

# An Comunn Gàidhealach Mòd Manual



Updated March 2018

## Contents

Foreword.....	2
General Information .....	3
Major Event Organisation .....	6
Responsibilities of An Comunn Gàidhealach .....	7
Responsibilities of the Local Organising Committee .....	10
LOC Guidelines/Rules.....	11
Additional Guidelines.....	15
Appendix 1 .....	17
Appendix 2 .....	18
Appendix 3 .....	19
Appendix 4 .....	20
Appendix 5 .....	22

## Foreword

The organisation of The Royal National Mòd, *Am Mòd Nàiseanta Rìoghail*, is the responsibility of An Comunn Gàidhealach. Working with organisers local to the host area and other partners, An Comunn is responsible for ensuring the event is staged successfully and has overall responsibility for all aspects of the organisation including fundraising, administration, marketing and promotion of the Mòd.

This Mòd Manual aims to clearly outline the different roles and responsibilities of An Comunn and the Local Organising Committee (LOC) in each host area. Although the essential elements of each Royal National Mòd remain constant- including the need for adequate accommodation, appropriate venues, stewarding etc- some factors need to be considered anew each year.

An Comunn seeks to build strong and effective links with the LOC in each host area, as the success of The Royal National Mòd is dependent on cohesive community effort and co-operation.

The fact that the Mòd continues to grow and develop is proof of the continuing commitment of LOCs and the importance of their role in the organisation of what many regard as Scotland's biggest Gaelic festival.

It should be understood at the outset that the focus of the Mòd is on the promotion and development of the Gaelic language, music and culture. It should also be understood that each host area is providing a platform for The Royal National Mòd. An Comunn Gàidhealach understands that each LOC will wish to promote its own area and its own objectives in terms of Gaelic language, music and cultural development. However, it must be acknowledged by each LOC that the main aim is to stage a successful and enjoyable national and international event in conjunction with An Comunn Gàidhealach, the national body.

**March 2018**

## **General Information**

### **An Comunn Gàidhealach**

An Comunn Gàidhealach (hereafter, 'An Comunn') is a Company Limited by Guarantee and a registered Scottish Charity. It is also a voluntary organisation with a membership base. Founded in Oban in 1891 as a vehicle for the preservation and development of the Gaelic language, it actively encourages the teaching, learning and use of the Gaelic language and the study and cultivation of Gaelic literature, history, music and art.

An Comunn has overall responsibility for the co-ordination of all aspects relating to the staging of The Royal National Mòd.

### **The Royal National Mòd (Am Mòd Nàiseanta Rìoghail)**

The first Mòd was held in Oban in 1892, one year after the founding of An Comunn Gàidhealach. Over a period of decades, An Comunn has developed the Mòd into one of the major cultural events in the Scottish calendar. The Mòd remains the principle vehicle through which artistic performance is judged against standards which act as benchmarks for excellence in all Gaelic activity.

The Mòd also exists to encourage the extension of traditional Gaelic cultural elements into contemporary modes of expression such as popular music. In addition, the Mòd encourages the exchange of artistic and cultural expression between Scotland and other Celtic countries.

Many overseas competitors also travel to attend the Royal National Mòd in Scotland and annual Mòds are also held in America and Canada under the auspices of An Comunn.

As well as this, Provincial Mòds are held throughout Scotland with strong educational, voluntary and community involvement.

The names "Royal National Mòd", "Am Mòd Nàiseanta Rìoghail", "Iomall a' Mhòid", "Fèis a' Mhòid" and "Mòd" and any variations thereof, are the property of An Comunn Gàidhealach and may not be used without prior written authority of An Comunn.

### **An Comunn Structure**

#### **Board of Directors**

An Comunn Gàidhealach is managed by a Board of Directors. A register of the current Directors is maintained by the Company Secretary at the Stornoway office, and is available for inspection by interested parties.

#### **Offices**

An Comunn retains its Head Office in Stornoway. The Principal Office is in Inverness.

#### **Standing Committees**

The work of An Comunn is overseen by:

- The Mòd Standing Committee
- The Corporate Affairs Committee

Each of the Standing Committees is chaired by a Board Director with individual committee members being invited to participate from among the general membership of An Comunn.

The Terms of Reference of The Mòd Standing Committee are available on request from the Chief Executive Officer.

### **Royal National Mòd Bids**

A Royal National Mòd shall be held in October each year in accordance with the Company's Articles of Association.

An application to stage the Mòd should be submitted by Branches, or affiliated Branches, of An Comunn Gàidhealach no later than 30 June in the fourth year before the Mòd is to be held. Applications require to be accompanied by a letter of support from the Local Authority to ensure that the local infrastructure is adequate to allow the hosting of a successful Royal National Mòd.

Where a bid from a branch is not forthcoming or is considered not to have met the the overall requirements of An Comunn, arrangements will be made by An Comunn to host the Mòd in an appropriate venue.

