100,000	£50,000 £670,000 £200,000 £935,000 £320,000 £200,000 £325,000		£100,000
<b>Total Project Cost £</b>		£150,000	£2.65m		£2.8m
<b>Total Funding Request £</b>		£50,000	£50,000		£100,000

1.10 Other funding relating to this project Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	Year 1 £ 2018/19	Year 2* £ 2019/20	Year 3* £	Total £
Scottish Govt (Regen Capital Grant Fund)	850,000			
Highland Council (Vacant Derelict Land Fund)	200,000	100,000		
Scottish Canals	50,000	250,000		
Successful <input type="checkbox"/>				
SUSTRANS	65,000	300,000		
SNH (Green Infrastructure Fund)		385,000		
Sports Scotland		100,000		
HIE		300,000		
Other Trusts (application processes underway)		200,000		
Awaiting Decision <input type="checkbox"/>				
<b>Totals</b>	1,165,000	1,635,000		£2.8m

\*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.

- 1.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:
- a. Community support for your project (e.g. surveys, etc.)
  - b. Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
  - c. Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

The Muirtown – South Kessock Charrette which was held in 2014 involved over 200 contributors many of whom were local people and importantly a lot of young people from the communities of Muirtown, Dalneigh, Merkinch and South Kessock. This engagement process highlighted support for :

Better physical links between the South Kessock / Merkinch area and canal  
A network or joined up paths and routes around Muirtown Basin / South Kessock and Merkinch Nature Reserve

The Merkinch South Kessock Locality Plan also highlights that:

‘Reports published by NHS Scotland show that the South Kessock and Merkinch area suffers from high levels of health inequalities, that residents of the area experience poorer health than in other parts of Inverness and that health is significantly worse than the Scottish average, notably in life expectancy for males, early deaths from cerebrovascular disease, hospitalisations through alcohol, multiple hospitalisations, mothers smoking during pregnancy and psychiatric hospitalisations.’

The proposals to create a new outdoor hub at Muirtown Basin along with a series of new and improved access connections between South Kessock and the canal will provide opportunities for local people to get out into the green spaces around their area. We also plan to have the hub as a new outdoor healthy pursuits area promoting more healthy walks and activities around the canal basin and particularly in Merkinch nature reserve. Working in partnership with Scottish Waterways Trust and local schools we will ensure the building can be used by local school groups and nursery group visits. The spaces being enhanced and created outside the building make it an ideal visit for such groups.

Scottish Canals has recent experience of improving access to canal towpaths and creating new access routes, cycleways and enhanced greenspaces within North Glasgow. This has resulted in the formation of a new local nature reserve in the city and increase numbers of local people using these amenities. We have also facilitated the establishment and growth of a new kayak club (with some capital investment) which has increased participation levels in sporting activities of local children and young people who have suffered similar challenges in their area to South Kessock / Merkinch.

Involving local groups and clubs in the use of the building will also facilitate local people living in South Kessock / Merkinch getting access to the facilities that are being delivered. It is critical that for local people to want to become involved in healthy outdoor activities that we have the facilities available and we have the local community involved in the running or the decisions made about the management of the spaces.

- 1.12 Is this a new or additional activity or project? – Yes

If yes, what change will your activities or project make in your community?

The 2017 Merkinch and South Kessock Locality reinforced the need for local statutory partners, agencies, third sector organisations and community groups to work better in partnership to plan and provide services at a local level so as to reduce inequalities and disadvantage. The Locality Plan identified that the particular focus within the area should be around :

- Work and Local Economy
- Care and Maintenance
- Influence and Sense of Control

Whilst this project is not the answer to all of the area's problems it will provide an opportunity to address some of the challenges facing the area and utilise the area's assets for the benefit of local people. The facilities and improvements will provide a home for Scottish Waterway's Trust Canal College Employment & Training Initiative and provide space for Merkinch Mens Shed (or other similar groups) to operate out of.

