

## PERTH AND KINROSS COUNCIL

Strategic Policy and Resources Committee  
21 June 2017

## THE ROYAL NATIONAL MÒD 2021

## Report by Director (Environment) and Senior Depute Chief Executive

**PURPOSE OF REPORT**

The purpose of this report is to advise Committee of the process to bid for the Royal National Mòd in 2021, the anticipated outcomes of the event and the financial implications of hosting the event.

**1. BACKGROUND**

- 1.1 In 2004, Perth hosted the Royal National Mòd for the first time in 26 years. Post event evaluation estimated the Mòd to have attracted around 6,600 visitors; 1,900 of these being competitors and the remainder largely spectators. The event generated net expenditure of approximately £525,000. Subsequently, the Council committed itself to hosting the Mòd at a future juncture. In addition, in 2013 the Council launched a new Events and Festivals Strategy (Report No 13/275 refers), which stated the ambition to be a leading events tourism destination and to secure events of scale for the area. As such, attracting the Mòd back to Perth and Kinross was identified as a future opportunity.
- 1.2 Following engagement with An Comunn Gàidhealach, a bid to host the 2019 Mòd was submitted in June 2015. On this occasion Glasgow was awarded the 2019 event. An Comunn Gàidhealach provided positive feedback on the Perth bid and identified that the next opportunity to host the Mòd would be 2021. Perth is also bidding to be the UK City of Culture 2021 and hosting the Mòd would complement the programme of events for that year. Paisley is also bidding for the City of Culture 2021 title and to host the Mòd in the same year. An Comunn Gàidhealach have stated that if one of the cities is shortlisted for UK City of Culture they will be awarded the Mòd for 2021. If both cities are either shortlisted or unsuccessful at stage 1 of City of Culture 2021 the decision for the Mòd will be based on the quality of each cities bid document.
- 1.3 In preparation for the bid to host the 2019 Mòd a short study was undertaken by the Council's Enterprise team to assess its feasibility. This took account of changes in infrastructure requirement and venues used by the Mòd since 2004. It also included an estimate of the likely economic impact and return on investment, given the scale of financial commitment that the Council would be required to provide. This entailed venue inspections by representatives of An Comunn Gàidhealach and also engagement with some local branch members who would be closely involved in the bidding process for the Mòd. The study, which was completed by a consultant familiar with the Mòd in general and the 2004 Mòd in Perth, was extremely positive about Perth's potential. This was as a result of the available venues, particularly in regard to the venues that

could be used such as Perth Concert Hall and Perth Theatre, as well as other venues including the community campuses.

- 1.4 The bid has been prepared by the Gaelic Development Officer and Economic Development Team and is based on the 2019 bid document. Perth Gaelic Society have been consulted on the bid document and it has been agreed that they will be the lead bidding partner; supported by the Council and Horsecross Arts. It is a bidding requirement that the application is submitted by a local Mòd branch, or equivalent (in this case the Perth Gaelic Society). In the event of the bid being successful, a wider group would be established to form a Local Organising Committee to address the local delivery arrangements for the event.

## **2. PROPOSALS**

- 2.1 The bid document comprises of information on venues, accommodation, infrastructure, financial support and issues such as past performance. The financial and other support of the local authority, and any other funding sources, is a material consideration and will be negotiated by An Comunn Gàidhealach with relevant agencies. The decision on who will host the Mòd is traditionally announced in October on the Friday of the Royal National Mòd.
- 2.2 While the responsibility for raising the major funding required for staging the Mod rests with An Comunn Gàidhealach (including engagement with the local authority), it is also expected that the Local Organising Committee undertakes fundraising locally in order to assist with meeting the costs of staging the event.
- 2.3 The bid document itself outlines the strong case for Perth as the host location. It is informed by the findings of the feasibility study and the known venue requirements from information provided by An Comunn Gàidhealach. The city of Perth is well placed to host the Mòd with Perth Concert Hall being used for the four or five very large events, including public concerts, included as part of overall programme. As well as the Concert Hall, the extensive number of other rooms and halls across the city for the various events and competitions include the redeveloped Perth Theatre , St John's Kirk, Perth Playhouse and North Inch Community Campus as potential venues. The Mòd traditionally takes place during the October school holiday period. As previously stated hosting the Mòd would enhance our City of Culture 2021 programme, if we prove to be successful.
- 2.4 A key feature of the Mòd is the “buzz” that the event brings to the particular host location and it is important that consideration is given to community and business engagement in the area in order that this is delivered. Moreover, there is an opportunity to develop a “fringe” programme which would complement the official Mòd programme. Accordingly, the bid document highlights the experience of the Council and its partners in delivering a range of events and festivals. It also highlights the Council's experience in engaging with communities and businesses to make Perth and Kinross a leading events and festivals destination. In terms of accommodation supply, analysis showed