If more than one application is received to host the Royal National Mòd, An Comunn, after due investigation, will decide on the venue for the Royal National Mòd.

### **Forming a Local Organising Committee (LOC)**

When the Mòd is awarded to a Branch, the Branch should then convene a public meeting to appoint a Chairman, Vice Chairman, Secretary and Treasurer on a LOC. The LOC is a Committee of An Comunn Gàidhealach and must adhere to the constitution that is provided by An Comunn Gàidhealach. The constitution states the responsibilities that must be undertaken to comply with all statutory reporting.

The LOC must look to project the aims and objectives of An Comunn at all times during planning and preparations for the staging of the Mòd. The LOC must liaise closely with An Comunn staff and officials and provide full progress reports as and when required. The committee should meet as required and should meet at least once per month in the year of the Mòd. The LOC should be prepared to hold additional meetings as necessary as the Mòd approaches. All meetings of the LOC shall be minuted.

The LOC operates under the Company Registration and under the Charity Registration of An Comunn Gàidhealach. The Mòd Standing Committee will oversee and scrutinise the operation of the LOC on behalf of the Board of Directors to ensure that the committee is acting with the focus of delivering a successful Royal National Mòd.

It is advised that LOCs adopt a sub-committee structure. Each sub-committee structure will vary according to local needs. The following are examples of previous LOC sub-committees:

- **Fundraising Committee and/or Finance Committee**
- **Accommodation Committee\***
- **Fringe/Entertainment Committee**
- **Publicity/PR/Media Committee**
- **Stewards Committee\***
- **Transportation Committee\*\***
- **Halls & Venues Committee\*\***

(\*Responsibility for accommodation has been undertaken by VisitScotland staff at some Mòds)

(\*\*Sometimes combined)

The Chairman of each sub-committee sits on the LOC and forms a Conveners Committee along with office bearers. The Conveners Committee should meet monthly to receive and approve sub-committee reports and thereafter report to the LOC.

An Comunn will endeavour to be represented at LOC and Conveners meetings with increasing frequency in the year of the Mòd.

The support provided to, and by, LOC's is constantly under review. An Comunn Gàidhealach has, over the past decade, tried to lessen the burden upon LOC's. This strategy has been adopted in parallel with a recognition of the increasing legislative framework imposed by the Companies Act and by the Office of the Scottish Charities Regulator (OSCR).

It is recognised that the LOC is a voluntary committee and that the level of responsibility is heavy. LOC's are now established to support Mòds up to the year 2020. No additional LOC's are to be established beyond this point.

Thereafter, consideration will be given to strategies that will further reduce the burdens upon voluntary support groups and which may require local support over a shorter, but more intense, period.

**Copies of Minutes of all LOC meetings must be sent to the Mòd office in Inverness and to the Director of The Royal National Mòd within 2 weeks of each meeting.**

## Major Event Organisation

An Comunn Gàidhealach recognises the responsibilities that The Royal National Mòd imposes on the organisation.

An Comunn will make every effort to ensure that the Mòd takes place in a safe environment. Risk will be assessed and if any risk is identified, steps will be taken to remove the risk. Employees and volunteers will be provided with a level of care and protection that they could expect to receive in any normal working situation.

### Finance

An Comunn will take all necessary steps to ensure the financial viability of each Mòd. It will only accept financial responsibility for expenditure associated with the Mòd where it has committed to that expenditure in writing by the submission of a properly authorised purchase order.

### Insurance

An Comunn Gàidhealach will insure the Mòd and provide copies of insurance certificates for display at the event. Any uncertainty regarding insurance should be referred immediately to An Comunn who will either address the issue or refer the matter to the insurance provider.

### Risk Assessment

Risk assessment is a key tool in reducing exposure to potential risk. The Board of An Comunn Gàidhealach will consider the risks associated with each Mòd prior to awarding the Mòd to an applicant host area.

An Comunn will work with the supporting Local Authority to assess the risk associated with each venue identified as a potential Mòd venue. A Risk Assessment form is available from An Comunn (See Appendix 5). Alternatively, a Local Authority form may be used if deemed acceptable. The forms will be assessed by An Comunn staff when final decisions concerning venues are being made.

### Fundraising (OSCR)

Local fundraising to host a Mòd is classed as restricted funding by the Office of the Scottish Charities Regulator (OSCR). **Any funding raised for the specific purpose of hosting The Royal National Mòd can only be used for that purpose.** It is important that LOCs are aware of this definition. In event of fundraising exceeding the financial obligations (that have been agreed with An Comunn Gàidhealach) to host the Mòd, no other use may be made of the excess other than what it was raised for. All excess funds must be passed back to An Comunn, as per OSCR guidance, and will be invested and held in trust. These funds, together with any accrued interest, shall be returned when the next Royal National Mòd is held in the locality.

