

Comhairle na Gàidhealtachd
The Highland Council

Buidheann Buileachaidh na Gàidhlig – 20 Gearran 2014
Gaelic Implementation Group –20 February 2014

Agenda Item	9
Report No	GIG 6-14

MG ALBA Scots Trad Music Awards 2014

Report by the Director of Education, Culture & Sport

Summary

This Report informs Members of developments to date in relation to this year's MG ALBA Scots Trad Music Awards taking place in Inverness, and being broadcast live on BBC Alba, in December 2014.

The Report contributes to the delivery of:

- National Performance Outcomes 2 and 13.
- Scotland's National Gaelic Language Plan across its Development Areas on Communities, Arts & Media and Heritage & Tourism.
- The Programme of The Highland Council and its cross cutting commitment to 'the principle of equal respect for the Gaelic and English languages, whilst also recognising the diversity of indigenous language and dialects within the Highland area'.
- The Highland Council Gaelic Language Plan.

1. Background

1.1 **Hands Up for Trad**, which organises the Scots Traditional Music Awards (STMA), was formed in 2002 and exists to increase the profile and visibility of Scottish Traditional Music through Information, Education and Advocacy. **Hands Up for Trad's** primary aim is to promote excellence and support developing talent within Scottish traditional music through key projects.

2. Scots Traditional Music Awards (STMA)

2.1 The Scots Trad Music Awards, produced by **Hands Up for Trad** in partnership with their Media partners MG ALBA, is a major, national cultural event.

2.2 The STMA is an annual event that takes place at the beginning of December. The event is held at different venues around the Country, with the aim of highlighting Scotland's Gaelic and traditional music in all its forms and to create a high profile opportunity which will bring Gaelic, music and music industry into the spotlight of media and public attention.

2.2 The Trad Music Awards provides a glittering "Oscars-like" performance showcase in which there are 18 Awards presented that are subject to a public vote. In addition, the Awards themselves recognise the contributions to Gaelic - specifically through two of the awards, including Gaelic Singer of the

Year and Gaelic Services to the Community, as well as a heavily influenced Gaelic programme of performers.

- 2.3 The STMA approximately receive 100,000 votes. A section of the event is televised live on BBC ALBA, and the highlights are broadcast at the end of December each year.
- 2.4 The STMA have been broadcast for the last six years on BBC ALBA, (as a bilingual presentation in Gaelic and English). They are also available on BBC iPlayer and Freeview. The STMA is one of the most viewed broadcasts on BBC ALBA, with viewing figures in excess of 500,000.
- 2.5 ***Hands Up for Trad*** has a strong commitment to organise the STMA out-with the central belt. This ensures that they reach audiences from a wide geographical spread as well as placing the event at the heart of the communities where Scottish Traditional Music is thriving. It also allows for a unique and distinctive cultural emphasis from the host area.

3. The STMA 2014

- 3.1 This year, the STMA Ceremony will be held in Inverness, at the Inverness Leisure Centre. The STMA takes place over three days which includes preparation, setting up, rehearsals, the actual event, and dismantling the sets.
- 3.2 In recent years the STMA have taken place in:

Dumfries	2009
Perth	2010 and 2011
Fort William	2012
Aberdeen	2013

4. Funding

- 4.1 ***Hands Up for Trad*** has submitted a funding application to the Council to organise and stage the event in Inverness.
- 4.2 The Gaelic Team will liaise with Inverness City Ward Management Team and the Council's Tourism Co-ordinator to maximise the cultural and economic benefits of hosting such a prestigious and broadcast even in the City.

5. Implications

- 5.1 Resource implications
- 5.2 There may be resource implications as mentioned in 4.1 above, and these are being assessed. The STMA is a quality national event, and will generate positive economic impact for the City and surrounding area.
- 5.3 There are no other additional Implications at present.

10. Recommendations

10.1 Members are invited to:

- comment on the report and on the work to bring the ***Trad Awards*** to Highland.
- agree that we continue to work with MG ALBA and ***Hands Up for Trad*** to ensure that the event is highly successful and provides a significant profile for Gaelic locally and nationally.

Designation: Director of Education, Culture and Sport

Date: 8 February 2014

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