The Sea Scouts and Inverness Canoe Clubs have operated out of temporary accommodation at Muirtown Basin for a number of years. This proposal represents a step-change in terms of offering an outdoor / watersports base at Muirtown Basin that Sea Scouts, Canoe Clubs, Highlife Highland, UHI (Outdoor Education)

The proposal will create a new hub for running clubs and activities on and off the water and will enable both Sea Scouts and Inverness Canoe Club the opportunity to grow their activities and member numbers within the area, particularly within South Kessock and Merkinch. Both organisations are committed to increasing their outreach activities and membership numbers within South Kessock and Merkinch.

The new physical access improvements that will be provided between the Carse / South Kessock area and the canal links to S Kessock

The new facilities will also promote and facilitate outdoor activities by allowing people to meet and change in the hub and use the indoor events space as a warm-up area before doing activity walks or watersports activities.

The proposed café is going to be a 'nature-health walks' café with the aim of promoting this as a base for doing activities within and around the canal and Merkinch Nature reserve, a central meeting point for nature reserve / health walks.

One early project idea we have is to allow the mens Shed project and Canal College to get involved in aspect of the site clearance to enable the Mens Shed to get access to fresh green timber for their 'woodwork skills' work. This is just the start of the projects we would like to undertake in partnership with local groups and the community in this area.

If No, how has your activities or project been funded in the last three years?

NA



- 1.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets.

How you will know you have made the change?		
Year 1 Measurable Outcome	Year 2 Measurable Outcome	Year 3 Measurable Outcome
Post completion – our target will be to get 40,000 visitors annually to the new café	This target will grow to 50,000	This target will grow to 60,000
Post Completion we will aim to increase the number of local people using the canal towpath and Merkinch Nature Reserve by 15%	This target will grow to 30%	This target will increase to 50%

- 1.14 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?

We are putting together a detailed business plan for the project which will provide a long-term operational model for the buildings and maintenance and running costs. The inclusion of the land Commission as a tenant in the main building will help with the running costs of the buildings and we are keen to get more businesses and social enterprises into the project.

Scottish Canals is the lead organisation responsible for running the buildings. We will set up a local management group involving the local community and nature reserve to ensure the facilities and activities are pitched right to ensure local people are using the hub. If appropriate the buildings could be handed over to an appropriate trust to manage the facility going forward (e.g. Scottish Waterways Trust or another trust similar to the Pinkston Paddlesports Trust example highlighted above).

## PART 3: ABOUT YOUR ORGANISATION

### Guidance on completing part 3: ABOUT YOUR ORGANISATION

#### 3.1 What is your organisation's name and address?

Organisation name

Scottish Canals

Organisation address

Canal House, 1 Applecross St, Glasgow

Postcode G4 9SP

Website

[www.scottishcanals.co.uk](http://www.scottishcanals.co.uk)

Council Ward (see guidance note to clarify which Council Ward the project or activity will cover)

Central Area Ward

#### 3.2 Who is the main contact for this application? (They must have a good knowledge of the organisation and this application)

Name

Title: Mr Forename/s: Christopher Surname: Breslin

Position in organisation:

Head of Regeneration & Development

Address

Canal House, 1 Applecross St, Glasgow

Postcode G4 9SP

Phone number

Day: 0141 332 6936

Evening: 07747 897786

Email address

[chris.breslin@scottishcanals.co.uk](mailto:chris.breslin@scottishcanals.co.uk)

Does the main contact have any communication needs? E.g. textphone, sign language, large print? NO

If yes, what are they? (maximum 20 words)

**3.4 Does or has your organisation receive(d) any other funding from The Highland Council? Please provide information relating to Council funding for the last 3 years:**

Yes

If yes –

a) What is/was it for, and from which Service or Ward budget was it provided?

<b>Year 1:</b> Contribution to World Canals Conference hosted in Inverness in 2016
<b>Year 2:</b> Contribution to Dochgarroch Toilet Facilities 2017
<b>Year 3:</b>

b) How much funding do/did you receive?

<b>Year 1:</b> £3,750
<b>Year 2:</b> £40,000
<b>Year 3:</b>

c) Estimated value of existing funding in kind, and from which Service or Ward budget was/is it provided?

