



Council Headquarters  
Glenurquhart Road  
Inverness  
IV3 5NX

24 February 2022

Dear Member

**Gaelic Committee – 2 March 2022**

Further to the agenda and papers that have already been issued for the above meeting, I now enclose the undernoted report which it was indicated would follow.

Yours faithfully

**Stewart Fraser**  
**Head of Corporate Governance**

**Agenda Item**

**5. Inverness Royal National Mòd 2021**

**PP 1-11**

There is circulated Report No G2/22 dated 23 February 2022 by the Executive Chief Officer Performance and Governance.

The Committee is invited to:-

- i. discuss the findings of the Royal National Mòd Evaluation; and
- ii. note the Innes and Campbell Communications report.

Agenda Item	<b>5</b>
Report No	<b>G/2/22</b>

## THE HIGHLAND COUNCIL

**Committee:** Gaelic Committee

**Date:** 2 March 2022

**Report Title:** Inverness Royal National Mòd 2021

**Report By:** Executive Chief Officer Performance and Governance

### 1. Purpose/Executive Summary

1.1 It was agreed at the Gaelic Committee in December 2021 that the Royal National Mòd Evaluation Report would be brought to the next meeting of Gaelic Committee. Mr James Graham, Chief Executive of An Comunn Gàidhealach, and Mr Alisdair Barnett Director of An Comunn Gàidhealach will be present at the meeting to respond to questions.

### 2. Recommendations

2.1 Members are asked to:

- i. Discuss the findings of the Royal National Mòd Evaluation; and
- ii. Note the Innes and Campbell Communications report.

### 3. Implications

3.1 Resource - The RNM receives financial support from the Highland Council Discretionary Gaelic Grants Budget. Due to COVID-19, additional resources were approved through Corporate Resources Committee enabling the Mòd to be hosted in the Inverness area for the second consecutive year and this was agreed on the basis that the Mòd was developed and scheduled as hybrid festival with an in-person as well as virtual programme of events.

3.2 Legal - The RNM is included as one of the key performance indicators and commitments within the Council's Gaelic Language Plan, which is a statutory document approved by ministers in line with the Gaelic Language (Scotland) Act 2005.

3.3 Community (Equality, Poverty, Rural and Island) - The RNM was attended by participants, competitors and visitors from across the Highlands.

- 3.4 Climate Change / Carbon Clever - The RNM was a hybrid event which included both 'face to face' and online events and activities. The online events helped to reduce the overall carbon footprint of the event.
- 3.5 Risk - The RNM was affected by the pandemic and associated Scottish Government restrictions and guidance.
- 3.6 Gaelic - The RNM is an established event which takes place annually and provides a huge platform for Gaelic and cultural development locally, nationally, and internationally. The RNM is included as one of the key performance indicators and commitments within the Council's Gaelic Language Plan.

#### **4. The Royal National Mòd Evaluation Report (RNMER)**

- 4.1 As Members are aware, the Royal National Mòd took place in Inverness in October 2021, with An Comunn Gàidhealach (ACG) adopting a hybrid approach. This included a comprehensive programme of events, and competitions taking place both 'face to face' and virtually. In August 2021 ACG engaged the services of Glamis Consultancy to undertake a comprehensive social and economic evaluation of the RNM. The report was finalised at the end of January 2022 and can be accessed in full at this link: [Mod Evaluation Report](#)

#### 4.2 Economic Impact Assessment

According to the findings in the RNMER the RNM generated:

- £1.2m economic benefit in Inverness and the Highlands
- Helped to support around 14 FTE jobs

The RNM also delivered an economic boost to Inverness during October which is traditionally 'off peak' season and supported tourism in the City at a time when the pandemic had had a significant detrimental impact on the hospitality sector.

#### 4.3 Social Impact

The combined online and in-person programme was very successful, and was welcomed by all participants and assisted to overcome some of the negative social impacts of lockdown. Collectively the RNM generated very positive social and cultural benefits as it created a platform for people of all ages to re-engage with friends, participants, colleagues, and visitors following COVID-19 lockdowns, restrictions, and isolation – especially for those who were not able to participate in person.

