

The Highland Council

Agenda Item	9
Report No	G/11/25

Committee: Gaelic Committee

Date: 4 June 2025

Report Title: MG Alba Traditional Music Awards – Economic Impact Assessment

Report By: Assistant Chief Executive - People

1. Purpose/Executive Summary

- 1.1 This report informs Members of the economic impact regarding the MG Alba Traditional Music Awards 2024, otherwise known as Na Trads. The Na Trads generated economic benefits for the area supporting the promotion of Gaelic, business and cultural heritage and this report assesses the event's economic impact, in relation to direct, indirect, and induced benefits.
- 1.2 Na Trads have also contributed to The Gaelic Language Plan 2024-29 (GLP) *Strategic Priority 3.1, Use Gaelic in businesses and social enterprises, and as an economic asset in Scotland.*
- 1.3 One of the outcomes in the GLP is to work in partnership with the leading, relevant traditional music organisations to deliver the Na Trads in the Highland area. The Trads are also recognised in the GLP as an economic and cultural asset to the Highland area.

2. Recommendations

- 2.1 Members are asked to:
 - i. Note and discuss the report.
 - ii. Note and recognise how Na Trads fostered strengthened partnerships with stakeholders to amplify Gaelic and cultural benefits, sustainability, and creative industries.

3. Implications

- 3.1 Resource
The Highland Council and Highlife Highland provided in-kind support. This included event management and co-ordination to plan and run the event.

Funding to host the event included the Scottish Government, Inverness Common Good, MG ALBA, UK Shared Prosperity Fund, HIE and Creative Scotland and many

category sponsors, which supported the events delivery, (see point 7 as Appendix 1).

3.2 Legal

Agreements between the Highland Council and HighlifeHighland ensured smooth event running and execution. Event insurance covered potentials risks and liabilities.

3.3 Risk

There are no risks arising as a direct consequence of this report.

3.4 Health and Safety (risks arising from changes to plant, equipment, process, or people). There are no risks arising as a direct consequence of this report.

3.5 Gaelic

Na Trads supported language promotion: The event promoted Gaelic culture through music and performance and community engagement.

Na Trads promoted Gaelic and culture through music therefore it is a uniquely tri-lingual live presentation (Gaelic, Scots and English) with the primary emphasis being Gaelic. Gaelic forms part of the onstage presentation is used routinely backstage by personnel working on the event and is reflected across the line up of artists performing as well as the award categories.

Highland Council in partnership with Na Trads created a special award 'Gaisgich na Gàidhlig' which was received by Cultarlann in Inverness to recognise the crucial work they do across the Inverness and wider Moray Firth community to celebrate and strengthen Gaelic.

4. Impacts

4.1 In Highland, all policies, strategies or service changes are subject to an integrated screening for impact for Equalities, Poverty and Human Rights, Children's Rights and Wellbeing, Climate Change, Islands and Mainland Rural Communities, and Data Protection. Where identified as required, a full impact assessment will be undertaken.

4.2 Considering impacts is a core part of the decision-making process and needs to inform the decision-making process. When taking any decision, Members must give due regard to the findings of any assessment.

4.3 This is a monitoring and/or update report and therefore an impact assessment is not required.

5. Background and Context

5.1 Hands Up for Trad returned to Inverness on 30 November 2024, after 10 years, to present the 22nd Annual Na Trads. Hands Up for Trad provided a high-profile event, showcasing and recognising traditional music talent and infrastructure, all supported by a high-profile media campaign highlighting traditional arts and Gaelic in the Highland capital.

5.2 Na Trads was officially opened by Ms Kate Forbes, MSP Deputy First Minister and Cabinet Secretary for Economy and Gaelic. There were several MPs, MSPs, Government representatives present. The Council Leader and various Councillors

and Senior Officers were also present, providing excellent networking and partnership opportunities for Gaelic and the associated cultural sector.

- 5.3 Highland Council worked collaboratively with Hands Up for Trad with multiple stakeholders to deliver the event, including high-level partnerships the Highland Council, Bòrd na Gàidhlig, VisitScotland, the Scottish Government, Highlands and Islands Enterprise and event specific relationships with The Young Highland Musicians, BBC Scotland, MG ALBA, High Life Highland, University of the Highlands and Islands and **Cultarlann** who received a special award - Gaisgich na Gàidhlig (Highland Champions) which was instigated by the Highland Council.
- 5.4 Na Trads brought multiple guests, artists, sponsors, press and production staff for both Hands Up for Trad and BBC Scotland to Inverness for 4 days, all using hospitality and accommodation in the capital of the Highlands.