Current OSCR guidance on the retention of funds locally is as follows:

- **If the monies have been raised on behalf of An Comunn Gàidhealach (ACG), any surplus raised must be passed back to ACG as the donations have been raised in that charity's name**
- **The monies may have been raised by the LOCs specifically for the purpose of running the Royal National Mòd. In this case, the monies must only be used to support the Mòd rather than for any more general purposes**
- **The branch may choose to raise funds for more general or wider purposes. In this instance, it may be appropriate for the surplus to be used in the development of Gaelic language and culture in the area providing, of course, that this use of the monies would be acceptable to the donors\***

\*This point relates to Branch activities rather than LOC activities which are specifically targeted at the Mòd.

## Responsibilities of An Comunn Gàidhealach

The responsibilities of **An Comunn Gàidhealach** include the following (any joint responsibilities with LOC will be highlighted in yellow):

### **Strategic Overview of the Event**

- Major fundraising from Local Authorities and Local Enterprise Companies
- All aspects of Mòd administration
- Final allocation of competitions to venues
- Sourcing and arranging adjudicators
- Preparation and production of all Mòd music (through the Music Committee)
- Production of The Royal National Mòd Syllabus and Rules
- National and international marketing & promotion
- Liaison with sponsors, supporters, Local Authorities, Local Enterprise Agencies etc.
- Contact with local, national and international media

### **Compile Official Mòd Programme**

- Process Mòd entries
- Co-ordinate editorial and advertising content
- Programme distribution
- Liaison with sponsors and LOC

### **Public Sector**

- Public Sector liaison & Public Relations
- Contact/liasion with MPs, MSPs, MEPs, Local Authorities and Scottish Government (this responsibility will be shared with the LOC to ensure that any local issues are properly considered and factored into the contact/liasion)

### **Private Sector Sponsorship**

- Liaison and negotiation with existing and potential national and international sponsors
- Organisation and cost of Official Receptions

### **Media Relations**

- Appointment of a Media Agency to manage and coordinate Mòd PR and marketing activity.
- The appointed Media Agency will liaise with local, national and international media representatives; manage the daily Press Conferences at The Royal National Mòd and pre and post Mòd media activity and publicity
- Appointment of an official Mòd Photographer

### **Iomall a' Mhòid (Mòd Fringe)**

- Work with the LOC to organise a programme of events
- Seek complementary funding to assist in the staging of a Mòd Fringe Programme, if circumstances allow
- Produce a Mòd Fringe Programme in conjunction with the LOC



### **Liaison with LOC**

- An Comunn Gàidhealach will be represented, where possible, at LOC meetings.

### **Organisation of Competitions**

- Rules and Regulations of all Mòd competitions
- Appointment and payment of adjudicators
- Appointment of Chairpersons (with recommendations from LOC of local Gaelic-speakers)
- Allocation of and payment for all official Mòd competition and concert venues
- Printing of competition and concert tickets
- Literature Awards

### **Accommodation**

- Sourcing, booking and administration of accommodation and associated services for core Mòd staff, adjudicators, VIPs and other guests and international delegates

### **Adjudicators/Adjudication Sheets**

- Recruitment, training and allocation of adjudicators to competitions
- Administration of adjudication sheets pre-Mòd
- Distribution of adjudication sheets on completion of competitions
- Administration of adjudication sheets post-Mòd

### **Mòd Office/Information Centre**

- Identification of centrally located venue
- Staffing
- Mòd administration and finance
- Programme and ticket sales
- An Comunn Gàidhealach membership information services
- General Mòd Information and guidance for competitors and visitors

### **Opening Ceremony**

- Issue of invitations to guests and participants in liaison with the LOC
- Format & production of Official Programme
- Identification of and payment for catering and hospitality services
- PA system
- Allocation of VIP seating

### **Television/Radio**

- Liaison with broadcasters regarding the format and content of the main concerts, competitions and any other events which are to be broadcast on television, radio and online

### **Catering**

- Arrange and meet costs of catering for all Mòd staff, officials, adjudicators, delegates, VIPs and those stewards who may be required to be on Mòd duties all day during the course of Mòd week

### **Communications Systems**

- Where necessary, provide and meet the costs of appropriate communications systems and associated training requirements during Mòd week

### **Transport**

- Provision of official transport for staff, guests, delegates, officials, adjudicators and VIPs

### **Gaelic Showcase**

- Co-ordination and costs of the Gaelic Showcase as appropriate

### **PA System**

- Identification of venues and halls which require additional PA sound/audio systems
- Appointment of professional PA company to provide their services if required

### **Fiddlers Rally/Musical Event**

- Identification of the venue for the Rally/Musical Event
- Costs of providing supper subsistence for visiting musicians
- Arranging content, performers and running order for the event in collaboration with LOC
- Production of the Official Programme for the event in consultation with the LOC

### **Venue Decoration**

- Make sure that venues have appropriate decoration for the major competitions and concert venues in close liaison with the LOC and the BBC
- Coverage of the reasonable cost of preparation and decorations of these venues

An Comunn recognises the responsibilities that television broadcasting of the event imposes upon the Mòd and will co-operate with the BBC to ensure that the decoration of the main venue is appropriate for purpose.