<b>Year 1:</b>
<b>Year 2:</b>
<b>Year 3:</b>



**APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Over £10,000 – Common Good Funds**

**Name of Organisation:**

LCC LIVE EVENTS SERVICES

**Name of Project or Activity Requiring Support:**

PIPING INVERNESS – EUROPEAN PIPE BAND CHAMPIONSHIPS

**Which of the Council’s funding streams are you applying to?**

*(Please provide closing date details where applicable)*

COMMON GOOD FUNDING - INVERNESS

**Is the amount you are applying for:**

- £5,000 or under     Under £10,000     £10,000 or over

**Total amount applied for: £.....40,000.....**

**Estimated cost of funding in kind applied for: £.....**

**Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support**

NONE

**What type of organisation are you? (please tick all that apply)**

Third Sector (voluntary or community) organisation		Community Council	
Registered Charity If yes – Registration number .....		Company Limited by Guarantee If yes – Company Number .....	X
Other - please specify.....			

**Please remember guidance to completing the application form is available [here](#). Appropriate links to the guidance are situated throughout the form: [This page](#)**

For official use only			
Application reference number			

# PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: ABOUT YOUR ACTIVITIES OR PROJECT

1.1 What is the name of your activity or project?

**PIPING INVERNESS – EUROPEAN PIPE BAND CHAMPIONSHIPS**

1.2 When will your activity or project take place? (specifically, those for which you are seeking an award from The Highland Council)

Start date (month and year) ...29<sup>TH</sup> JUNE 2019....

End date (month and year)29<sup>TH</sup> JUNE 2019....

Location BUGHT PARK, INVERNESS....

1.3 What activity or project do you want us to support?

*For example:*

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit?*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

We are hoping for assistance to help with the operational costs of setting up and the running attached to the Piping Inverness event – European Pipe Band Championships.

This is the first year the event will be staged in Inverness and it is a real coup to get such a prestigious event for our City. Accordingly, we are looking for funds to help us deliver the event and make it a world beater. In terms of the commercial sector this will deliver a significant boost for trade in Inverness and the surrounding area. We would expect by the nature of the event that this will carry a huge European following and will benefit the businesses of Inverness who will all greatly benefit from the European event.

This event will also set the city up for future signposting Inverness as the capital of the European Piping Championships.

We are expecting a high demand in hotel rooms not just within the Inverness area but from around a 50-mile radius; from tourists and also the visiting Pipe Bands.

1.4 Does your activity or project involve building or landscaping work?

Yes  No

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):  
Have ownership of the land or building

Yes  No

**OR**

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes  No

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required

Planning permission required and has been granted

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups\* are treated fairly and have equal chances to use services and that there is more equality between groups\*;
- Make sure that people from different groups\* get on together.

\*Groups are people who have "protected characteristics" in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example, are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

All LCC Live events are organised to accommodate people with all capabilities. LCC Live and the associated events we deliver do not discriminate under the Equality Act. There are no rules or discrimination against anyone with protected characteristics and our events are open to all.

1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

Our website for Piping Inverness has the flexibility to allow change to the Gaelic language if requested by the user and a further 100 international languages. A number of the internal signage on site will be bi-lingual with the Gaelic language.

[www.pipinginverness.com](http://www.pipinginverness.com)

1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

We have had very positive conversations and meetings with David Haas, Town Centre Manager and Gerry Reynolds, Events officer at the Highland council which have proved to be very useful.

We are also in consultation with Highlife Highland, to jointly deliver a village area showcasing the work that Highlife Highland deliver along with interactive exhibits and offerings.

