
Evaluation of Economic Impact of Royal National Mod Oban 2015

1.0 EXECUTIVE SUMMARY

This report introduces an independent report showing the Economic benefit of the Royal National Mod (RNM) in October 2015 in Oban. The study has shown that the RNM generated £2,755,413 in Argyll, with the majority of the benefit being felt in the town of Oban. The consultants who carried out the study and the Chief Executive of An Comunn Gàidhealach will present the key findings of the report to members.

- 1.1 It is recommended that the Community Services Committee note the contents of the report.

Economic Impact report on Royal National Mod Oban 2015

2.0 INTRODUCTION

- 2.1 The Council has a six year SLA with An Comunn Gàidhealach for the delivery of the RNM in Argyll on a three year cycle up till 2018. As part of the grant conditions an evaluation process including an Economic Impact study is carried out and the attached report from consultants, The Market Specialists, demonstrates that the RNM in Oban in October 2015 was a resounding success.

3.0 RECOMMENDATIONS

- 3.1 It is recommended that the Community Services Committee note the contents of the report.

4.0 DETAIL

- 4.1 This Economic Impact report delivered by “The Market Specialists” shows the nine day festival, which took place from 9 -17 October 2015 in Oban, entertained 8,939 unique visitors, 77% of which came from outside Argyll and Bute. 69% were in Oban with the sole purpose of attending the RNM. The return on investment for Argyll & Bute was a healthy 11.1.
- 4.2 The significance of a survey question about the impact of the RNM on the Scottish Government objective of increasing the take up and use of the Gaelic language was highlighted by the organisers. The question was answered positively with 66% of respondents stating that the event made a very significant contribution to the achievement of both objectives.
- 4.3 The figures are testament to the Mod's importance, not only to Scotland's cultural calendar but to its economy as well, as 63% of attendees revealed they would not have taken a trip during that week, had it not been for the RNM.
- 4.4 The atmosphere saw 43% say the “buzz” of the festival was “well above” or “above” expectations and an impressive 71% indicated that they would definitely come back to Oban for a future holiday/short break, another 15% said they would possibly do so. Whilst the satisfaction levels in most categories were

lower than Inverness in 2014 this anomaly is easily explained by the 17 year absence of the event from Inverness meaning that pre-event expectations in 2014 were much lower than those for Oban in 2015, where the RNM has been staged every 6 years in the recent past.

5.0 CONCLUSION

- 5.1 An Comunn were very pleased with the outcomes of the report and noted that maintaining such high levels of satisfaction and the economic benefit for the host town is a significant achievement. The return on investment for the Council is a huge benefit to the area from this national festival.

6.0 IMPLICATIONS

- 6.1 Policy - The Council's support for the event fits closely with the Scottish Government's policy objectives in promoting the Gaelic language.
- 6.2 Financial - an 11.1 ROI ratio.
- 6.3 Legal -n/a
- 6.4 HR - n/a
- 6.5 Equalities – Clear fit with equalities guidance
- 6.6 Risk – minimal risk to Council
- 6.7 Customer Service – excellent showcase of Argyll hospitality and quality service

Executive Director of Community Services

Councillor Robin Currie

Policy Lead, Housing, Gaelic, Community & Culture

18.4.16

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APPENDICES

Appendix 1 The Market Specialists report, Economic Impact study of RNM in Oban October 2015