### **Mòd Shinty Cup**

- Organisation of Mòd Shinty Cup in partnership with Comunn na Camanachd and the LOC
- Provision of Mòd Shinty Cup and medals which will be presented by a suitable representative
- Work with Comunn na Camanachd's Area Development Officer where possible to arrange two senior teams from the host area. Junior participation may feature in the form of shinty development sessions or a junior tournament prior to the senior match.

## **Responsibilities of the Local Organising Committee**

The responsibilities of **the host LOC** include the following on behalf of An Comunn Gàidhealach **(it is imperative that the guidelines/rules below are read for the specific responsibilities required for each):**

- **Local Fundraising**
- **LOC Branding/Logo**
- **Iomall a' Mhòid (Mòd Fringe)**
- **Massed Choirs Parade**
- **Fiddlers Rally/Musical Event**
- **Ecumenical Church Service**
- **Convener's Ceilidh/Traditional Ceilidh**
- **Venue Selection**
- **Venue Decoration**
- **Municipal Decoration**
- **Signage**
- **Shuttle Bus**
- **Mòd Ticket/Programme Sales**
- **Catering for support staff**
- **Mòd Football**
- **Organisation of Voluntary Support**

## LOC Guidelines/Rules

### Local Fundraising

An Comunn Gàidhealach takes responsibility for raising the majority of funding required to stage The Royal National Mòd. The LOC is required to raise a minority of funds (approximately 10% of the cost of staging the Mòd) on behalf of An Comunn Gàidhealach. The contribution required is as follows:

**2018 Mòd = £31,000 (Dunoon)**  
**2019 Mòd = £31,250 (Glasgow)**  
**2020 Mòd = £31,500 (Inverness)**  
**2121 Mòd = £31,600 (TBC)**  
(Thereafter to be increased annually.)

The local contribution is to be remitted to An Comunn Gàidhealach as follows:

- 50% of sum to be paid on **15 June in the year of the Mòd**
- 50% balance to be paid on **15 September in the year of the Mòd**

An Comunn Gàidhealach will provide an invoice to assist with the remittance of the sum agreed.

Any surplus funding raised locally for the staging of a Mòd must be treated as restricted funding (see above – major event considerations – Funding). Funding may only be applied for the specific purpose for which it has been raised.

To ensure compliance with statutory requirements, and with charity requirements, the LOC is required to provide An Comunn Gàidhealach with Audited Accounts that relate to The Royal National Mòd fundraising activities upon completion of the event. These accounts must be submitted within 12 months of the conclusion of the Mòd.

Previous LOCs have raised funds through activities such as: a Lottery; raffles; ceilidhs; the establishment of a Mòd shop within the host location; soup and pudding lunches etc. Any costs incurred by the LOC in, for example, establishing a Mòd shop or undertaking a prize draw or lottery should be netted against local receipts.

### LOC Branding/Logo

The LOC may approach An Comunn Gàidhealach to help them create their own logo for branding purposes. This may be applied to the LOC website and any marketing or PR literature etc.

### Iomall a' Mhòid (Mòd Fringe) Events

Iomall a' Mhòid (The Mòd Fringe) is a complementary and subsidiary programme of events aimed at offering a quality and diverse range of events and different Gaelic art forms to a wider audience at the Mòd outwith competitive events. Fringe events may take the form of concerts, lectures, recitals, book launches etc. Any Fringe event should prominently feature the Gaelic language, Gaelic music and culture.

An Comunn and the LOC should work jointly to organise a programme of events under the banner of Iomall a' Mhòid (Mòd Fringe). An Comunn Gàidhealach, at a national level, may, if circumstances allow, seek complementary funding to assist in the staging of a Mòd Fringe programme.

When an approach of this type is successful the national body will liaise and consult with the LOC to create a co-ordinated Fringe programme of events.

In these circumstances the liaison may be conducted through the Fringe/Entertainment Committee. Financial matters connected with the Mòd Fringe ought to be discussed and agreed according to the expectations and aspirations of both parties. An Comunn will work closely with the LOC to ensure that both parties are in agreement regarding any events which may take place as part of the Mòd Fringe.

### **Iomall a' Mhòid (Mòd Fringe) Programme**

The production of any Mòd Fringe Programme should be discussed and agreed between An Comunn and the LOC.

### **Massed Choirs Parade**

The Massed Choirs event marks the closure of each Mòd. The LOC together with Comunn na Còisirean is expected to undertake the organisation of the Massed Choirs event as a finale to The Royal National Mòd. The LOC and Comunn nan Còisirean will be required to meet all costs associated with the staging of this event. The LOC will also need to undertake all liaison deemed necessary with police, Scottish Government, local authority, roads department, choirs etc. and should work closely with An Comunn Gàidhealach.

