

**Comhairle na Gàidhealtachd
The Highland Council**

**Buidheann Buileachaidh na Gàidhlig – 13 Samhain 2014
Gaelic Implementation Group – 13 November 2014**

Agenda Item	5
Report No	GIG 19/14

Initial Report on the 2014 Royal National Mod, Inverness

Report by the Head of Policy and Reform

Summary

The Report contributes to the delivery of:

- The Government's National Performance Outcomes
- National Gaelic Language Plan Outcomes
- 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's Gaelic Language Plan

1. Background

1.1 The Royal National Mod took place in Inverness from the 10th to the 18th of October (inclusive). All forms of media coverage including social media, and anecdotal comments submitted to An Comunn Gàidhealach Directors and Officials, the Local Mod Organising Committee, Council Elected Members and Council Officials have all been hugely positive regarding the staging of the event in the Highland Capital.

2. Mod Liaison Group

2.1 The Mod Liaison Group which is chaired by the Chairperson of GIG included Gaelic Team representatives and key staff from other Services and the City and Area Team. The Mod Liaison Group provided an interface between the Chief Officials of An Comunn, representatives of the Local Organising Committee and Council Officials.

3 The Royal National Mod

3.1 Over 3,000 competitors took part in the Mod, with around 8,500 additional visitors to the area. Over 100 events formed the largest Fringe Programme in Mod history, all taking place in venues across the City and Inner Moray Firth area. The Mod is predicted to have generated significant income for the local area economy and it is hoped that the Council will receive a draft copy of the Royal National Mod Economic Impact Study report prior to the Christmas break. The Report will be presented by the Chief Executive of An Comunn Gàidhealach at a February's Gaelic Implementation Group meeting.

4. A summary of Events

The following is a summary of some high profile events which the Council were directly involved with, not taking account of the general support, assistance and advice provided by Council Officials and Members during the week of in events taking place in the City.

- 4.1 The raising of An Comunn Gàidhealach's flag took place at Eden Court, An Comunn Officials and Elected Members were present including pupils from Bun-Sgoil Ghàidhlig Inbhir Nis. This event attracted positive media coverage. The flag was flown at HQ for the duration of the Mod.
- 4.2 The opening events, including the Civic Reception and the Torchlight Procession were highly successful, with an estimated 800 people taking part in the Procession and at least 1 000 spectators. The start of the Procession was broadcast live by BBC Alba.
- 4.3 The Mod was Officially Opened by the Secretary of State for Scotland, and around 800 people attended the opening ceremony. Following the Opening Ceremony guests attended a Council sponsored event and were entertained by Fèis Rois musicians and they were Officially welcomed to Highland by the Provost of the City.
- 4.4 The Provost did a reading at the very well attended Gaelic Service which took place at the Old High Church.
- 4.4 The Council/Fujitsu sponsored under 13 childrens' Folk Group Competition was successful with 10 Group Entries. The winners were Clann Thròndairnis, from the Staffin area of Skye and this success, amongst many others, was posted on social media.
- 4.5 Cèilidh Beag a' Mhòd (The Mod's Wee Ceilidh) took place at the Aquadome Sports Hall. This event was aimed at under 5 year olds and their parents, and around 150 people were present for fun and games, music, dance, crafts, and a range of information on GME was available for the parents to take home. Storytelling sessions were led by Highlife Highland staff. BBC Alba filmed part of the event this was broadcast on the 'An La', the daily news programme.
- 4.6 The Provost spoke on behalf of the City at one of the 3 Caledonian MacBrayne receptions.
- 4.7 The Council sponsored the Marine Harvest Shinty/Hurling 'Man of the Match' event, and the Provost presented Kevin Bartlett with the Man-of-the-Match trophy (a specially engraved Highland Council Quaich) for a highly creditable performance, scoring no fewer than 16 of Scotland's points.
- 4.8 'Caismeachd nan Coisearan' the Massed Choir Procession took place on Saturday 18th October. The Procession walked through the City Centre, up

Castle Street, where at least 1500 people massed at the front of the Castle . This was a hugely successful event and attracted excellent media coverage.

- 4.9 Gaelic Directional signage to and between venues; plus Road signage were strategically placed on the main arterial routes into the City leading to the main venues i.e., Eden Court, Inverness High School, Netley Centre, Town House etc. Lamp post banners, posters and a Mod Promotional leaflet were all produced in relation to marketing the event to accommodation providers and businesses. Council Officials liaised closely with the Inverness City Business Improvement District (BID) Team.
- 4.10 Daily Media Conferences took place in the Council Chamber and elected Members were present each day, e.g. The Convener of the Council, Chairperson of GIG, Leader of the City of Inverness, the Provost of Inverness and the Chairperson of Planning, Development and Infrastructure. Press releases were issued by the Council and WIRE Media which included quotes from elected Members, these was placed on the Council website and on social media platforms.
- 4.11 Elected Members and Senior Officials were present and awarded prizes at signature events throughout the week.
- 4.12 The Minister for Environment and Gaelic Affairs in Nova Scotia send a You-tube message (which was played in the Council Chamber) endorsing the Memorandum of Understanding between the Council and the Provincial Government of Nova Scotia. This innovative linking of Nova Scotia and Highland received a warm reception from all who attended the News Conference.

5. Follow Up

- 5.1 The Local Organising Committee are organising their final meeting to wind up the Committee and finalise proceedings on November 10th.
- 5.2 The final An Comunn Mod Committee Meeting is scheduled for November 12th.
- 5.3 The final Mòd Liaison Group meeting will take place before the Festive Break.

6. Implications

- 6.1 The budget planning process has taken account of the Resource implications. There are no legal implications, equality implications, or climate change implications. The risk implications have been taken account of, and very positive implication in relation to Gaelic promotion and development. There are no Rural implications.

7.	Recommendations
7.1	Members are invited to <ul style="list-style-type: none">• comment on the Inverness Royal National Mòd and the associated Fringe events, and• agree that the Chief Executive of An Comunn Gàidhealach presents the recommendations and findings of the Economic Impact Study to GIG on 19 February 2015.

Designation: Head of Policy and Reform

Date: 1 November 2014

Author: Kenneth A Murray, Gaelic Development Manager

Morag Anna MacLeod Mitchell, Gaelic Development Officer.