6. Economic Impact

- 6.1 The event provided direct and indirect benefits as well as an economic impact on increased disposable income in the local area.

Direct Benefits;

- Event Expenditure: Venue hire, catering, logistics.
- Temporary posts were created

Indirect Benefits;

- Attendees spent on local goods and services such as accommodation, food and transportation.

Increased disposable income;

- Employees and suppliers involved in the event spent disposable income boosting economic activity.

7. Data

- 7.1 1189 were in attendance, including sponsors, artists, guests and public audience. This does not include audiences who watched the live event broadcast on BBC ALBA. Hands Up for Trad can confirm that anecdotally approximately 70% of the guests were from out with the area.
- 7.2 14 were employed for the event to provide management of lighting, sound with associated supporting casual staff.
- 7.3 Limelights, a local company provided the technical installation. Hands Up for Trad worked with 2 young event management volunteers from High Life Highland.
- 7.4 There is a comprehensive report which has been supplied by Hands Up for Trad available in **Appendix 1**.

8 Funders and Guests Comments

- 8.1 **Appendix 1** has detailed comprehensive information regarding the funders and the media report.

The following feedback gives an illustration of the success of the event.

Scottish Government;

... "it was a great evening, well organised, truly uplifting and it was impressive to sit there and watch it all happen . . . and lots of folk to talk to as well.... it was a great night."...

Additional comments from attendees included the following;

... "A fantastic event at the weekend, as always. I swear it gets better every year"...

.... "what a grand night in Inverness, thank you for all you do for the sector, our guests have already asked to come to Aberdeen in 2025"...

... "thanks very much to everyone involved in putting together the Hall of Fame, such a special occasion to see the JSD band finally inducted after all these years"...

... " we saw so many people we haven't seen since the last trads in Inverness! don't leave it so long until next time"...

.... "just to say thanks for all your hard work, it was great being there in person"...

Designation: Kate Lackie, Assistant Chief Executive – People

Date: 21 May 2025

Author: Morag Anna MacLeod Mitchell

Background Papers: As per the Appendix attached

Appendices: Appendix 1 Comprehensive Assessment Report



M G A L B A S C O T S T R A D M U S I C A W A R D S / N A 2 0 2 4 T R A D S E V A L U A T I O N R E P O R T



F O R T H E I N V E R N E S S C O M M O N G O O D F U N D



The 2024 MG ALBA Scots Trad Music Awards/Na Trads, represents a cornerstone event in Scotland's traditional music calendar. This evaluation report assesses the event's impact, reach, and effectiveness in promoting Scottish traditional music and culture.





Event Details

Event Name: MG ALBA Scots Trad Music Awards (Na Trads)

Date: 30th November 2024

Venue: Inverness Leisure

Audience attendance: 1,189

Please view [Na Trads](#) on BBC iPlayer [HERE](#)

Key Objectives for Na Trads 2024, included:

1. Celebrate and recognise excellence in Scottish traditional music

The MG ALBA Scots Trad Music Awards public longlisting voting was launched on October 2nd followed by a second public shortlisting voting process on October 28th, which generated over 100,000 public votes.

- 48% were from the UK
- 32% were from the US
- Remaining 20% were largely from Ireland, Germany, Canada, Australia.

With over 26 Awards recognising artists, bands, venues and industry people, there was a distinct Highland emphasis represented across the winners, which illustrates Highland audiences engaging with the public voting processes preceding the event.

2 Promote Gaelic language and culture through music

Na Trads is a uniquely tri-Lingual live presentation (Gaelic, Scots and English) with the primary emphasis being Gaelic. Gaelic forms part of the onstage presentation, is used routinely backstage by personnel working on the event and is reflected across the line up of artists performing as well as the award categories. In 2024, we launched a new award, Gaisgich na Gàidhlig in partnership with the Highland Council, which was received by Cultarlann in Inverness to recognise the crucial work they do across the community to celebrate and strengthen Gaelic

Kate Forbes MSP Deputy First Minister and Cabinet Secretary for Economy and Gaelic opens Na Trads



Hands Up for Trad presented **The Scottish Traditional Music Hall of Fame in Inverness Botanic Gardens and Na Trads** at Inverness Leisure on the 30th November.