1.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value

1.9 Please provide a breakdown of how much will your activities/project will cost and how much Funding you are applying for from The Highland Council:

Item/Activity	Breakdown of Total Costs £	Year 1 £	Year 2* £	Year 3* £	Total £
Staffing	Site Team	£12,100	£12,100	£13,400	£37,600
	Security	£15,200	£15,200	£15,600	£46,000
	RSPBA Costs	£70,000	£72,100	£74,263	£216,363
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Marquees	£21,000	£21,000	£21,000	£63,000
	Site Infrastructure	£26,000	£28,000	£34,000	£88,000
	Signage (Bilingual)	£4,000	£4,000	£4,000	£12,000
	General Costs	£16,500	£16,500	£16,500	£49,500
	Hospitality Hosting	£16,300	£16,400	£18,100	£50,800
	Traffic Management	£4,450	£4,450	£4,450	£13,350
	Insurance	£2,100	£2,350	£2,390	£6,840
<b>Total Project Cost £</b>		<b>£187,650</b>	<b>£192,100</b>	<b>£203,703</b>	<b>£583,453</b>
<b>Total Funding Request £</b>		<b>£40,000</b>	<b>-</b>	<b>-</b>	<b>-</b>

1.10 **Other funding relating to this project** Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	Year 1 £	Year 2* £	Year 3* £	Total £
Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>				
Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>				
<b>Totals</b>				

\*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.



- 1.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:
- a. Community support for your project (e.g. surveys, etc.)
  - b. Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
  - c. Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

Inverness is the new home to the European Pipe Band Championships which has been held in Forres for the last six years. To have such an event that is very well-known around Europe and beyond, being held in the Highlands of Scotland will bring great amounts of tourism to Inverness and all its retailers, accommodation providers and transport companies. Piping at Forres, which hosted the championships for the last number of years had an average attendance of between 15,000 and 20,000 on the day.

Inverness was a successful winner of this prestigious championships, ahead of 7 other cities across Europe.

- 1.12 Is this a new or additional activity or project? – Yes,  No

If yes, what change will your activities or project make in your community?

This is the first year this prestigious event will be staged in Inverness and hosted by a local business based in Inverness and we are confident this will help our business to grow within the Highland Capital. This will deliver a significant boost for the community in Inverness and the surrounding area. It will provide added employment opportunities in the city via the hospitality industry. We would expect significantly increased numbers by the nature of the event and will be of great benefit to the various communities in Inverness.

We will be giving away 3 stands to charities within the Craft village.

If No, how has your activities or project been funded in the last three years?

1.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets.

<b>How you will know you have made the change?</b>		
<b>Year 1 Measurable Outcome</b>	<b>Year 2 Measurable Outcome</b>	<b>Year 3 Measurable Outcome</b>
2.5% increase in local and national tourism to the Inverness areas above European Pipe Band Championships in Forres 2018.	5% increase in local and national tourism to the Inverness areas above European Pipe Band Championships in Inverness 2019.	7% increase in local and national tourism to the Inverness areas above European Pipe Band Championships in Inverness 2020.

1.14 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?

It is intended that this project will be further funded by sponsorships, ticket sales and trader stalls.

## **PART 2: SPECIFIC QUESTIONS RELATING TO THE FUNDING STREAM WHICH YOU ARE APPLYING TO:**

### ***(Common Good Funds)***

**There are no additional questions for Common Good Fund applications.**

**Please continue to PART 3: About your organisation**

#### **LCC Live Event Services Ltd**

LCC Live is a limited company registered in Inverness in the Highlands of Scotland with its headquarters in Inverness. LCC Live employs a full-time team of five who work from their Inverness office and also contracts experienced freelance crew to assist in events throughout the year.

LCC Live's team possess a range of diverse expertise, including but not limited to – production managers, accounts, marketing & digital media, site managers and artist liaison. We also employ Fire & Safety officers and take great care to adhere to current Health & Safety regulations in order to protect our staff, contractors and customers. One of our Production Managers has previous experience in the delivery of the Worlds Pipe Band Championships in Glasgow from 2009 – 2014.

LCC Live Event Services are one of the leading sources for concert and entertainment related equipment, event services, and crew in Scotland and the UK.

In the event industry, there are no second chances. Our team of professionals have the experience to get it right the first time... every time. This level of professionalism and desire for perfection is unmatched in the industry.