#### 4.4 Gaelic Language and Culture Impact

The RNM was successful in raising awareness of Gaelic, culture and arts as:

- an estimated 2,840 "in person" attendees at the Mòd in Inverness plus an estimated 700 young people;
- Almost all Mòd participants were resident in Scotland, mainly in the Highlands, Inverness, Western Isles, Argyll & Bute, and Edinburgh;
- 59% of Mòd participants visited Inverness as their sole way of taking part in the Mòd;
- 42% of the Mòd audience members participated via the online programme in addition to the 2,840 in person participants.

This was comprised of:

- 21% participated via the online programme in addition to their “in person” visits to Inverness;
- 21% took part via the online programme only

## 5. Public Relations Report – Innes and Campbell Communications

- 5.1 ACG issued a news release which included key findings from the Royal National Mòd Evaluation Report (RNMER) and this is included at Appendix 1.
- 5.2 An Comunn also engaged the services of Innes and Campbell Communications to capture all media and public relations coverage of the RNM, the link to the report is attached here: [PR Report](#)

## 6. Mod 2021 Strategic Plan

- 6.1 ACG has submitted a Mod 2021 Strategic Plan, **Appendix 2** which includes an expenditure table for the event. At the point of drafting this report ACG stated that they have spent in excess of 120k but that they have kept to the costings as stated in the Expenditure heading within the appendix (Strategic Plan/includes the Expenditure to be attached)
- 6.2 The funding which is awarded by the Highland Council for the 2021 to ACG for the 2021 RNM is additional to a broader funding package which includes the following organisations:
- Bòrd na Gàidhlig £100,850
  - HIE £50,000\*
  - Events Scotland £20,000
  - Scottish Government £60,000
  - Scottish Qualifications Authority £5,000
  - Caledonian MacBrayne £10,000 (Sponsorship)

\*ACG can only apply to HIE when the event takes place in Highlands and Islands.

- 6.3 An overview of events are included in **Appendix 3**.

Designation: ECO, Performance and Governance

Date: 23 February 2022

Author: Morag Anna MacLeod Mitchell

Background Papers:

## **The Royal National Mòd 2021 brought £1.2m boost to Inverness and the Highlands**

*The prestigious event celebrating Gaelic language and culture had hugely positive social, cultural and economic benefits*

[Download images](#)

The **Royal National Mòd 2021**, which took place at Eden Court Theatre from the 8th to 16th October 2021, generated £1.2m for the economy in Inverness and the Highland Council area, as well as providing a huge social and cultural boost.

The 129 year-old event which celebrates Gaelic language and culture featured a variety of incredible competitions, performances and cultural activities, with 2,840 in-person attendees providing an economic uplift that helped support around 14 FTE jobs.

The national festival, organised by An Comunn Gàidhealach, elevated Inverness' tourism and hospitality sector during a quieter month in 2021, after the industry faced a difficult year due to COVID. Participants surveyed were also found to be highly likely to revisit Inverness in the future.

The festival took a hybrid approach in 2021, with events taking place in-person and online. The online programme proved hugely successful, as all participants welcomed the approach and it was shown to help people overcome mental health issues brought on by lockdown.

Scotland's premier Gaelic festival also strongly supported the development of Gaelic language and culture and overcame isolation caused by COVID restrictions. As well as being able to interact with fellow Gaelic speakers, learners and enthusiasts, attendees were able to reconnect with friends and family, bringing a huge morale boost to those isolated during lockdown.

**Allan Campbell, An Comunn Gaidhealach President**, said: "We are delighted that the 2021 Royal National Mòd has given the economy of Inverness and the surrounding area a significant boost in what was a difficult year for tourism in the city. It is especially gratifying because we were not certain until August if the Mòd could take place on a face-to-face basis.

"We are also absolutely delighted that the Mòd has played a crucial role in helping to offset the negative aspects of social isolation and some of the mental challenges caused by lockdown.

"We have seen yet again that having an online element is highly valued by participants and it has now become a permanent part of the overall programme, building on our experiences of 2020 and 2021.

“An Comunn congratulates all participants and organisers in making the 2021 Royal National Mòd a great success. We very much hope that the Mòd in Perth in 2022 can go ahead in full.”

**Paul Bush OBE, VisitScotland’s Director of Events, said:** “We were delighted to support the Royal National Mòd through Scotland’s Events Recovery Fund, established by EventScotland in conjunction with funding from the Scottish Government. The Mòd shows the important role events play in our communities. It has brought significant economic impact to Inverness and the surrounding area as well as giving people the chance to connect and share memorable experiences through its programme of online and in-person events. Having such uniquely Scottish events in our calendar further strengthens the country’s outlook and position as a world-leading events destination and reinforces Scotland’s place as the perfect stage for events.”

**Cllr Calum Munro, Chair of The Highland Council’s Gaelic Committee, said:** “The Mod’s economic boost to the Inverness and Highland economy is hugely welcome particularly during these difficult COVID times. The cultural and social success of staging the event to a wider online audience is also highly encouraging for the future development of Gaelic.”

**Shona MacLennan, Ceannard, Bòrd na Gàidhlig, said:** “We were delighted that the Royal National Mòd 2021 took place both in person and online. Its impact in increasing the use and promotion of Gaelic is invaluable, and its economic impact consistently demonstrates how important Gaelic is to the Scottish economy.”

The **Royal National Mòd** is supported by **EventScotland, Bòrd na Gàidhlig, The Highland Council, EventScotland, The Scottish Government, HIE, Caledonian MacBrayne and SQA.**

The Royal National Mòd ran in Inverness from the 8th - 16th October 2021. **This year’s Mòd will take place in Perth from 14th - 22nd October 2022.** For more information, visit <https://www.ancomunn.co.uk/>.

## **Ends**

**For more information, interview or asset requests please contact:** Claire Hutchison E: [claire@innesandcampbell.co.uk](mailto:claire@innesandcampbell.co.uk) M: 07703843313 or Corrie Campbell E: [corrie@innesandcampbell.co.uk](mailto:corrie@innesandcampbell.co.uk) M: 07900 981 073

Visit [www.ancomunn.co.uk/](http://www.ancomunn.co.uk/) / Facebook [@RoyalNationalMod](https://www.facebook.com/RoyalNationalMod) / Twitter [@NationalMod](https://twitter.com/NationalMod) / Instagram [@RoyalNationalMod](https://www.instagram.com/RoyalNationalMod)

## **Notes to Editors**

### **About the Royal National Mòd**

The Royal National Mòd is organised by An Comunn Gàidhealach (The Highland Association) which was founded in Oban in 1891 and has HM The Queen as its Patron.

The Gaelic word “mòd” means “a gathering of people” and this festival was first held in Oban in 1892, and it has grown to become Scotland’s premier Gaelic festival famous for celebrating our Gaelic linguistic and cultural heritage. Following Royal assent and now known as The Royal National Mòd, it provides opportunities for people of all ages to

perform across a range of competitive disciplines including Gaelic music and song, highland dancing, instrumental, drama, sport and literature.

Restrictions imposed by the coronavirus pandemic made it necessary for the organisers to host a hybrid programme for the 2021 Royal National Mòd.

## Appendix 2

## Highland Council Investment

### Income

Highland Council	120000
<b>Total Income</b>	<b>120000</b>

### Expenditure

Eden Court Hire Costs	47645
Accommodation	15300
Streaming/Production Team (Cameras, Vision Mixer, Director)	14800
Audio Mixing Engineer	2400
Programme Editor (Editing pre-recorded material for Live shows)	4200
Floor Manager (Live Streams)	2400
IT/Internet installation (independent backup for streaming)	2280
Artists Fees	14000
Adjudicator/Chairpersons Fees	4500
Stage Branding/Dressing	2000
Official event photographer	4900
Evaluation Report	5000
<b>Sub-total</b>	<b>119425</b>
<b>Total Expenditure</b>	<b>119425</b>