Na Trads was preceded by the Scottish Traditional Music Hall of Fame reception in Inverness Botanic Gardens, where this year's inductees were all presented with their award.

Depute Provost Morven Reid opening speech at the Hall of Fame Reception





The Scottish Traditional Music Hall of Fame Inductees included:

- [Richard Parkes MBE](#) – distinguished pipe band leader whose remarkable career with Field Marshal Montgomery Pipe Band has helped shape modern pipe band music
- [JSD Band](#) – pioneering folk-rock group who helped bridge traditional and contemporary styles in the 1970s
- [Anne Martin](#) – respected Gaelic singer from Trotternish, Skye, who has preserved and innovated within the tradition
- [Billy Jolly](#) – beloved Orkney singer and musician who championed local musical heritage
- [David Cunningham Snr](#) – acclaimed accordionist and recording studio pioneer who helped preserve countless traditional recordings
- [Murdo MacDonald](#) – renowned Gaelic singer and button box player from Lewis who carried forward the island’s rich musical traditions
- [Sylvia Barnes](#) – influential traditional singer who has shared Scottish song across the UK
- Additionally, three special awards recognised outstanding contributions to Scottish culture:
 - **Christine Martin** received the Hamish Henderson Services to Traditional Music Award (sponsored by TRACS) for her work in music publishing and education through Taigh na Teud
 - **Niteworks** received the Services to Gaelic Award (sponsored by Bòrd na Gàidhlig) for their innovative fusion of traditional Gaelic music with electronic sounds
 - **Rab Wilson** received the Janet Paisley Services to Scots Award (sponsored by Creative Scotland) for his contributions to Scots language and literature



3. Provide a platform for emerging artists

Na Trads 2024 provided a highly visible platform for a range of up and coming artists both represented across the Award categories as well as the onstage performances
These included:

Up and Coming Artist of the Year, sponsored by Royal Conservatoire of Scotland awarded to Falasgair

Callum McIlroy – BBC Radio Scotland Young Traditional Musician 2024 Winner performance

Onstage performance of the Highland Young musicians and Arc Fiddlers



How NaTrads 2024 supported the growth and sustainability of the traditional music sector and enhanced public engagement with traditional Scottish music	Industry Recognition and Validation	Formal acknowledgment of excellence in traditional music	Prestigious accolades that enhance artists' credibility, by providing industry recognised benchmarks	Aspects of the sector recognised across diverse award categories	Media Exposure and Visibility, Generating significant media coverage across Scotland
Broadcasting the awards ceremony on BBC ALBA to national audiences and via the BBC website to international audiences	Increased visibility for traditional music and Gaelic culture in mainstream media	Providing a highly visible platform for artists to showcase their work	Community building, e.g the Highland Young Musicians and Arc fiddlers collaboration	Highly visible social media presence, #NaTrads utilised across social media	Professional Development opportunities for young people from High Life Highland's volunteer leadership programme.
Created networking opportunities for artists and industry professionals with policy and decision makers	Helped emerging artists gain recognition	Provide highly visible performance opportunities at the awards ceremony	Helps builds professional portfolios through nominations and wins	Introduced new audiences to traditional music via GME students in Inverness	Showcases the diversity within traditional music
Creates engaging content that appeals to different age groups	Helps bridge generational gaps in traditional music appreciation	Increases performance and appearance opportunities for nominated artists	Boosts album sales and streaming numbers through exposure	Inspires young people to engage with traditional music	Recognises contributions to music education, helping to develop a sustainable infrastructure.
Creates employment opportunities during the awards production	Attracts sponsorship and investment into the sector	Cultural Preservation and Innovation	Documents contemporary traditional music developments	Encourages innovation within traditional idioms, recognising traditional and contemporary interpretation	Helps maintain cultural heritage while supporting the evolution of traditional music and culture.

