

# PERTH AND KINROSS COUNCIL

## Environment and Infrastructure Committee

27 October 2021

### THE ROYAL NATIONAL MÒD 2022

#### Report by Head of Culture & Community Services

(Report No. 21/199)

This report briefs the Committee on planning underway for The Royal National Mòd 2022, the anticipated outcomes of the event and the financial implications of hosting the event.

#### 1. BACKGROUND / MAIN ISSUES

- 1.1 Following a competitive bidding process in 2017 Scotland's premier Gaelic Festival, the Royal National Mòd will return to Perth in 2022. Mòd Pheairt 2022 will take place from 14 to 22 October 2022. This will be the first time the event has taken place in the area since 2004 and the 11<sup>th</sup> time the event has taken place in Perth and Kinross.
- 1.2 The Mòd was due to take place in 2021 but has been delayed by one year due to COVID.
- 1.3 The Royal National Mòd, known as The Mòd, is an eight day festival celebrating Gaelic language and culture organised by An Comunn Gàidhealach, held annually in a different Scottish town/city. There are over 200 competitions throughout the event ranging from traditional instruments like accordion, fiddle and piping, to solo Gaelic singing, storytelling, poetry, sport and choir competitions. The first half of the week is dedicated to children's competitions, while the second half is for adults. It draws in fluent and learner Gaelic speakers alike, with a host of other interested attendees.
- 1.4 A feasibility report, produced in 2015, 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 £216,000 the estimated rate of return would be just under 5 to 1 (approximately £5 of expenditure generated from visitors for every £1 of investment by the Council). As a comparison, in 2017 in Dunoon, the expenditure by visitors was over £1.5million and in Glasgow in 2018, it was £2.98m.
- 1.5 In addition to the direct economic impacts, it is acknowledged that there is significant exposure for the host area. There is coverage on BBC and STV, as well as in printed media across Scotland.

- 1.6 Since 2006/7, £20,000 has been allocated to the Mòd each financial year. On 12 February 2015, the Council approved that £120k was applied from the Mòd earmarked Reserve to “support the events programme across Perth & Kinross.” A further £4000 was spent on the bid document to secure the Mòd for Perth.
- 1.7 There is currently £196,000 in the Mòd budget. By the time the Mòd comes to Perth in October 2022, there will be a further £20,000 applied to the fund, a total of £216,000.
- 1.8 This will be the Council’s direct contribution and will include a payment to An Comunn Gàidhealach to support the core activity of the Mòd including venue hire, tech hire, infrastructure and staffing. This payment happens each year, from the host city to An Comunn Gaidhealach. A full breakdown of expenditure by An Comunn Gàidhealach is being prepared – the majority of the cost will be spent on venue hire. The Gaelic Society of Perth has confirmed that £5,000 remains in the local funding allocation from the 2004 Perth Mod which can be redirected to support the 2022 event.
- 1.9 It should also be noted £17,500 has been awarded from Bòrd na Gàidhlig’s Gaelic Language Act Implementation Fund to support the delivery of school and community workshops in the lead up to Mòd Pheairt 2022

## **2. PROPOSALS**

- 2.1 Perth & Kinross Council, The Gaelic Society of Perth, and Horsecross Arts are partners in hosting the Royal National Mòd in 2022. Our approach is designed to ensure that the Gaelic Society and other local Gaelic groups take centre stage in welcoming the Mòd to Perth and introducing new audiences to the Mòd and Gaelic.
- 2.2 We are working closely with An Comunn Gàidhealach to deliver Mòd Pheairt 2022. A Working Group has been set up which includes members from Horsecross Arts, Culture Perth & Kinross and Live Active Leisure as well as key services within Perth & Kinross Council. A local organising committee will also be established to include representatives from The Gaelic Society of Perth, Perthshire & Angus Provincial Mòd, Comann nam Pàrant, Fèis Thatha and the East Perthshire Gaelic Group.
- 2.3 A key feature of the Mòd is the “buzz” that the event brings to the particular host location through competitions and a packed programme of fringe events in venues across the city. Planning is underway to create a diverse fringe programme for all ages featuring inspiring speakers, live music, sporting events, exhibitions, children’s activities, learning opportunities, film screenings, storytelling and literary events featuring emerging talent and established acts. The fringe is also an opportunity to showcase the unique Gaelic heritage of the area.