ID	Date	Time	Venue/Platform	Competition/Event	Event Description	Platform	Ticketing	Audience	Lead	Key Personnel	Other Info
1	Fri 08/10/2021	1930	Empire Theatre, Eden Court	Official Opening Concert	A live showcase concert kicking off the 2021 Royal National Mòd, with a mix of song, music and guests	ACG website landing page	Eden Court Tickets & Online tickets	Physical & Online	ACG & Eden Court	Wee Studio Mòd Streaming Team comprising of two Camera Operators & Vision Director	Opt for reduction/exclusion of audience if restrictions prohibit intended plans
SATURDAY 9th OCTOBER 2021											
2	Sat 09/10/2021	1300	Bught Park, Inverness	Mòd Shinty Match	Children's Shinty Tournament, Senior Women's Match and Senior Men's Teams compete for the Mòd Shinty Cup	Physical Event	n/a	Physical	ACG & Comunn na Camanachd	n/a	Opt for online event if restrictions prohibit intended plans
3	Sat 09/10/2021	1400	Online	Instrumental Compilation Programme Part 1	Part 1 of a compilation programme of some of the best performances across the online instrumental categories	Cross platform sharing of organisations' social media channels	n/a	Online	ACG	ACG Staff & Reefnet	Performance categories from a bespoke syllabus
4	Sat 09/10/2021	1700	Online	Instrumental Compilation Programme Part 1	Part 1 of a compilation programme of some of the best performances across the online instrumental categories	Cross platform sharing of organisations' social media channels	n/a	Online	ACG	ACG Staff & Reefnet	Performance categories from a bespoke syllabus
5	Sat 09/10/2021	2000	Empire Theatre, Eden Court	Ar Cànan 's ar Ceòl ( <i>Our Language, our Music</i> )	A live concert showcasing the depth of musical talent among young people in the Highlands.	ACG website landing page	Eden Court Tickets & Online tickets	Physical & Online	ACG & Eden Court	Wee Studio Mòd Streaming Team comprising of two Camera Operators & Vision Director	Opt for reduction/exclusion of audience if restrictions prohibit intended plans
SUNDAY 10th OCTOBER 2021											
6	10-Oct-21	1400	Inverness High Church	Gaelic Church Service	An inter-denominational service giving thanks for the Royal National Mod's visit to Inverness	Physical Event & BBC Radio Broadcast	n/a	Physical & Radio/Online	ACG & BBC	BBC Radio nan Gàidheal	Opt for reduction/exclusion of audience if restrictions prohibit intended plans
7	10-Oct-21	2000	Empire Theatre, Eden Court	Mòd Celtic Praise	A musical celebration of praise	Streamed Live	Eden Court Tickets & Online tickets	Physical & Online	ACG & Eden Court	Wee Studio Mòd Streaming Team comprising of two Camera Operators & Vision Director	Opt for reduction/exclusion of audience if restrictions prohibit intended plans

MONDAY 11th OCTOBER 2021

8	11-Oct-21	1000	Online	Leugh Le Linda	Linda MacLeod with stories and songs in Gaelic for pre-school children and their families	ACG Social Media pages	n/a	Online	ACG/Comhairle nan Leabhraichean	ACG Staff & Comhairle nan Leabhraichean	na/
9	11-Oct-21	1000-1800	Eden Court, MacLean Room	Children Learner Competitions	C103: 13-15 Girls James C MacPhee Medal C104: 13-15 Boys James C MacPhee Medal C145A: 16-18 Open Traditional-Provost of Falkirk Traditional Medal	Physical Event	Eden Court Tickets & Online tickets	Live	ACG & Eden Court	ACG & Eden Court	n/a
10	11-Oct-21	1700	Online	Inverness Waterway's Virtual Tour	A bi-lingual virtual walking tour of Inverness's waterways, including part of the Caledonian Canal, The River Ness and Moray Firth coastline with Gaelic scholar, Ruairidh MacIleathain as tour guide.	ACG Social Media	Online ticketing/registration	Online	ACG	ACG & Ruairidh MacIleathain	
11	11-Oct-21	1800	Online	Children's Compilation Programme	Compilation programme of some of the best performances across the junior online categories	Cross platform sharing of organisations' social media channels	n/a	Online	ACG	ACG Staff & Reefnet	Performance categories from a bespoke syllabus
12	11-Oct-21	1930	Eden Court, Empire Theatre	Drama Finals	Performances from Community Drama Groups	ACG website landing page	Eden Court Tickets & Online tickets	Physical & Online	ACG & Eden Court	Wee Studio Mòd Streaming Team comprising of two Camera Operators & Vision Director	Opt for reduction/exclusion of audience if restrictions prohibit intended plans

