

Agenda Item	5.b
Report No	RES/24a/19

**COMHAIRLE NA GÀIDHEALTACHD
HIGHLAND COUNCIL**

Committee: Comataidh nan Goireasan Corporra
Corporate Resources Committee

Date: August 28th 2019

Report Title: Fèis nam Meadhanan Ceilteach/ Celtic Media Festival

**Adhbhar/Geàrr-chunntas Gnìomhach
Purpose/Executive Summary**

1.
 - 1.1 The report updates Elected Members on the outcomes of hosting the 40th Celtic Media Festival (CMF) in the Badenoch Area.
 - 1.2 The 40th CMF took place in the Aviemore/ Badenoch and Strath-Spey area 4th- 6th June (inclusive).
 - 1.3 The CMF has been in the Highlands in Inverness in 1987, 1991 and 2015; Skye in 1999, and in Fort William in 1995 and in 2007. To help celebrate the Festival's 40th year the Highland Council worked in partnership with the organisers to make the Festival an outstanding media showcase.
 - 1.4 The CMF is an annual three day media event that promotes the languages and cultures of the Celtic Nations and Regions.
The Highland Council and the CMF set up a local organising committee to assist in delivering the Festival in the area.
The CMF brought an economic benefit to the area, especially at a time due to on-going issues relating to the closure of the funicular railway, which has contributed to a down turn in the visitor numbers in the locality.
 - 1.5 Nominees from across the UK, Ireland and Europe competed across 23 award categories including Arts, Comedy, Current Affairs, Drama, Factual, Sport and Radio. Delegates from across the UK, Ireland, France, Spain, and Canada were in the Aviemore area for 3 days, in early June.

3. Molaidhean/ Recommendations

- 3.1 Members are asked to:
 - i. Note the success of the 40th CMF in the Aviemore area.
 - ii. Note the financial benefits to this area of Highland Council.

- iii. Note the interaction with local schools in the area and the link to Developing the Young Workforce, through the use of media and associated employment opportunities.

2. Seaghan/ Implications

2.1 Resource

The Highland Council contributed resources to the event, which included in-kind support from Highland Council staff.

2.2 Legal

There were no legal implications.

2.3 Community (Equality, Poverty and Rural)

The CMF was based in the Aviemore area, and there was no discrimination as people of all ages and sectors of society in both the rural and urban areas were encouraged to participate.

Many delegates spoke Scottish Gaelic, Irish Gaelige, Welsh, Breton, Basque and French.

2.4 Climate Change / Carbon Clever

Where possible meetings relating to the CMF maximised the use of telephone conferencing, and e-mails, therefore reducing costs and enhancing the carbon clever agenda.

2.5 Risk

There were no risks as the resources were committed and the event was a hugely successful.

2.6 Gaelic

The CMF had a very positive impact on Gaelic in the area through:

- The hosting of the CMF in the Highlands is one of the key performance indicators in the Gaelic Language Plan.
- All of the CMF presentations and Award Ceremonies were presented bilingually.
- The school pupils engaged with, met and had the opportunity to hear and use Gaelic. The pupils also were given the understanding of 'difference', 'acceptance of others' and 'inclusion'.
- Senior Gaelic Media Producers were present and saw the benefits of being located in or making use of the area for future productions.
- Media focussing on the area, with benefits on tourism, business and the sider economy.

4. Tadhalan Sgoile/ School Visits

4.1 A programme of visit to schools was offered to the primary and secondary schools in the Badenoch and Strathspey area.

4.2 Aviemore, Newtonmore schools and Kingussie High School took part in the CMF Schools' Visit.

- 4.3 Gráinne McGuinness Creative Director of Paper Owl Films, who is the creator and producer of 'Pablo' for CBeebies and RTÉ Jr – a 52-part series with an extensive digital content element; Jackie Edwards Head of Young Audiences Content Fund (YACF), BFI and the Director of Strategy and Partnerships with MG ALBA, which delivers the Gaelic language channel, BBC ALBA, in partnership with the BBC, attended the schools and gave presentations to the young people. These visits broaden the horizons of the young people and gave the opportunity to consider a range of career options. The young people had the opportunity to take part in question and answer sessions, giving confidence in engaging with a panel of people as a positive life skill.
- 4.4 The feed-back from the teachers and the pupils was very positive as the presentations linked in with the 'Developing the Young Workforce' agenda.
- 4.5 The following is a comment from one of the class teachers.

We really enjoyed the visit and it linked very well to current work on careers and ambitions and the current Scottish government programme 'Developing the Young Workforce'.

It directly addressed Scottish curriculum for outcomes, specifically 'I am investigating different careers/occupations, ways of working, and learning and training paths. I am gaining experience that helps me recognise the relevance of my learning, skills and interests to my future life. HWB 2-20a'.

'The link to autism was also very interesting and was a useful follow up to discussions we have had recently around 'difference', 'acceptance of others' and 'inclusion'. Thank you all very much for taking the time to come and visit us.'