### **Fiddlers Rally**

An Comunn Gàidhealach will identify the venue for the Rally and will meet the costs of providing appropriate subsistence for visiting musicians. The content, performers and running order of the event will be agreed between An Comunn Gàidhealach and the LOC. An Comunn Gàidhealach will produce the Official Programme for the Fiddlers Rally in consultation with the LOC.

### **Ecumenical Church Service**

The service should be held in the Parish Church. The LOC will book the Church, co-ordinate and produce the printed Order of Service, identify participants, co-ordinate participation of local religious interests, and the provision and funding of post-service catering.

In locations where a Church is designated as a Gaelic Church (which is not the Parish Church) it is appropriate that this Church should host the Mòd Ecumenical Church Service.

### **Convener's Ceilidh/Traditional Ceilidh**

If the event(s) is considered appropriate, the LOC should identify suitable venue(s), invite artists and Fear/Bean an Taigh. The LOC must also meet the costs of any catering which may be provided. Both the Convener's Ceilidh and the Traditional Ceilidh are usually hosted as a part of the fundraising effort and artistes, and the Fear/Bean an Taigh do not normally receive a payment.

To ensure compliance with Hall Capacity guidelines this event should be ticketed. The ticket receipts will accrue directly to ACG and the Mòd unless it is specifically agreed otherwise and in advance.

### **Venue Selection**

The LOC will be expected to undertake initial identification of potential Mòd competition and concert venues, provide guidance to The Royal National Mòd Manager regarding suitability and make initial approach regarding provisional bookings to establish estimated costs, audience capacities and facilities available at/for each venue. Once venues have been approved by Mòd Manager, they will be booked and paid for by An Comunn Gàidhealach.

The Local Branch of An Comunn Gàidhealach should have previously identified potential competition venues and offices in their application:

- Two halls, each with a capacity of 500-1000 persons
- Four halls, each with a capacity of 100-500 persons
- A minimum of ten rooms seating 50-100 persons for Oral Competitions

- Gaelic Showcase location
- Rooms suitable for the following:
  - o Mòd Finance & Administration Office
  - o Trophy storage space
  - o Rooms for Gaelic Testing
  - o LOC Official/Steward Room
  - o Mòd Information Centre/Mòd Ticket Office

### **Venue Decoration**

The LOC and Local Authority will support in co-ordinating the decoration of competition and concert venues except for the stage in main venue which is used for the evening concerts and televised events: this is the responsibility of the BBC and An Comunn Gàidhealach.

This responsibility should involve minimal expenditure at a local level. If significant expenditure is identified, the matter should be referred to An Comunn at national level immediately.

### **Municipal Decoration**

The LOC should, in partnership with An Comunn Gàidhealach and the Local Authority, undertake to organise effective decoration of the main host town in advance of and for the duration of the Royal National Mòd. The decoration of the town should reflect the assistance provided by major Mòd local and national sponsors and supporters where this is possible.

### **Signage**

The Local Authority, with support from the LOC, should co-ordinate and organise the erection of directional signage to Mòd competition venues and concert venues; Mòd offices; Mòd shop etc and internal signage within venues. This should be done in co-operation with An Comunn Gàidhealach. An Comunn will advise regarding signage for venues, offices etc. Signage must complement information contained in the official Mòd programme.

### **Shuttle Bus**

The LOC may provide a shuttle bus service for competitors and visitors. The service should provide transport between major competition and concert venues. The costs of any such service should be met by the LOC. This facility is optional and will only operate if deemed appropriate by the LOC.

### **Mòd Ticket/Programme Sales**

The LOC should identify responsible individuals who will be required to sell Mòd competition and concert tickets and official Mòd Programmes at Mòd venues. It should be understood that income generated from the sales of Official Mòd tickets and programmes is returned to An Comunn Gàidhealach.

An Comunn will offer tickets for sale to its members in the first instance. Following the sale to An Comunn members, the remaining tickets will be forwarded to the LOC for local sale. A minimal retention of tickets for sale in An Comunn's Stornoway and Inverness offices will take place prior to the tickets being forwarded. Dates of public sale will be advertised on the An Comunn website/social media platforms.

Ticket stubs are primary audit documents and must be returned to ACG for future Audit purposes.

### **Catering for support staff**

An Comunn will liaise with the LOC and Local Authority on the provision of official and public catering during Mòd week. The LOC will be responsible for arranging the provision and delivery of refreshments for support

staff at all competition venues on a daily basis, excluding Sunday, and/or advised by An Comunn. These costs will be met by An Comunn.

### **Mòd Football**

The LOC, after informing An Comunn, may choose to run a football match. Any costs associated with the match will be the responsibility of the LOC.