The MG ALBA Scots Trad Music Award Winners



Award	Winner	Sponsor
Album of the Year	<i>The Waiting Room</i> by Eamonn Nugent	Birnarn CD
Event of the Year	Skipinnish at Edinburgh Castle	VisitScotland
Citty Finlayson Scots Singer of the Year	Beth Malcolm	Traditional Music and Song Association of Scotland
Club of the Year	Ardersier International Folk Club, Moray	Wills Bros Civil Engineering Ltd
Community Project of the Year	Fèis air an Oir	Isle of Barra Distillers
Gaelic Singer of the Year	Emma MacLeod	Highland Society of London
Composer of the Year	Alec Dalgligh	PRS for Music
Live Act of the Year	Niteworks	Shure
Music Tutor of the Year	Douglas Montgomery	Creative Scotland Youth Music Initiative
Musician of the Year	Ciorstaidh Beaton	University of the Highlands and Islands

Award	Winner	Sponsor
Original Work of the Year	<i>Ar Cànan 's ar Ceòl</i> by Trail West	Musicians' Union
Scottish Dance Band of the Year	Pure Scotch Ceilidh Band	National Association of Accordion and Fiddle Clubs
Scottish Folk Band of the Year	The Paul McKenna Band	Threads of Sound
Scottish Pipe Band of the Year	Skye Youth Pipe Band	National Piping Centre
Trad Music In the Media	Crùnlath / Piping Sounds with Michael Steele & Ewen Henderson	Glasgow Caledonian University
Up and Coming Artist of the Year	Falasgair	Royal Conservatoire of Scotland
Venue of the Year	Eden Court, Inverness	Macgregor's Bars
Gaisgich na Gàidhlig	Cultarlann, Inverness	Highland Council
Services To Gaelic	Niteworks	Bòrd na Gàidhlig
Janet Paisley Services to Scots Language	Rab Wilson	Creative Scotland
The Hamish Henderson Services to Traditional Music Award	Christine Martin	Traditional Arts and Culture Scotland

Economic Impact to Inverness

We can confirm that there were the following groups of people all using hospitality and services in Inverness for the week

Hands Up for Trad personnel 41 (86 hotel nights)

BBC Scotland personnel 64 (110 hotel nights)

Limelights Production Staff 13

Artists – 39 (56 hotel nights)

Guests – 650 (not known – we do not have the capacity to capture this data)

Audience – 400 (not known – we do not have capacity to capture this data)

On site catering – £2,500

Off site catering – (not known – personnel evening meals and other hospitality)

Local security company (£8,540)

Local sound recordist and photographers £2,000

Limelights – local production company £28,847.16

Venue Hire – £14,400



Media Evaluation for Na Trads 2024

- ★ **70** pieces of coverage generated from **3** press releases - **6% uplift** on 2023
- ★ **1** closed photo call and **1** night of on-the-ground Press liaison
- ★ More than **half a million social media content views** across voting opening and the event itself
- ★ **66** social media posts generated & **92** live result Stories and Tweets
- ★ **Significant uplift** in Instagram followers & engagement

PR coverage captured

Outlet	Date	Media type	Coverage
The Herald	26 September 2024	Online	https://www.heraldscotland.com/news/24611045.inverness-host-scots-trad-music-awards-st-andrews-day/
BBC Naidheachdan	26 September 2024	Online	https://www.bbc.co.uk/naidheachdan/sgeulachdan/ckgvredknwvo
The Northern Times	26 September 2024	Online	https://www.northern-times.co.uk/news/scots-trad-music-awards-heading-to-inverness-for-first-time-362186/
The Inverness Courier	26 September 2024	Online	https://www.inverness-courier.co.uk/news/scots-trad-music-awards-heading-to-inverness-for-first-time-362183/
Strathspey and Badenoch Herald	26 September 2024	Online	https://www.strathspey-herald.co.uk/news/scots-trad-music-awards-heading-to-inverness-for-first-time-362187/
Ross-shire Journal	26 September 2024	Online	https://www.ross-shirejournal.co.uk/news/scots-trad-music-awards-heading-to-inverness-for-first-time-362184/

PR coverage captured

Outlet	Date	Media type	Coverage
John O’Groat Journal and Caithness Courier	26 September 2024	Online	https://www.johnogroat-journal.co.uk/news/scots-trad-music-awards-heading-to-inverness-for-first-time-362185/
Highland Council	26 September 2024	Online	https://www.highland.gov.uk/news/article/16253/inverness-to-host-star-studded-scots-trad-music-awards-on-st-andrews-day
BBC Radio nan Gàidheal - Aithris Na Maidne	27 September 2024	Radio	Interview with Alana MacInnes pending https://www.bbc.co.uk/programmes/m00235z0
KLOF Magazine	27 September 2024	Online	https://klofmag.com/2024/09/inverness-scots-trad-music-awards-2024/
The Herald	27 September 2024	Print	Cutting below
The National	27 September 2024	Print	Cutting below

PR coverage captured

Outlet	Date	Media type	Coverage
West Highland Free Press	4 October 2024	Print	Cutting below
The Orcadian	8 October 2024	Online	https://orcadian.co.uk/orkney-musician-nominated-twice-for-trad-awards/
We Love Stornoway	10 October 2024	Online	https://www.welovestornoway.com/index.php/articles/35657-edf-peat-and-diesel-are-trads-awards-hopefuls
Traditional Music Forum newsletter	10 October 2024	Online	https://mailchi.mp/cf2dee890196/tmf-newsletter-october-2024?e=e809d4356b
BBC Radio 2 - The Folk Show	16 October 2024	Radio	Talk up for event and play for Hamish Napier https://www.bbc.co.uk/sounds/play/m0023qfz?partner=uk.co.bbc&origin=share-mobile
Songlines	November 2024	Print	Cutting below



St Andrew's Day date for trad music awards

BY LUCY GARCIA

INVERNESS will host this year's star-studded Scots Trad Music Awards on St Andrew's Day, it was announced yesterday.

The MG Alba Scots Trad Music Awards will return to the city for the first time in a decade on Saturday, November 30, with the ceremony set to celebrate and showcase Scotland's flourishing traditional music scene.

The event was created and is delivered by Hands Up For Trad, which stands at the forefront of Scotland's cultural landscape, promoting both traditional music and culture for the last 24 years, through talent development, education and advocacy.

Fittingly held on St. Andrew's Day, tickets for the event at Inverness Leisure Centre are on sale now and nominations across the event's 21 categories are open from Monday. The event will

be marked with the introduction of a new award, Gaisgeach na Gaidhealtachd, which means Hero of the Highlands, will be bestowed upon a notable local organisation or figure who has made an invaluable contribution to Highland cultural life.

The night will include performances from an array of huge names including the Hebridean-born and Highland-based singer and musician Julie Fowles and her band. Fowles' daughter Aoibhe Doorley will join the talented line-up of Highland Young Musicians.

Skipinnish will also take to the stage, rounding off their 25th anniversary year.

Performances will also come from BBC Young Traditional Musician of the Year 2024 Calum McIlroy, party-starters An Dannsa Dub, Laura Wilkie and Ian Carr, and Aberdeenshire folk star Ellie Beaton.

Fowles said: "Hands Up for

Trad has been championing traditional Scottish music for years now and the awards play a pivotal role showcasing all the exciting work being done by artists throughout the country and beyond.

"It feels more important now than ever to continue to highlight the importance and value of the traditional arts in Scotland.

"It is an opportunity to thank not just performers and artists but also to showcase the teachers, tradition bearers, organisations, engineers and writers who work tirelessly behind the scenes."

The awards will be broadcast on BBC ALBA from 9pm on November 30.

Tickets are on sale at tickets.highlifehighland.com/events/highlifehighland/1374627.

Nominations can be made from Monday until October 13 at projects.handsupfortrad.scot/scotstradmusicawards

Inverness to host Scots Trad awards

The MG Alba Scots Trad Music Awards will return to Inverness on Saturday 30th November for the first time in a decade.

The ceremony will celebrate and showcase Scotland's flourishing traditional music scene.

The event was created and is delivered by Hands Up For Trad – an organisation which stands at the forefront of Scotland's cultural landscape, promoting both traditional music and culture for the last 24 years, through talent development, education and advocacy.

Fittingly held on St Andrew's Day, tickets for the event at Inverness Leisure Centre are on sale now and nominations across the event's 21 categories are now open.

The event was last held in Inverness in 2014 and makes a welcome return to the Highland capital for its 2024 edition for what is set to be a true celebration of the stand-out stars of Scotland's homegrown music scene over the last 12 months.

The ceremony's return to the Highlands is made possible with funding and support from Creative Scotland, Inverness Common Good Fund, Highland Council via the UK Shared Prosperity Fund, Scottish Government and MG Alba. Category sponsors include VisitScotland, PRS for Music, Youth Music Initiative and the Highland Society of London.

The event will also be marked with

the introduction of a special new award. The Gaisgeach na Gàidhealtachd, which means Hero of the Highlands, award will be bestowed upon a notable local organisation or figure who has made an invaluable contribution to Highland cultural life.

An outstanding line-up of talent is set to take to the stage over the course of the evening, with audiences treated to performances from an array of huge names including Julie Fowles and her band.

The event will be a family affair for Julie as her daughter Aoibhe Doorley joins the talented line-up of Highland Young Musicians and Arc Fiddlers also putting on a performance for Inverness audiences.

Skipinnish, Calum McIlroy, An Dannsa Dub, Laura Wilkie and Ian Carr, and Ellie Beaton will also be on stage.

Over the course of the evening, the best of the best from all areas of the industry will be recognised and celebrated for their contributions to the traditional music sphere. Following next week's nominations, voting for the awards will open to the public on 28th October, and all the winners will be announced on the night.

Scots Trad Music Awards organiser Simon Thoumire said: "There is no better date to be celebrating the very best in our Scottish traditional music scene than St. Andrew's Day and no better location than the capital of the Highlands, Inverness.

"We can't wait to return and shine a

spotlight on the industry's best and brightest from the past year, as the scene continues to weather a difficult cultural landscape and grow in popularity."

Chair of Highland Council's Gaelic committee Calum Munro added: "I am very pleased that the council's Gaelic

team has been able to secure funding from the UK Shared Prosperity, Inverness Common Good Fund and the Scottish Government to enable hosting this key event in Inverness and I look forward to hearing the entrants perform at the awards event."

The awards will be broadcast on BBC Alba.

Tickets are on sale now at highlifehighland.com and nominations opened on Monday and will go on until Sunday 13th October at projects.handsupfortrad.scot

Julie Fowles helps launch this year's Trad awards



LISTINGS

October 22-29
Darbar Festival
London
darbar.org

**October 24 –
November 3**
Sligo Live
Sligo, Ireland
sligolive.ie

**October 28 –
November 3**
Oslo World
Oslo, Norway
osloworld.no

**October 30 –
November 2**
Tromsø World
Tromsø, Norway
tromsoworld.com

**October 30 –
November 3**
Nordic Music Days
Glasgow
nordicmusicdays.org

**October 31 –
November 2**
Other Voices Cardigan
Aberystwyth, Cardigan
othervoices.ie

November 1-3
Taragalte
M'Hamid el Ghizlane, Morocco
taragalte.org

November 5-10
Pitchfork Music
Festival London
London
pitchforkmusicfestival.co.uk

November 7-10
Fiddle Hell
Westford, MA, US
fiddlehell.org

November 7-10
Le Guess Who?
Utrecht, Netherlands
leguesswho.nl

November 7-11
Ennis Trad Fest
Ennis, Ireland
ennistradfest.com

November 14-17
Nyege Nyege
Jinja, Uganda
nyegeuye.com

November 14-17
William Kennedy
Piping Festival
Armagh
wkpfor.org

November 15-17
Scots Fiddle Festival
Edinburgh
scotsfiddlefestival.com

November 15-17
Spilt Milk Festival
Sligo, Ireland
linktr.ee/spilmilkfestival

November 15-24
EFG London
Jazz Festival
London
efglondonjazzfestival.org.uk

**November 15 –
December 24**
Festival Africolor
Paris, France
africolor.com

November 16-17
Tradition Now
Dublin, Ireland
nch.ie

November 19-22
Mundial Montréal
Montréal, Canada
mundialmonreal.com

November 20-23
Visa for Music
Rabat, Morocco
visaformusic.com

November 21-24
Birmingham Tradfest
Birmingham
birminghamtradfest.co.uk

November 30
MG ALBA Scots
Trad Music Awards
Dundee
scotstradmusicawards.com

*ALL FESTIVALS ARE UK UNLESS OTHERWISE STATED

Social media content snapshot

Reels



ST. ANDREW'S NIGHT

SATURDAY 30TH NOVEMBER

handsupfortrad
Ifortrad · Skipinnish - Eag

The MG ALBA Scots Trad Music Awards ...