5. Earrannan Duaise agus Seiseanan/ Award Categories and Sessions

- 5.1 There were 23 Award Categories across a number of sessions, which were all well attended by around 361 delegates and 110 screen attendees.
- 5.2 The Highland Council worked with the Celtic Media Festival to provide opportunities for young people who are studying at the UHI including SMO to engage with the festival especially in relation to workshop sessions, engaging with producers who are key to the industry, giving a real work setting placement.

6 Saor-thoilich/ Volunteers

- 6.1 Sabhal Mòr Ostaig (SMO) supported the CMF by bringing a team of volunteers who gained experience of setting up staging requirements for sessions, circulating roving mics for sessions, runners' duties, and providing local information to delegates and having the opportunity to use Gaelic with an international audience.

7. Sponsairean Tachartais agus Corporra/ Event and Corporate Sponsors

- 7.1 The event was well supported by a range of sponsors, and include the following: Highland Council, Screen Scotland XPO North, CreativeScotland (National Lottery) Broadcasting Authority of Ireland, Screen Ireland, Canada Media Fund, PRS for Music,

7.2 The corporate sponsors included RTE, BBC Scotland, TG4, MGALBA, S4C, Irish Language Broadcast Fund, BBC Wales, BBC Northern Ireland, Isle of Media and Television de Galicia.

8. Làraich-lìn, Brathan-d agus Lìonrachadh Sòisealta Websites, E-bulletins and Social Networking

8.1 The CMF website was linked to the HC website and Communications Team retweeted activities, and events; also new releases which were issued by CMF Communications Team.

8.2 CMF announced the nominees for the 2019 awards on Facebook live, providing the most social media engagement in CMF's history with just under 7000 views on facebook and in excess of 200,000 impressions across Twitter and Instagram. The social media reach across the 3 days of the festival was approximately 300,000.

9. Duaisean Tuirc airson Sàr-mhathais, Tagraidhean agus Buannaichean Torc Awards for Excellence, Entries and Winners

9.1 The Spirit of the Festival Gold Torc is an international award which is presented to a film or television programme, wholly in an indigenous language. It is the main award reserved to promote Celtic languages in television and film. The winner was Lomax in Eirinn by TG4/ Aisling Productions Ltd.

9.2 The final numbers for CMF were as follows: 317 screen entries; 119 radio entries. The Torc Awards for Excellence were presented to the best production in each of the 22 CMF categories for film, television, radio and digital media, which included the following:-

Animation, Arts, Children's Programmes, Comedy, Current Affairs, Drama Series, Entertainment, Factual Entertainment, Factual Series, History, Radio Comedy, Radio Documentary, Radio Magazine Show, Radio Music Programme (Live), Radio Presenter of the Year, Radio Sports Programme, Radio Station of the Year, Short Drama, Short Form, Single Documentary, Single Drama, Sports Documentary.

9.3 The winners were as follows:

Animation – Widdershins

Arts – BBC/ Yeti Television

Children's Programme – RTE One, RTE News and Current Affairs

Drama Series – S4C/ Vox Pictures

Entertainment - Celtic Connections, 'Bothy Culture and Beyond, BBC2 Scotland

Factual Entertainment – The Rotunda - RTE/ Scratch Films

Factual Series – DRYCH – S4C/ Tinopolis

History- The Ballymurphy Presedent – Channel 4/Film Cymru Wales

Short Drama winners 'Bunny – SFTN/ CreativeScotland

Single Documentary, Man who wanted to Fly – RTE/Loosehorse

Single Drama – A Sombra Da Lei – Television de Galicia

Sports Documentary – Scotland '78 – BBC1

Radio Comedy – BBC Radio Ulster
 Radio Documentary – RTE Doc on One
 Radio Magazine Show – John Toal Show – BBC Radio Ulster
 Radio Music Programme Live - ‘Rapa!’ – Belladrum 2018 – Radio nan Gàidheal
 Radio Presenter of the Year – Kaye Adams
 Radio Sports – Spòrs na Seachdain – BBC Radio nan Gàidheal
 Radio Station of the Year, this is a highly acclaimed award and it was won by BBC Radio nan Gàidheal.

10. Làthaireachd FnamMC2019/ Attendance CMF 2019

10.1 The CMF had attendees from across the Celtic Nations and Regions, including Canada.

10.2 The following give a breakdown of the numbers attending CMF’s since 2017 also included are a few quotes from people who were present.

Attendance	Aviemore 2019	Llanelli Wales 2018	Douglas (Isle of Man) 2017
Participants/ Performers/ Staff	10 staff 60 speakers	6 staff 48 speakers	8 Staff 47 speakers
Volunteers	8 Volunteers	3 Volunteers	15 Volunteers
Spectators	361 Delegates/110 Screening attendees	288 Delegates	278 Delegates
Total	549	345	346

‘It was an extremely interesting and enjoyable event. I am very glad that I attended. I had lots of interesting conversations with other participants and very much expect more co-productions to come out of it.’ – Steven Seidenberg, LIC – China.

*‘Thank you so much for having me at the CMF – it is such a great event – thoroughly enjoyed spending time with colleagues, and the sessions were great!’
Jackie Edwards, Head of Young Audiences Content Fund, BFI.*

Designation:

Date: August 12th 2019

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Background Papers: