



Raymond Bremner
Convenor, Meur Ghallaibh
CEOLAS
1 Baikie Place
Thrumster
KW1 5TE

8th April 2009

June Love
DSG Secretary
Dounreay.com
Traill House
7 Orlig Street
Thurso

Dear June

DOUNREAY STAKEHOLDER GROUP

I am writing to ask you if you could ask the members of the Dounreay Stakeholder Group to provide a letter of support for the attached application for NDA funding.

The funding requested is to help with the necessary arrangements to make the National Mod festival a success in the area. It is estimated that over 10,000 people will visit Caithness and over £1.5M will be injected into the local economy as a result.

We are asking the NDA for funding to help with advertising, marketing and other administrative tasks to ensure that everything is carried out in a professional and friendly manner.

We would be delighted if the DSG could provide a letter of support to go alongside the application.

I look forward to hearing from you.

Yours sincerely

Sent electronically without signature

Raymond Bremner

Application Process for Socio-Economic Funding

The NDA Socio-Economic Policy is available at www.nda.gov.uk and should be referred to when completing this application form.

1. Contact Details

Name of Organisation	An Comunn Gaidhealach Meur Ghallaibh
Address	CEOLAS 1 Baikie Place THRUMSTER
Postcode	Caithness KW1 5TE
Telephone	01955 651273
Fax	01847 831790
Email	raymond@dmgeddes.com
Contact name	Raymond Bremner

What are the purpose, aims and objectives of your organisation?

Meur Ghallaibh is a local branch of An Comunn Gaidhealach which was formerly established in Wick in the late 1990s to co-ordinate the Provincial Mod in Wick in 1999. Since then Meur Ghallaibh is the responsible body for raising funds and for co-ordinating activities in respect of the bid to host the Royal National Mod in Caithness in 2010.

2. Details of Proposals

Is the funding required for a specific project or for ongoing work?

If the proposal is a project, please give the start and end dates of the project.

To ensure Caithness successfully hosts the Royal National Mod in Caithness in 2010 the work to raise awareness is required now. The Mod will take place in October 2010 and therefore the project starts now and will be complete by October 2010.

What is the business case for the proposal?

Please explain why the proposal is needed and why NDA funding is necessary. Where appropriate, evidence of socio-economic need should be provided: e.g. indices of deprivation, health/employment statistics, local economic forecasts etc.

Bringing the National Mod festival to Caithness would be a tremendous boost for the local community. Added to that the ongoing efforts of others to enhance the tourism industry the festival should attract more visitors to the area and local activities will continue well after the national festival is over.

3. NDA Criteria

Does the proposal support the regional or sub-regional economic strategy/spatial plan for your area? If the answer is yes, please provide details.

Yes. The Caithness and North Sutherland Regeneration Partnership (CNRSP) was formed in 2007 to lead an united effort to move our local economy away from its dependence on the nuclear industry. At the heart of the CNRSP is the Action plan which includes all of the activities needed to transform the local economy. The plan is based on the Strategy for Caithness & North Sutherland.

As part of the action plan there is recognition that the tourism industry will play a large part in the regeneration activities and much work is being undertaken to achieve this including redevelopment of John O'Groats, the promotion of North Highland Products (Food and Drink), the opening of Caithness Horizons, town centre regeneration and the establishment of North Highland Tourism.

By hosting the National Mod festival in Caithness it would increase visitors to the area and would complement the ongoing work to increase tourism for years to come.

Will the proposal create sustainable employment?

If yes, please state the number of jobs and the value of employment that will be created.

The importance of bringing the Mod to Caithness as an "enabling" project to market Caithness as a place to visit cannot be under-estimated.

While the creation of sustainable employment is a difficult one to project it is estimated that all hotels, bed and breakfasts and amenities will be fully utilised over the period of the festival. It has been estimated that over 10,000 people will stay in the area and between £1.2 – 1.8M will be injected into the local community by hosting this event.

In the short term it is expected that additional 'seasonal' staff will be required for hotels, venues, transport, etc.

Does the proposal support skills development?

If yes, please provide details of how the proposal will support education and skills.

Youngsters from the local area will be encouraged to get involved and an increase drive in cultural heritage aimed at youth will be carried out. Increased activity relating to Gaelic – the language and culture, has seen regeneration within the county over the past few years re-kindling the influence seen in the days where the language was spoken in the rural areas.

The local group is keen to encourage this and the hosting of the Royal National Mod in 2010 within the county is seen to be a major focus for future Gaelic activity over the next three years.

Will the proposal result in improvements to local social or economic infrastructure?

If yes, please describe how the proposal will benefit local social or economic infrastructure (e.g. cultural heritage, environmental remediation, local amenities).

It is estimated that by holding the Mod in Caithness a total of 10,000 visitors will stay in Caithness for the week long event. The projected benefit to the area is in the region of £1.5-1.8M and we would hope that this event would help to 'market' the area as a place to visit. This could act as a catalyst for improvements to the local social or economic

infrastructure, in such projects as the redevelopment of Thurso Harbour (which hosts the O'Neil surfing world championships) and the regeneration of the town centres.