### **Voluntary Support**

The LOC should identify an appropriate number of volunteers who could provide support during the Mòd week, ie:

- Stewarding
- Drivers/runners
- Trophy delivery
- Chairing of competitions
- Ticket/programme sales at venues
- Mòd shop staffing

An Comunn will advise and provide the LOC with Guidance Notes for Stewarding duties in advance of the Mòd.

The LOC should appoint a Stewarding Convener who should aim to identify Chief Stewards each of whom will have specific responsibilities. The Chief Stewards should have experience of stewarding at previous Mòds.

An Comunn Gàidhealach's Volunteer Policy must be adhered to at all times (Appendix 4). Training and child protection awareness will be provided.

An Comunn will ensure that all proposed Mòd venues conform to the appropriate standards including: Health & Safety; Fire Regulations and Licensing. An Comunn will liaise with venues and Local Authorities to achieve this. Site visits and venue recces will be undertaken in advance of the Mòd by An Comunn and other organisations as appropriate. Risk assessment forms are available from An Comunn to assist with this matter.

**Please see Appendix 1 for a synopsis of the financial responsibilities of An Comunn and the LOC and Appendix 2 for a summarised table of organisational responsibilities.**

## **Additional Guidelines**

### **Marketing and Communications**

All online and print materials **must** carry An Comunn's logo. All material (digital and print) produced must be sent to An Comunn for approval with **at least 5 working day's notice** before being published.

### **Sponsorship**

The raising of the funds required to stage the Mòd is the exclusive responsibility of An Comunn Gàidhealach. This includes negotiations with Local Authorities, Local Enterprise Agencies and major national and local sponsors and supporters.

An Comunn recognises that sponsorship agreements may result from local contacts. Therefore, provided prior consultation takes place with An Comunn, individual agreements of **up to a maximum of £10,000** may be negotiated locally. Such sponsorships will be administered by the LOC and may be included as part of the LOC's own contribution towards Mòd costs. **An Comunn must be kept informed to maximise sponsorship opportunities locally and nationally and to avoid duplication.**

An Comunn and the LOC will work together to ensure that all sponsors and supporters of the Mòd receive due recognition in the build up to and during the week of the Mòd.

### **Media**

Media matters at the Mòd are the exclusive responsibility of An Comunn Gàidhealach. The Mòd attracts intense media interest prior to and during the event and An Comunn undertakes promotion aimed at generating positive media interest throughout the year. For the duration of the Mòd, all media matters are dealt with through the media co-ordinator appointed by An Comunn.

In consultation with An Comunn, the LOC may publicise their hosting of the Mòd in their locality. Any statements by the LOC in relation to the Mòd must be made by their nominee with prior approval from An Comunn. Any approach to the LOC from the media on any matters relating to the Mòd should be referred to the Chief Executive or President of An Comunn Gàidhealach.

During Mòd week it is important that an Office-bearer, authorised by the LOC, is available to provide media comments on their behalf. It is expected that this person will be a Gaelic speaker.

### **Websites**

Each LOC will inherit a generic website from An Comunn. The LOC may operate it as they see appropriate to promote the staging of The Royal National Mòd in the locality. An Comunn will support the LOC with any technical upkeep of the website through their IT associates. LOC websites **must** provide a prominent, free link which highlights the An Comunn website as the official website. The official Mòd logo must be displayed on any local sites, as well as the logos of the main event sponsors and supporters.

### **Mòd Drama Final**

Comunn na Dràma, in consultation with An Comunn, will administer the Mòd Drama. Venues, light/sound facilities and costs will be the responsibility of An Comunn in consultation with Comunn na Dràma.

### **Taisbeanadh a' Mhòid (Gaelic Showcase)**

Taisbeanadh a' Mhòid represents an opportunity for exhibitors, companies and organisations promoting or



providing Gaelic language products and/or services to promote themselves during Mòd week. An Comunn will manage and co-ordinate the showcase and locate a suitable venue to host the showcase.

**Appendix 1****Financial Synopsis****Direct Funding Sources:**

<b>Grants</b>	
Bòrd na Gàidhlig- core	ACG responsible for reaching settlement
Local Authority	ACG responsible for reaching settlement with LA

<b>Other Grants</b>	
Event Scotland	ACG responsibility

<b>Commercial Income</b>	
Mòd Entry Fees	ACG responsibility
Programmes Sales	ACG responsibility
Ticket Sales	ACG responsibility
Music Sales	ACG responsibility

<b>Other income</b>	
Local Organising Committee	Local Organising Committee to raise this funding
Sponsorship	ACG responsibility
BBC	ACG responsibility

**Application of funding:**

<b>Employee Costs</b>	
Salaries & Wages	ACG responsibility

<b>Royal National Mòd Costs</b>	
Prizes	ACG responsibility
Medals & Engravings	ACG responsibility
Adjudicator; accomp etc. fees	ACG responsibility
Junior Choir Expenses	ACG responsibility
Venue Hire	ACG responsibility
Venue Decoration	LOC/ACG & BBC (AS APPROPRIATE)
Marketing & PR	ACG responsibility
Accommodation	ACG responsibility
Catering - lunches	ACG responsibility
Catering – teas for stewards/Chairmen	LOC responsibility
Printing music etc.	ACG responsibility
Delegate costs	ACG responsibility
Programme fees	ACG responsibility
Insurance	ACG responsibility
Event transportation (not shuttle bus)	ACG responsibility