LCC Live Event Services regularly stage outdoor musical concerts and events and have a vast experience of building arenas in green field sites. We have produced music concerts in many parts of the UK from our main base in Inverness to Exeter, Worcester, Somerset, Carlisle and Falkirk to name a few. We have also worked with a range of artists including Sir Rod Stewart, Sir Tom Jones, Little Mix, Madness, Bryan Adams, Status Quo, Westlife, Simple Minds, Wet Wet Wet, The Beach Boys, Jess Glynne, Midge Ure, and many others.

For the majority of our shows we manage the entire event, from ticketing to site build right through to production and artist liaison. We can source from many of the well-known hire companies and event suppliers that supply site plant, Heras and crowd control barriers, portacabins, portable toilets, staging and sound and light products. We regularly stage music events of between 2,000 to 25,000 patrons. Alongside the equipment suppliers we also have a number of event caterers who can supply everything from a bacon roll to fine dining.

It is as a result of our long-standing relationship with all of these suppliers that gives us the ability to increase or indeed reduce our infrastructure requirements based on projected ticket sales as we get closer to the event dates.

## **Bught Park**

Bught Park is the largest municipal park in the city of Inverness and is situated on the western bank of the River Ness. 128,000 square metres are available within Bught Park. The main grade arena also encompasses a seated stand as displayed in the photo below. Bught Park is managed by High Life Highland (part of the Highland Council). High Life Highland develops and promotes opportunities in culture, learning, sport, leisure, health and wellbeing across nine services throughout the whole of the Highlands, for both residents and visitors. We have previously and will be working very closely with High Life Highland if we are awarded the contract to host the European Pipe Band Championships in 2019 through to 2021.



Seated stand within Bught Park



Bught Park from an aerial view

## **Infrastructure**

As can be seen from the previous aerial photograph Bught Park is divided into two main areas with a number of smaller plots nearby. Our intention is to position the competition arenas within the 2 larger areas, this would also accommodate the warm up and tuning areas. All catering and crafts/traders would be positioned at the perimeter of the park. As can be seen from the image there are several useable areas adjacent to the park and these would

be used for a mixture of staff and visitor parking. There is permanent seated stand with a capacity of 800. This would be marketed as priority seating for Grade 1 Arena which would be positioned immediately in front of the stand. The whole area is approximately 16,000 m<sup>2</sup> and has been used in the past for many events including the shinty Camanachd Cup Final.

For the European Pipe Band Competition, we would intend to build the necessary infrastructure within the Bught Park arena to accommodate the needs of the audience and The Royal Scottish Pipe Band Association. There is sufficient space within the 128,000 m<sup>2</sup> park area to allow for the required number of arenas and practice areas that are required to hold the European Pipe Band Championships.

### **Royal Scottish Pipe Band Association**

Whilst LCC Live are primarily an Independent Concert Promoter the Management team consist of a number of staffs who have experience across a wide spectrum of the Events Industry. These include Event Management at the Black Isle Show, Site installation and build for a number of shows for both the Little Mix and Bryan Adams 2017 tours. Site Management for the Dubai Sevens World Series which has a capacity of close to 100,000. As previously stated, Site and Event Management for the World Pipe Band Championships, along with Site Management for the Scottish International Air show in Ayr. Managing and delivering major events is the core business of the LCC Live Team.

LCC have an in-house Bar Division which is managed and delivered by a number of the company personal licence holders and the Bars for the 2019 - 2021 will be delivered by LCC.

LCC Live have promoted a number of different events, with varying capacities between 2,000 – 49,000. These include Little Mix in Bitts Park, Carlisle and Runrigs' farewell concert in Stirling; which had sold to the capacity of 17,000 concert-goers. However, it is not just concerts that LCC Live have worked with, our bars division have worked at the Highland Games, in the past we have been involved in the event management of The Black Isle Agricultural Show and other events of this type. This demonstrates that we do have the versatility and experience in catering for a large number of diverse audiences effectively and successfully.

Due to the number of shows that we have promoted, we already have an established working relationship with various contractors both locally to Inverness and nationally across the UK – such as waste contractors and in association with appointed waste contractors we propose to have any waste produced by our operation segregated and recycled through the most environmentally friendly route.