that the area does have the bed spaces across a range of accommodation categories available for an estimated 1,500 Mòd visitors each night. The bid document reflects the extensive range of accommodation options throughout the area.

- 2.5 Consideration is also being given to funding a Modern Apprentice and/or a Graduate Trainee to work with the Local Organising Committee and the Council in the lead-up to the event. This would be considered as a part of the Council's overall contribution to support the Mòd. This would provide an early career opportunity for some of the talented young people emerging from Further/Higher Education courses in Gaelic.

### **3. ANTICIPATED OUTCOMES**

- 3.1 The feasibility study assessed the potential impact of the event for Perth and Kinross. In so doing, comparative data from the evaluations of recent Mòds including Dunoon and Paisley were used together with data from our own 2004 evaluation to inform the estimates of visitation and impacts. (An independent assessment of the 2014 Mòd in Inverness showed that £3.5M was generated in additional economic benefits to the local area.)
- 3.2 Estimates of visitors, including overnight and day trippers, were used together with expenditure by both visitors and the organisers in staging the event. It is estimated that the Mòd could attract 7,500 visitors and that the total direct and indirect expenditure by visitors and the organisers could amount to £1,040,970. Assuming an investment by Perth and Kinross Council of £160,000 the estimated rate of return would be just under 7 to 1. (Approximately £7 of expenditure generated for every £1 of investment by the Council).
- 3.3 In addition to the direct economic impacts, it is acknowledged that there is significant exposure for the host area. In Paisley in 2013 for example, the Mòd was covered in 33 different press titles which reached some 9 million readers. It was also covered by both BBC and STV, with the former reaching some 6.5 million viewers. There will also be educational and cultural benefits, making it important for the Council and its partners to consider a legacy programme.

### **4. RESOURCE IMPLICATIONS**

- 4.1 The Council has been making budget provision since 2006/7 to support the hosting of this festival of Gaelic culture. As a result, if no other demands are made on this budget, there will be £180,000 allocated towards this. This will be the Council's direct contribution and it should also be noted:
- Perth Gaelic Society has confirmed that £5,000 remains in the local funding allocation from the 2004 Perth Mòd which can be redirected to support the 2021 event;

- For the 2004 Mòd, over £100,000 of public sector support was provided. In addition, the Local Organising Committee would be expected to raise £30,000 towards the event.

## 5. CONCLUSION AND RECOMMENDATIONS

- 5.1 The Royal National Mòd is clearly a significant event for a local authority area to host and the Council has been making financial provision for a number of years. Given the established circuit of locations in the Argyll and Bute, Highland, and Western Isles local authority areas, the opportunity to bid for the Mòd is not a regularly recurring one. The assessment undertaken by the Council shows that Perth has the supply of venues and accommodation required to host the Mòd and that the area would be an appealing prospect for Mòd goers.
- 5.2 The hosting of such an event is in line with the ambition of the Council's Gaelic Language Plan, Events and Festivals Strategy, Cultural Strategy and the ambition set out within the Perth City Plan as a vibrant cultural centre and leading events destination.
- 5.3 It is recommended that the Committee:
- Notes the progress made with the preparation of the formal bid to An Comunn Gàidhealach to host the Royal National Mòd in Perth in 2021
  - Approves the bid in principle with authority delegated to the Senior Deputy Chief Executive and Director (Environment) to finalise the bid.
  - Approves the subsequent expenditure to stage the Royal National Mòd, including a fee to An Comann Gàidhealach, of £180,000 from Council resources if the bid is successful.
  - Approves that consideration is given to seek a Modern Apprentice or Graduate Trainee as part of the overall Council's contribution.
  - Instructs the Director (Environment) and the Senior Deputy Chief Executive to seek other sources of funding to support the hosting of the Mòd, if the bid is successful
  - Requests reports to future meetings of relevant Committees in respect of progress regarding this event.

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### Approved

Name	Designation	Date
John Fyffe	Senior Deputy Chief Executive	26 <sup>th</sup> May 2017

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## 1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

<b>Strategic Implications</b>	<b>Yes / None</b>
Community Plan / Single Outcome Agreement	<b>Yes</b>
Corporate Plan	<b>Yes</b>
<b>Resource Implications</b>	
Financial	<b>Yes</b>
Workforce	<b>Yes</b>
Asset Management (land, property, IST)	<b>None</b>
<b>Assessments</b>	
Equality Impact Assessment	<b>None</b>
Strategic Environmental Assessment	<b>None</b>
Sustainability (community, economic, environmental)	<b>Yes</b>
Legal and Governance	<b>None</b>
Risk	<b>None</b>
<b>Consultation</b>	
Internal	<b>Yes</b>
External	<b>Yes</b>
<b>Communication</b>	
Communications Plan	<b>None</b>

### 1. Strategic Implications

#### Community Plan / Single Outcome Agreement

- 1.1 This section should set out how the proposals relate to the delivery of the Perth and Kinross Community Plan / Single Outcome Agreement in terms of the following priorities:

- (i) Giving every child the best start in life
- (ii) Developing educated, responsible and informed citizens
- (iii) Promoting a prosperous, inclusive and sustainable economy
- (iv) Supporting people to lead independent, healthy and active lives
- (v) Creating a safe and sustainable place for future generations

#### Corporate Plan

- 1.2 This section should set out how the proposals relate to the achievement of the Council's Corporate Plan Priorities:

- (i) Giving every child the best start in life;
- (ii) Developing educated, responsible and informed citizens;
- (iii) Promoting a prosperous, inclusive and sustainable economy;
- (iv) Supporting people to lead independent, healthy and active lives; and
- (v) Creating a safe and sustainable place for future generations

## **2. Resource Implications**

### Financial

- 2.1 Subject to the budget review process the budget fee payable would be accommodated within the Council's Revenue Budget.

### Workforce

- 2.2 Consideration is also being given to funding a Modern Apprentice and/or a Graduate Trainee to work with the Local Organising Committee and the Council in the lead-up to the event. This would be considered as a part of the Council's overall contribution to support the Mod.

### Asset Management (land, property, IT)

- 2.3 There are no asset management implications arising from this report.

## **3. Assessments**

### Equality Impact Assessment

- 3.1 Under the Equality Act 2010, the Council is required to eliminate discrimination, advance equality of opportunity, and foster good relations between equality groups. An equality impact assessment needs to be carried out for functions, policies, procedures or strategies in relation to race, gender and disability and other relevant protected characteristics. This supports the Council's legal requirement to comply with the duty to assess and consult on relevant new and existing policies.
- 3.2 The function, policy, procedure or strategy presented in this report was considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome: Assessed as not relevant for the purposes of EqIA.

### Strategic Environmental Assessment

- 3.3 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals. No further action is required as it does not qualify as a PPS as defined by the Act and is therefore exempt.

### Sustainability

- 3.4 Under the provisions of the Local Government in Scotland Act 2003 the Council has to discharge its duties in a way which contributes to the achievement of sustainable development. In terms of the Climate Change Act, the Council has a general duty to demonstrate its commitment to sustainability and the community, environmental and economic impacts of its actions. The

activities in this report will contribute towards sustainable economic development in Perth and Kinross.

#### Legal and Governance

- 3.5 The consideration of the report is in line with the Council's Scheme of Administration and specifically the role of the Environment, Enterprise and Infrastructure Committee in developing measures to support and promote economic activity and to plan key infrastructure.

#### Risk

- 3.6 Risks and the controls required to mitigate any risks will be reported through the Council's risk management process where the Council is the lead on individual projects.

### **4. Consultation**

#### Internal

- 4.1 The Head of Planning and Development and Head of Finance have been consulted in the development of the report.

#### External

- 4.2 Consultation has been undertaken with the Perth Gaelic Society.

### **5. Communication**

- 5.1 Any communications required will be undertaken by the Council in the event of the bid being successful.

### **2. BACKGROUND PAPERS**

Events & Festivals Strategy – Report by the Depute Director (Environment) to the Environment, Enterprise and Infrastructure Committee (ref: 13/275); 5 June 2013

### **3. APPENDICES**

None