ACG – An Comunn Gàidhealach

LA – Local Authority

## Appendix 2

**Organisational Responsibility**

Item	An Comunn Gàidhealach (ACG)	Local Organising Committee (LOC)	Possible in-kind assistance
Shuttle Bus		✓	✓
Massed Choirs – all associated costs		✓	
Fiddlers Rally High Tea/Evening Meal	✓		
Post Fiddlers Rally catering	✓		
RNM Official Catering	✓		
Steward Catering	✓		
Mòd Shinty Cup	✓		
Mòd Football Cup		✓	
Mòd Sponsors Lunch/Dinner	✓		
Literature Awards	✓		
Official Receptions	✓		
Communications Systems	✓		
Town Decoration		✓	✓
Iomall/Fringe Programme		✓	✓
Venue Directional Signage		✓	✓
Adjudicator Fees	✓		
Chairperson/Adjudicator refreshments		✓	
Post-Drama Buffet	✓		
Officials/VIP Transport	✓		
Gaelic Showcase Venue Costs	✓		
Church Service Catering		✓	✓

**Note: Financial responsibility follows the organisational responsibility identified above.**

**The Royal National Mòd- Main Events****(Indicative purposes only- may vary from year to year)**

<b>Friday</b>	Opening Ceremony Opening Ceilidh/Concert
<b>Saturday</b>	Instrumental Competitions Mòd Sports Finals Fiddlers Rally
<b>Sunday</b>	Ecumenical Church Service Celtic Praise
<b>Monday</b>	Gaelic Showcase opens Junior Competitions
<b>Tuesday</b>	Junior Competitions
<b>Wednesday</b>	Literature Awards Drama Final Gold Medal Qualifying Gold Medal Finals Clarsach Competitions Silver Pendant Qualifying Silver Pendant Final Traditional Ceilidh
<b>Thursday</b>	Traditional Qualifiers Traditional Finals Senior Choirs Competitions Highland Dancing Competitions Convener's Ceilidh
<b>Friday</b>	Senior Choral Competitions Gaelic Showcase closes
<b>Saturday</b>	Massed Choirs Farewell

**Note: The daily diary of events at each Mòd may change at the discretion of An Comunn Gàidhealach. An Comunn will undertake to advise the LOC of any changes at the earliest possible opportunity.**

## Appendix 4



### An Comunn Gàidhealach

#### Volunteer Policy

An Comunn Gàidhealach's work is a partnership between volunteers and staff. The aims of An Comunn Gàidhealach are to support and develop all aspects of the Gaelic language, culture, history and heritage at local national and international levels by:

- Promoting the study and development of Gaelic language, literature, music, drama and all other related art forms
- Promoting the use of the language in everyday community life
- Actively seeking official recognition and use of Gaelic as a living language and national asset from local, national and European Governments and other agencies by co-operating with other organisations engaged in the provision of Gaelic language and culture

An Comunn Gàidhealach is non-political and non-sectarian and membership is open to anyone sharing the above objectives.

As a volunteer, your gift of time, skills and experience will help us to achieve our aims. By doing so it is our aim that volunteers gain satisfaction from this partnership and that the relationship is one of mutual benefit.

#### When you volunteer with An Comunn:

- You can make a difference to our Gaelic language, culture, history and heritage
- Your gift of time, skills and experience will be used well
- Your volunteering will be appreciated and recognised
- You will be provided with all the information and guidance required for you to carry out your volunteering. You will be encouraged to develop in your volunteering role
- You will be given opportunities to keep up to date with An Comunn Gàidhealach's work
- You can expect An Comunn Gàidhealach to seek your views on its work and on your volunteering
- You volunteer in an organisation that is striving to be non-discriminatory and diverse
- You will volunteer in an environment that is safe
- You will be covered by An Comunn Gàidhealach's insurance policies
- You will not be out of pocket
- You can expect An Comunn Gàidhealach to help you to resolve any difficulties you may have with An Comunn Gàidhealach or your volunteering
- You are free to stop volunteering at any time

**In order to meet these aims:**

- An Comunn Gàidhealach will ensure that staff maintain good interpersonal working relationships with volunteers
- An Comunn Gàidhealach expects everyone to carry out their volunteering within the Law and within the organisation's Policies and Procedures
- An Comunn Gàidhealach may request that an individual stops volunteering where the relationship has broken down
- An Comunn Gàidhealach will seek references for volunteers who are providing significant and prolonged voluntary service to the organisation as part of the selection process
- An Comunn Gàidhealach will maintain a register of volunteers' details.