We also have successfully appointed contractors to supply stages, PA systems, waste management, toilets, catering, security, first aid and ambulance services, and all other aspects of successful eventing for all of our events and so could rely on these companies to complete their job effectively as with past experience.

## **Bus Parking**

The road infrastructure around the Bught area has undergone redevelopment and now completed we are confident that we will be able to accommodate the 120 or so competitor coaches. One of the plans that are in place is to change the road adjacent to the river to 'one way'. It will be our intention to apply for road closures to allow us to close the nearside of the road for competitor bus parking. We would also include entrance gates for competitors only in this area. There are a number of other areas which will also allow bus parking.

Once the new infrastructure is open, this will give direct access onto the Inverness bypass and onwards to the A9 and A82.

As previously mentioned, 128,000 m<sup>2</sup> are available within the main grade arena of Bught Park and this is a level grass covered area. The majority of the grass area holds up well for vehicle movement. Whilst it is our intention to keep heavy vehicle movement on grass to a minimum where necessary we will look to add trackway to facilitate the movement of coaches if required.

## **Scottish Pipe Band Association**

Inverness is known as the 'Highland Capital', whilst still retaining its market town feel, which dates back to its early development. Today tourism is a very important part of the economy. The City is growing fast due to Inverness airport and its location in the Highlands.

An enterprising and innovative city, it is the commercial and business centre for the Highlands and a base for a diversifying and expanding range of businesses and services. Inverness is one of the fastest growing cities in Europe, drawing people from all over due to its high quality of life and is regularly placed in the top 5 most desirable places to live in the UK.

Bught Park is located near the city centre of Inverness and this holds a number of benefits as the city centre offers a rich variety of things to see and do, from shopping to culture to eating to drinking. This also makes the site easy to access for tourists or those who are not driving as there are transport links in town such as the bus and train station, meaning they only have to walk a short distance to Bught Park.

Inverness Airport is a 10-minute drive from the City Centre and has direct links with many UK and European Cities. The new road network provides easy access from the South and North via the A9, the West via the A82 and the East via the A96. Regular train and bus services are a further option for visitors to the city. Inverness City Centre is well supplied with accommodation choices and everything from budget hotels to luxurious 5-star options are available. There is also a camping and caravan site adjacent to Bught Park, youth hostel and numerous Guest Houses providing something to suit every budget. For those wishing to stay out with the City there are many further choices in the villages and more rural areas around Inverness.

- 3.3** a) When did your organisation start? Month...October Year...2012...
- b) What geographic areas and/or communities of interest (e.g. Young people, people with disabilities, older people, people from an ethnic minority background) does your organisation cover?

Our geographic area covers a large inclusive age group from young to old. All our events are set up to encourage people with disabilities to attend. This event will attract tourists from Europe and the rest of the world.

- c) Is there any restriction on who can join your organisation?  
 Yes, No **X** If yes, what are they and why do you have them?
- d) How many people are on your governing body or management committee? 2
- e) Are there Highland Council Elected Members or Officers or Community Councillors on or attending your Management Committee or Board? *(please note that this will not affect your application)*  
 Yes  No **X**

If yes, please provide names:

<b>Highland Council Elected Members</b>	<b>Role i.e. Office Bearer, Voting Member, Ex-official / advisory, other</b>

<b>Community Councillors</b>	<b>Role i.e. Office Bearer, Voting Member, Ex-official, other</b>

<b>Council Officers</b>	<b>Role i.e. Office Bearer, Voting Member, Ex-official, other</b>

**3.4 Does or has your organisation receive(d) any other funding from The Highland Council? Please provide information relating to Council funding for the last 3 years:**

Yes

No

If yes –

a) What is/was it for, and from which Service or Ward budget was it provided?

<b>Year 1:</b>
<b>Year 2:</b>
<b>Year 3:</b>

b) How much funding do/did you receive?

<b>Year 1:</b>
<b>Year 2:</b>
<b>Year 3:</b>

c) Estimated value of existing funding in kind, and from which Service or Ward budget was/is it provided?

<b>Year 1:</b>
<b>Year 2:</b>
<b>Year 3:</b>