

Comhairle na Gàidhealtachd
The Highland Council

Buidheann Buileachaidh na Gàidhlig – 22 Lùnastal 2013
Gaelic Implementation Group – 22 August 2013

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| Agenda Item | 11 |
| Report No | GIG 17-13 |

Royal National Mod - Inverness 2014

Report by the Director of Education, Culture & Sport

Summary

This Report updates Members on progress and development to date regarding the Royal National Mod which will take place in the City of Inverness in October 2014.

The Report contributes to the delivery of:

- National Performance Outcomes 2, 4, 11 and 13.
- The National Gaelic Language Plan Outcomes – **Education: Post-school Education; Communities** and **Arts & Media**.
- The Programme of The Highland Council and its cross cutting commitment to 'the principle of equal respect for the Gaelic and English languages, whilst also recognising the diversity of indigenous language and dialects within the Highland area'.
- The Highland Council Gaelic Language Plan Theme 1 **Home and Communities**; Theme 3 **Arts, Media & Heritage** and Theme 5 **Economic Development**.

1. Background

- 1.1 The Royal National Mod returns to the Highland Capital on 10 October during the 'Year of Homecoming' 2014.
- 1.2 The Council's Gaelic Language Plan states within the enabling actions that the Council will '*work with An Comunn Gàidhealach (ACG) to deliver a Royal National Mod in Inverness in 2014 befitting the world's premier Gaelic cultural event; particularly given the other international events Scotland is hosting during 2014*'.

2. Activity

- 2.1 The Mod Liaison Group met on 25 June (Council Officials, ACG President, Mod Convenor, Chief Executive and Chair of the 2014 Local Organising Committee (LOC) to discuss specific events relating to the event which included the following:
- The Mod Opening on Friday evening 10 October
 - The Opening weekend events 11 and 12 October
 - The Mod Fringe Programme of events
 - Licencing

- Broadcasting of the Mod – via TV, Radio, Internet, Social Media etc.
- Engagement with the business and tourism communities in the area
- Venues (daily media conferences, and evening Presidential Receptions)
- The final evening of the Youth Mod Tuesday 14th October
- The Closing Events on Friday evening 17th and Saturday morning 18th October
- A day or an event commemorating Highland links with Cape Breton/Nova Scotia; incorporating the Council's Memorandum of Understanding with the Provincial Government of Nova Scotia.

3. Next Steps

- 3.1 Council Officials will continue to liaise and work closely with ACG. Officials and the Chair of the LOC to ensure that the 2014 Homecoming Mod is a premier event for the nation for 2014; and an event which also delivers an increase in the number of participants and visitors to Inverness and the surrounding area.
- 3.2 The next meeting of the Mod Liaison Group is scheduled for early Autumn.

4. Gaelic, Cultural and Economic Impact

- 4.1 The 2014 Mod will have a significant Gaelic, cultural and economic impact on parts of the Highlands, especially on the City of Inverness and potentially on the surrounding area.
- Gaelic will have a high profile in the traditional/electronic/social media; on signage on the main transport routes into the City, on the streets, and in hotels, restaurants, pubs, shops and many other public venues.
 - Traditional sports, such as Shinty will have a high profile
 - The Mod Fringe Programme will attract audiences and provide quality cultural entertainment for visitors and participants
 - Many participants and visitors will be staying, socialising, and spending disposable income in the City and the surrounding areas of Ross-shire and the Inner Moray Firth.
- 4.2 The Council and other stakeholders will be liaising with ACG to develop an economic impact assessment of the Mod following the event taking place in the City and the surrounding area.

5. Provincial Mods in the Highlands

- 5.1 There are 8 Provincial Mods based in the Highlands, they are as follows:
- Skye, South West Ross, Wester Ross, Easter Ross, Lochaber, Ardnamurchan, Caithness and Sutherland, and Inverness
 - The total number of entries for 2013 will be available by the end of September.

There were record entries in excess of 1,000 for the Inverness Provincial Mod which took place at Eden Court on Friday 21 and Saturday 22 June. The aim is to build on the number of entries leading up to the 2014 National Mod.

6. Implications

6.1 There are no Implications associated with this Report at this time.

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| 7. | Recommendations |
| 7.1 | Members are asked to: <ul style="list-style-type: none">• Note the update and comment on developments to date in the lead up to the 2014 Homecoming Mod; and• Agree to maintain close contact with An Comunn Gàidhealach locally and nationally. |

Designation: Director of Education, Culture and Sport

Date: 31 July 2013

Author: Kenneth A Murray

Morag Anna MacLeod Mitchell