13	12-Oct-21	1000	Online	Leugh Le Linda	Linda MacLeod with stories and songs in Gaelic for pre-school children and their families	ACG Social Media pages	n/a	Online	ACG/Comhairle nan Leabhraichean	ACG Staff & Comhairle nan Leabhraichean	na/
14	12-Oct-21	1000-1800	Eden Court, MacLean Room	Children Fluent Competitions	C95 13-15 Girls An Comunn Gàidhealach Silver Pendant C96 13-15 Boys An Comunn Gàidhealach Silver Pendant C94A 13-15 Girls Traditional Silver Pendant C94B 13-15 Girls Traditional Silver Pendant C145 16-18 Girls Traditional Singing C146 16-18 Boys Traditional Singing	Physical Event	Eden Court Tickets & Online tickets	Live	ACG & Eden Court	ACG & Eden Court	n/a
15	12-Oct-21	1000	Eden Court	Silver Pendant Qualifying Competitions	Ladies & Men's Silver Pendant singing qualifying competitions	ACG website landing page	Eden Court Tickets & Online tickets	Physical & Online	ACG & Eden Court	Wee Studio Mòd Streaming Team comprising of two Camera Operators & Vision Director	Opt for reduction/exclusion of audience if restrictions prohibit intended plans
16	12-Oct-21	1800	Online	Children's Compilation Programme	Compilation programme of some of the best performances across the junior online categories	Cross platform sharing of organisations' social media channels	n/a	Online	ACG	ACG Staff & Reefnet	Performance categories from a bespoke syllabus
17	12-Oct-21	2000	Eden Court	Year of Coast & Waters Event	A concert celebrating the Year of Scotland's Coast & Waters and will showcase the myths, the legends, the music and the songs and will feature three new specially commissioned pieces of music in addition to performances of some of Gaelic's most famous airs, songs and stories.	ACG website landing page	Eden Court Tickets & Online tickets	Physical & Online	ACG & Eden Court	Wee Studio Mòd Streaming Team comprising of two Camera Operators & Vision Director	Opt for reduction/exclusion of audience if restrictions prohibit intended plans

**WEDNESDAY 13th OCTOBER 2021**

18	13-Oct-21	1000	Eden Court, Empire Theatre	Gold Medal Qualifying Competitions	Ladies & Silver Pendant singing qualifying competitions	ACG website landing page	Eden Court Tickets & Online tickets	Physical & Online	ACG & Eden Court	Wee Studio Mòd Streaming Team comprising of two Camera Operators & Vision Director	Opt for reduction/exclusion of audience if restrictions prohibit intended plans
19	13-Oct-21	1100	Eden Court, Empire Theatre	Gold Medal Qualifying Competitions	Ladies & Men's Gold medal singing qualifying competitions	Physical Event	Eden Court Tickets	Physical	ACG & Eden Court	ACG staff & Eden Court staff	Opt for reduction/exclusion of audience if restrictions prohibit intended plans
20	13-Oct-21	1100	Eden Court, Café	Crowning of the Bàrd	Crowning of Bàrd a' Chomuinn followed by "Bàrds in Conversation" - outgoing Bàrd Sandy NicDhòmhnaill Jones & newly appointed Bàrd	Physical Event	Eden Court Tickets	Physical	ACG & Eden Court	ACG staff & Eden Court staff	
21	13-Oct-21	1400	Online	Literature Day	Celebration of Gaelic Literature including the Literature Awards for categories in Art, New Song compositions, Drama and Books.	Cross platform sharing of organisations' social media channels	n/a	Online	ACG	ACG Staff & Reefnet	
22	13-Oct-21	1500	Eden Court	Silver Pendant Final	Ladies & Men's Silver Pendant Final singing competitions	ACG website landing page	Eden Court Tickets & Online tickets	Physical & Online	ACG & Eden Court	Wee Studio Mòd Streaming Team comprising of two Camera Operators & Vision Director	Opt for reduction/exclusion of audience if restrictions prohibit intended plans
23	13-Oct-21	1800	Online	Mòd Compilation Programme	Compilation programme of some of the best performances across the junior & senior online categories	Cross platform sharing of organisations' social media channels	n/a	Online	ACG	ACG Staff & Reefnet	Performance categories from a bespoke syllabus
24	13-Oct-21	1930	Eden Court	Gold Medal Final	Ladies & Men's Gold Medal Final singing competitions	ACG website landing page	Eden Court Tickets & Online tickets	Physical & Online	ACG & Eden Court	Wee Studio Mòd Streaming Team comprising of two Camera Operators & Vision Director	Opt for reduction/exclusion of audience if restrictions
25	13-Oct-21	2100	Online	Comunn na Clàrsaich-90th Anniversary Concert	Special concert to celebrate 90 years since Comunn na Clàrsaich were founded	ACG website landing page	Online Tickets	Online	ACG	ACG Staff & Comunn na Clàrsaich	