**An Comunn Gàidhealach expects all volunteers to act responsibly at all times.**

**A copy of An Comunn Gàidhealach's Insurance Certificate & Schedule is available from An Comunn Gàidhealach upon request.**

## Appendix 5

AN COMUNN GÀIDHEALACH RISK ASSESSMENT									
Reference No <b>A1</b>									
Dept: Chief Exec <b>RA1</b>									
The risk assessment should be continually updated to meet identified risks within each individual work area. This is the responsibility of the supervisor.									
Subject or Description of Risk Assessment			Person(s) At Risk						
EXAMPLE Mòd 20XX – various venues			Employees/MOP						
Hazard(s)			Potential Outcome						
1. Large numbers of people gathered in small area 2. Lack of written arrangements, roles, responsibilities etc. 3. Lack of appropriate facilities 4. Slips, trips, falls 5. Vehicular traffic and parking 6. Lack/Failure of communications arrangements			Major/Minor injuries       Possible Cause:- 1. Distractions 2. Unsafe Act or Conditions						
Overall Risk Description Before Control Measures = Substantial									
Control Measures State whether by Employer (1) or Employee (2)									
1. Ensure housekeeping arrangements initiated at beginning of event inc. details of fire exits etc.			1&2						
2. Written event arrangements to be produced and circulated to appropriate staff			1&2						
3. Hall layout to be agreed in advance, toilet facilities to be regularly inspected throughout the event			1&2						
4. Trained First Aider to be in attendance			1&2						
5. Adequate signage for car park and stewards to oversee parking			1&2						
6. All designated staff to have mobile phones and relevant contact information			1&2						
Cross reference to:- Event Plan etc.									
Risk Description After Implementation of Control Measures = (tick appropriate box)									
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Trivial</td> <td style="width: 20%;">Tolerable ✓</td> <td style="width: 20%;">Moderate</td> <td style="width: 20%;">Substantial</td> <td style="width: 20%;">Intolerable</td> </tr> </table>					Trivial	Tolerable ✓	Moderate	Substantial	Intolerable
Trivial	Tolerable ✓	Moderate	Substantial	Intolerable					
<div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">Assessed By:-</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">Vetted By:-</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">Designation:-</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> </div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">Person(s) Responsible for Ensuring the Above is Implemented:-</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> </div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">Signature:-</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">Date:-</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">Designation:-</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> </div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">Review Date:-</div>									

# Index

General Information .....	3
___ An Comunn Gàidhealach .....	3
___ The Royal National Mòd (Am Mòd Nàiseanta Rìoghail) .....	3
___ An Comunn Structure .....	3
___ Royal National Mòd Bids .....	4
___ Forming a Local Organising Committee (LOC) .....	4
Major Event Organisation .....	6
___ Finance.....	6
___ Insurance .....	6
___ Risk Assessment.....	6
___ Fundraising (OSCR) .....	6
Responsibilities of An Comunn Gàidhealach .....	7
___ Strategic Overview of the Event .....	7
___ Compile Official Mòd Programme .....	7
___ Public Sector .....	7
___ Private Sector Sponsorship .....	7
___ Media Relations .....	7
___ Iomall a’ Mhòid (Mòd Fringe) .....	7
___ Liaison with LOC .....	8
___ Organisation of Competitions.....	8
___ Accommodation .....	8
___ Adjudicators/Adjudication Sheets .....	8
___ Mòd Office/Information Centre .....	8
___ Opening Ceremony .....	8
___ Television/Radio .....	8
___ Catering .....	8
___ Communications Systems.....	9
___ Transport .....	9
___ Gaelic Showcase .....	9
___ PA System .....	9
___ Fiddlers Rally.....	9
___ Venue Decoration .....	9
___ Mòd Shinty Cup .....	9
Responsibilities of the Local Organising Committee.....	10
LOC Guidelines/Rules.....	11
___ Local Fundraising .....	11
___ LOC Branding/Logo .....	11
___ Iomall a’ Mhòid (Mòd Fringe) Events.....	11
___ Iomall a’ Mhòid (Mòd Fringe) Programme .....	12
___ Massed Choirs Parade .....	12



___ Fiddlers Rally.....	12
___ Ecumenical Church Service .....	12
___ Convener’s Ceilidh/Traditional Ceilidh .....	12
___ Venue Selection .....	12
___ Venue Decoration .....	13
___ Municipal Decoration .....	13
___ Signage.....	13
___ Shuttle Bus.....	13
___ Mòd Ticket/Programme Sales .....	13
___ Catering for support staff .....	13
___ Mòd Football.....	14
___ Voluntary Support .....	14
Additional Guidelines.....	15
___ Marketing and Communications .....	15
___ Sponsorship .....	15
___ Media.....	15
___ Websites .....	15
___ Mòd Drama Final .....	15
___ Taisbeanadh a’ Mhòid (Gaelic Showcase) .....	15