

To: Leadership Board

On: 30 November 2016

Report by: Director of Children's Services

Heading: Bid to host the Royal National Mòd in 2021

1. Summary

- 1.1. At its meeting of 17 December 2015, Council agreed a motion to support a bid to bring the Royal National Mòd back to Paisley in 2021. Paisley successfully hosted its first Mòd in 2013 and an independent evaluation of that event found that there had been a significant positive impact on the local economy. The bid to stage the 2021 event has cross-party support.
 - 1.2. Hosting the Mòd would be a key platform for Gaelic cultural activity as part of a year of culture in 2021. It would contribute to the promotion of Paisley as a vibrant and connected location for hosting events and festivals and make a significant contribution to the local economy. It would also contribute to the delivery of the Council's Gaelic Language Plan.
 - 1.3 The contribution to the Gaelic Language Plan and the promotion of the Gaelic language will be a significant feature of the additional resource that is being sought for the enhanced Gaelic events programme.
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2. Recommendations

- 2.1. The Leadership Board is asked to
 - Note the progress to date with the plan to bid to host the Royal National Mòd in Paisley in 2021.
 - Approve a budget commitment of £300,000 should Paisley's bid be successful.
 - Approve a total budget of £12,500 PA to be available from financial year 2017/18 up until 2021 to stage and support a number of Gaelic events, activities and projects in preparation for hosting the Royal National Mòd.
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3. Background

- 3.1 The Royal National Mòd is a nine-day event showcasing Gaelic language and culture through competitions in Gaelic music and song, highland dancing, instrumental, drama, sport and literature.
- 3.2 Paisley first staged the Mòd in 2013 – Mòd Phàislig - and it was a considerable success. The bid to host the event in 2021 would build on the legacy of that event in terms of promoting Gaelic language and culture, and would be a cornerstone of the 2021 programme of events should Paisley be named UK City of Culture.

4. Bid Process

- 4.1 The bid must be submitted by the local branch of An Comunn Gàidhealach and public meetings have begun in order to identify a local organising committee who will formally submit the bid. A steering group of Renfrewshire Council staff has been established to support the bid writing process and provide project governance. Bids to host the 2021 event must be submitted by 30 June 2017.

5. Costs

- 5.1 Hosts are required to pay a fee for the right to hold the Mòd and this is currently £150,000, although this may be subject to change. This fee would be payable in financial year 2021/22. This expenditure will only be incurred should the bid process be successful.
- 5.2 There are additional costs associated with hosting the Mòd. These costs include venue costs, media facilities, promotional materials, streetscaping and signage, additional cleaning and maintenance works, and any additional staffing required. The 2013 Mòd had a full time member of staff assigned to it for several months preceding the event. The estimate therefore is that a sum of £300,000 would be required to host the Mòd in 2021. There will be some costs associated with preparing the bid but these will be met from existing resources.
- 5.3 Some expenditure may be incurred during financial year 2020/21 but the bulk of the financial commitment will be in the year 2021/22.
- 5.4 The Gaelic Language Plan is currently being reviewed in line with the prospect of this enhanced programme and the decision to bid for a Mod in 2021. This reviewed plan will ensure clear links between the culture and events programme, Gaelic Medium Education, Gaelic learner classes and the work of the Gaelic Development Officer. It is recommended that the Council should commit £12,500 per annum for the development of a Gaelic Cultural Events programme. This programme will support content for inclusion in the bid and Gaelic language activity in the years running up to the hosting of the Mòd in 2021. This will begin in 2016/17. Funding beyond 2017/18 would be contingent on Paisley winning the bid to host the Mòd in 2021.

6. Benefits of hosting the Royal National Mòd

- 6.1 Paisley staged the Royal National Mòd in 2013 and the event attracted over 8000 visitors over the nine days. An independent evaluation found that 38% of visitors travelled from other areas and stayed in hotels during their visit; these overnight visitors spent an average of £239 per head. Overall visitor spending was in excess of £700,000.
- 6.2 The evaluation also found that the return on investment for Renfrewshire Council was 6 to 1, and that 33 full time equivalent jobs were created in Renfrewshire because of the event and the economic activity it generated. The payback period for public sector expenditure on the event was 7 months.
- 6.3 The Spree continues to give a high profile to Gaelic Language performers as part of the legacy of the 2013 Mòd. During the event in 2016 both Donnie Munro and Skerryvore went public with quotes in support of Paisley's bid to host the Mòd in 2021. High profile Gaelic language performers have included Karen Matheson, Donnie Munro, Capercaillie, Daimh, Mairi Morrison, Manran and Skerryvore. Some of these performers have already lent their support to the bid by participating in the launch event.
- 6.4 Part of the cultural legacy of the 2013 staging of the Mòd is an annual Gaelic festival in Paisley – Fèis Phàislig – for under 18s – which is one of Renfrewshire's strongest vehicles promoting Gaelic Culture with young people. The Fèis operates an immersive week of Gaelic Language and culture through various instrumental and song workshops during the summer holidays which grows in popularity each year. Uptake increased by 50% from 2015 – 2016 with almost 100 young people taking part. The Fèis also operates weekly workshops funded by the Paisley 2021 Culture, Heritage and Events Fund, hosted performances during The Spree in 2016 and offered "Come and Try" workshops at Paisley's Halloween Festival in 2016.
- 6.5 Primary schools in Renfrewshire now operate Gaelic singing workshops as part of the Youth Music Initiative and the Gaelic Choir for young people is due to relaunch with a new conductor shortly.
- 6.6 Staging the Mòd in 2021 would provide Paisley with a further opportunity to build on the success of this legacy as one of the key moments in the City of Culture programme.

Implications of the Report

1. **Financial** – The report seeks approval of a budget of £300,000 should Paisley be successful in bidding to host the Royal National Mòd in 2021. The report also seeks approval for a total sum of £50,000 to develop a Gaelic cultural events programme in Renfrewshire in the period up until 2021.
2. **HR & Organisational Development** - None
3. **Community Planning** – None

4. **Legal** - None
 5. **Property/Assets** – None
 6. **Information Technology** – None
 7. **Equality & Human Rights** - The Recommendations contained within this report have been assessed in relation to their impact on equalities and human rights. No negative impacts on equality groups or potential for infringement of individuals' human rights have been identified arising from the recommendations contained in the report because it is for noting only. If required following implementation, the actual impact of the recommendations and the mitigating actions will be reviewed and monitored, and the results of the assessment will be published on the Council's website.
 8. **Health & Safety** – None
 9. **Procurement** – None
 10. **Risk** – Risks in relation to the 2021 programme are contained with the programme's risk register.
 11. **Privacy Impact** – none
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List of Background Papers: None

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