**THURSDAY 14th OCTOBER 2021**

26	14-Oct-21	1100	Eden Court	Traditional Gold Medal Qualifying Competitions	Ladies & Men's Traditional Gold medal singing qualifying competitions	ACG website landing page	Eden Court Tickets & Online tickets	Physical & Online	ACG & Eden Court	Wee Studio Mòd Streaming Team comprising of two Camera Operators & Vision Director	Opt for reduction/exclusion of audience if restrictions prohibit intended plans
27	14-Oct-21	1400	Eden Court	Gaelic Choirs Showcase	A special non-competitive choral showcase featuring many of our Gaelic choirs	ACG website landing page	Eden Court Tickets & Online tickets	Physical & Online	ACG, Association of Gaelic Choirs & Eden Court	Wee Studio Mòd Streaming Team comprising of two Camera Operators & Vision Director	Opt for reduction/exclusion of audience if restrictions prohibit intended plans
28	14-Oct-21	1800	Online	Mòd Compilation Programme	Compilation programme of some of the best performances across the senior online categories	Cross platform sharing of organisations' social media channels	n/a	Online	ACG	ACG Staff & Reefnet	Performance categories from a bespoke syllabus
29	14-Oct-21	1930	Eden Court	Traditional Gold Medal Final	Ladies & Men's Traditional Gold Medal Final singing competitions	ACG website landing page	Eden Court Tickets & Online tickets	Physical & Online	ACG & Eden Court	Wee Studio Mòd Streaming Team comprising of two Camera Operators & Vision Director	Opt for reduction/exclusion of audience if restrictions prohibit intended plans

**FRIDAY 15th OCTOBER 2021**

30	15-Oct-21	1000	Senior Competitions	Senior	A275 Duets A276 Quartets	Physical Event	Eden Court Tickets	Physical	ACG& Eden Court	ACG& Eden Court	
31	15-Oct-21	1400	Eden Court	Gaelic Choirs Showcase	A special non-competitive choral showcase featuring many of our Gaelic choirs	ACG website landing page	Eden Court Tickets & Online tickets	Physical & Online	ACG, Association of Gaelic Choirs & Eden Court	Wee Studio Mòd Streaming Team comprising of two Camera Operators & Vision Director	Opt for reduction/exclusion of audience if restrictions prohibit intended plans
32	15-Oct-21	1700	Online	Inverness Waterway's Virtual Tour	A bi-lingual virtual walking tour of Inverness's waterways, including part of the Caledonian Canal, The River Ness and Moray Firth coastline with Gaelic scholar, Ruairidh MacIleathain as tour guide.	ACG Social Media	Online ticketing/registration	Online	ACG	ACG & Ruairidh MacIleathain	
33	15-Oct-21	1800	Online	Mòd Compilation Programme	Compilation programme of some of the best performances across the senior online categories	Cross platform sharing of organisations' social media channels	n/a		ACG	ACG Staff & Reefnet	Performance categories from a bespoke syllabus
34	15-Oct-21	2030	Online	Final Event	Tbc	Tbc	Tbc	Tbc	Tbc	Tbc	Tbc

**SATURDAY 16th OCTOBER 2021**

35	16-Oct-21	1200	Eden Court/City Centre	Massed Choir Event	A special non-competitive choral showcase featuring many of our Gaelic choirs	Physical Event & Cross platform sharing of organisations' social media channels	n/a	Physical & Online	ACG, Association of Gaelic Choirs & Eden Court	Wee Studio Mòd Streaming Team comprising of two Camera Operators & Vision Director	Opt for online event if restrictions prohibit intended plans
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