Will the proposal encourage economic diversification?

If yes, please describe how the proposal will encourage local diversification into other economic sectors.

Yes – by hosting the Mod in Caithness many people from all over the world will visit.

In the Strategy for Caithness and North Sutherland it states “A core strategic aim must be to add value. For tourism, for example, that means helping to create more things to see and do to hold visitors in the area, and creating an identity or “brand” that enhances marketability of the area.”

We believe that by hosting the National Mod in Caithness this will support the vision set out in the strategy document.

In addition, the legacy created by the National Mod festival will ensure continued activities within the local branch who will continue to hold smaller events in Caithness for future years.

Does the proposal support local supply chain development?

If yes, please describe how the proposal will support the development of the local supply chain.

With £1.5-1.8M estimated to come into the local economy the local supply chain – accommodation, restaurants, venues, transport, etc will all benefit.

Is the proposal widely supported by local partners?

If yes, please provide details of the local stakeholders who support the project and the nature of their support.

Yes – the following agencies/organisations have provided their support:

- Highland Council
- HIE
- Political support – all MP/MSPs covering the highlands and islands.
- Regional Council members
- Caithness Chamber of Commerce

4. Financial Information and Reporting Arrangements

Please provide a break-down of the costs of the project. For larger or more expensive projects, you will need to provide a more detailed project plan with your application.

Project Costs	£ Amount
What is the overall cost of your project?	£370K
How much NDA funding do you require for the project?	£60K

How much funding will come from other sources?	~£190K
How much will you be contributing to the overall costs?	£20K + funding raising events will continue over the next year to increase this amount.

Please provide details of what NDA funds will be used for.

Revenue (i.e. running costs)	£ Amount
Advertising	£10K
Marketing materials	£15K
Fringe costs, including entertainment & corporate hospitality	£18K
Transport costs	£7K
Local administration costs, ie police, first aid, etc	£5K
Final night celebrations	£5K

***NB:** By supporting this proposal NDA could benefit from some potentially great public relations – the NDA logo would be prominent in the marketing and advertising materials and would be given advanced copies of press releases, etc to allow the NDA to provide input and quotes. The advertising will be quite aggressive and will be featured all over the UK and abroad.

Capital (i.e. fixed costs)	£ Amount
No fixed costs	

Additional Funding Services Please provide full details of any additional funding streams, including the name of the organisation and amount of funding secured.	£ Amount
Highland Council	£120K
HIE	£50K
Meur Ghallaibh	£20K + continued fund raising events
Chamber of Commerce	Support in kind
DSRL	Support in kind

Is the proposal sustainable post-NDA funding? Please state what will happen to the project when funding from the NDA ends. Please note that the NDA generally expects only to support projects that do not require ongoing financial contributions to fund resource expenditure.

The project will be sustainable in that by hosting the National Mod festival in 2010 and making a good job of it there is an opportunity to host further National festivals on a rotational basis – it is expected that Caithness would be considered every two to three years for a return visit.

In addition, following the National festival the local group will continue to organise and host local events in the area.

This proposal is seen as an enabler to allow the tourism industry to grow and by hosting an event such as the Royal National Mod will allow sustainability and encourage growth in the overall tourism industry.

Is the proposal an 'invest to save' project? Please state whether a one-off investment by the NDA would generate sustainable savings or increased income.

The proposal as outlined above is an 'enabler' to support the other initiatives relating to tourism in the area.

What governance arrangements are in place for managing the project?

Please provide details of the project management, monitoring and financial reporting systems that will be used to oversee delivery of the project.

All funds shall be banked or invested in the name of the Branch as the Committee shall determine.

The financial year of the Branch shall begin on 1 April and finish on 31 March. The books, ledgers and accounts shall be closed on 31 March.

The Branch Committee shall have presented to it by 15 May the accounts for the year and shall authorise auditing of these accounts and their submission to the Annual General Meeting.

How will the success of your proposal be measured? Please include details of any key performance indicators that will be used to measure whether the project has achieved its objectives (please note that the NDA is likely to ask for regular progress reports on the delivery of your project).

The success will be measured by the amount of people travelling to and living in the area for the duration of the National Mod. In addition it will be successful if over £1M finds its way into the local economy and this is repeated every 2-3 years.

Has matched funding been secured? Please provide details of any additional funding streams that have been secured, including private capital, and the value of this support.

Funding has been secured from other agencies (as listed above). In addition there is an enormous amount of effort from local organisations and individuals to raise additional funds for ongoing activities beyond the National festival.

DATA PROTECTION DECLARATION

The data collected here will be stored in accordance with the Data Protection Act 1998 and used to administer and manage your funding application. You consent to the NDA disclosing your identity, the amount of the funding and a summary of the purpose of the funding.

All applications should be sent to:

Nuclear Decommissioning Authority
Socio-Economic Department
Herdus House
Westlakes Science and Technology Park
Moor Row, Cumbria, CA24 3HU

or email: socio-economic@nda.gov.uk