- 2.4 In terms of accommodation supply, analysis showed that the area has more than double the bed spaces required across a range of accommodation categories available for the estimated 1,500 Mòd visitors each night. These figures were quoted in the 2015 Fesibility study but remain relevant today.
- 2.5 2022 is the Year of Scotland's Stories which present an opportunity to highlight stories and storytelling culture from the unique Gaelic heritage of the Perth and Kinross area. A programme of community engagement will lead up to the Mòd opening and include schools and community groups, engaging them in history and language from the area.
- 2.6 Engagement with the local business sector has begun and will accelerate in coming months, including a guide to the Mòd and Gaelic as an economic asset for businesses in the city centre, with a toolkit so they can make the most of the event. Members of the Council team will be speaking at various business groups to raise awareness of the Mòd and the opportunities it brings.

### 3. CONCLUSION AND RECOMMENDATIONS

- 3.1 This update is to show progress on this important event and notes for the budget provision which will total £216,000 to be allocated to the Mòd which will require to be approved by Strategic Policy and Resources Committee.
- 3.3 It is recommended that the Committee:
- (i) notes the progress made with the preparations for Mòd Pheairt 2022.
  - (ii) requests that Strategic Policy and Resources Committee consider the allocating the £216,000 for the purpose it was intended, on the event delivery of the Mòd 2022.

#### Authors

Name	Designation	Contact Details
Anna Day	Service Manager – Public Programming	<a href="mailto:ADay@pkc.gov.uk">ADay@pkc.gov.uk</a>
Fiona Robertson	Head of Culture & Communities	<a href="mailto:FionaRobertson@pkc.gov.uk">FionaRobertson@pkc.gov.uk</a>

#### Approved

Name	Designation	Date
Barbara Renton	Executive Director (Communities)	19 October 2021

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## 1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

<b>Strategic Implications</b>	<b>Yes / None</b>
Community Plan	<b>Yes</b>
Corporate Plan	<b>Yes</b>
<b>Resource Implications</b>	
Financial	<b>Yes</b>
Workforce	<b>No</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>None</b>
<b>Communication</b>	
Communications Plan	<b>None</b>

### 1. Strategic Implications

#### Community Plan

1.1 This section should set out how the proposals relate to the delivery of the Perth and Kinross Community Plan 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

This report relates to Objective No (ii) and (iii).

## 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.

This report relates to Objective No (ii) and (iii).

1.3 This report also links to the Council's Gaelic Language Plan 2018-2023.

## **2. Resource Implications**

### Financial

2.1 The Council has been making budget provision of £20k per year since 2006/7 to support the hosting of this festival of Gaelic culture. As a result, if no other demands are made on the budget, there will be £216,000 allocated towards this. This will be the Council's direct contribution and will include a payment to An Comunn Gàidhealach to support the core activity of the Mòd including venue hire, tech hire, infrastructure and staffing. A full breakdown of expenditure by An Comunn Gàidhealach is being prepared – the majority of the cost will be spent on venue hire.

## **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.

### Strategic Environmental Assessment

3.2 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

- 3.3 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. Under the Climate Change (Scotland) Act 2009 the Council also has a duty relating to climate change and, in exercising its functions must act:
- in the way best calculated to delivery of the Act's emissions reduction targets;
  - in the way best calculated to deliver any statutory adaptation programmes; and
  - in a way that it considers most sustainable.
- 3.4 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 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 Head of Finance

### External

- 4.2 An Comunn Gàidhealach.

## **5. Communication**

- 5.1 A communications plan will be put in place by the Council in the lead up to Mòd Pheairt 2022.

## **2. BACKGROUND PAPERS**

- 2.1 Am Mòd Nàiseanta Rìoghail 2021 – The Bid for Perth (June 2017)  
2.2 Perthshire Mòd Feasibility Assessment- Final Report (January 2014)