5.4K · View insights

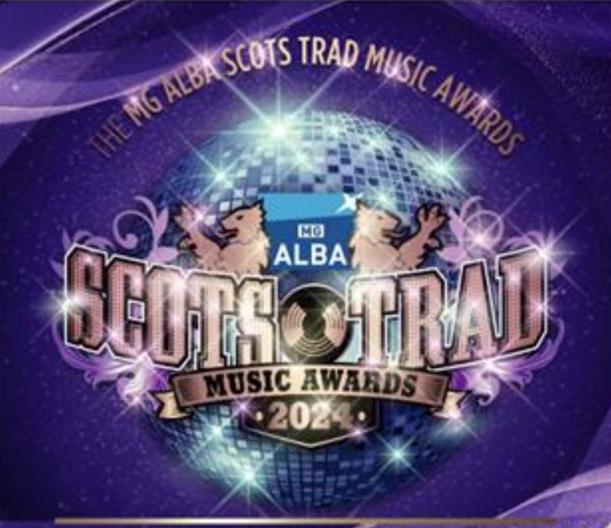
Boost reel

Hands Up for Trad
Published by Corrie Campbell
30 September

Nominations are now OPEN for this year's MG ALBA Scots Trad Music Awards!

Have your say across 21 categories and ensure your favourite musicians, events, tutors, venues, professionals & more get the recognition they deserve!

Who do you think should be recognised in Inverness on 30th November? Let us know via the link in the comments!



NOMINATIONS OPEN

See insights and ads

Boost post

The Big Rab Show and 23 others 3 comments 45 shares

handsupfortrad and juliefowlis
Inverness, the Scottish Highlands



h_y_musicians and 2 others were invited to collaborators but haven't accepted yet.

View Insights

Boost post

695 9 3

Liked by hannahinnes14 and others
handsupfortrad Na Trads Inverness

It sure is good to be hosting this year's MG ALBA Scots Trad Music Awards in Inverness once again!

Thanks to Julie Fowlis, Highland Young Musicians Aoi bhe Doorley, Maeve Sandilands & Isobel Bremm Councillors Calum Munro & Ken Gowans & High L Highland Chief Executive Steve Welsh for joining u mark the 2024 launch.

See insights and ads

Boost post

Jenn Butterworth and 64 others 3 comments 11 shares

Hands Up for Trad
Published by Lily Georgila
4 October

What a line up we've got for you at this year's #NaTrads! All of this incredible talent on one stage across the night - it's not to be missed. Tickets available now to join us in Inverness on 30th November!



THE LINE UP

SKIPINNISH

JULIE FOWLIS

AN DANNSA DUB

CALUM MCILROY

+4

See insights and ads

Boost post

Jenn Butterworth and 64 others 3 comments 11 shares

Content insights

Facebook - 26th September - 17th October 2024

Views & Reach	Engagement	Total Likes	Page visits	Top performing content	Audience insights
Views: 83.8k	727	16.8k	2.6k	Nominations open	Locations: Glasgow, Edinburgh, Inverness, Aberdeen, Oban
Reach: 24.2k		+28%	+4%	Line up graphics	Popular age range: 45-65+
				Last call for nominations	56% women

Instagram - 26th September - 17th October 2024

Views & Reach	Engagement	New followers	Top performing content	Audience insights
Views: 36.8k	1.3k	+85	Inverness launch pic	Locations: Glasgow, Edinburgh, Inverness, London, Aberdeen
Reach: 16.5k +45%	+77%		Inverness hosting announcement reel	Popular age range: 25-44
			Nominations open	53% women

PR coverage captured

Outlet	Date	Media type	Coverage
The List - Something for the Weekend	24 October 2024	Online	https://tx.contacta.io/email/66ebff63e307a97c47f37a74/recipients/671a29d5756b5339f4205427/viewonline
KLOF Magazine	28 October 2024	Online	https://klofmag.com/2024/10/scots-trad-music-awards-2024-nominees-shortlist/
Creative Scotland	28 October 2024	Online	https://www.creativescotland.com/news-stories/latest-news/archive/2024/10/voting-opens-in-the-scots-trad-music-awards-2024-as-nominated-talent-unveiled
The List	28 October 2024	Online	https://list.co.uk/news/45904/scots-trad-music-awards-2024-unveils-packed-list-of-nominees
Shetland News	28 October 2024	Online	https://www.shetnews.co.uk/2024/10/28/local-names-nominated-trad-music/
The National	29 October 2024	Print	Cutting below

PR coverage captured

Outlet	Date	Media type	Coverage
We Love Stornoway	29 October 2024	Online	https://www.welovestornoway.com/index.php/articles/35901-wealth-of-island-talent-in-trads-finals
Bagpipe News	29 October 2024	Online	https://bagpipe.news/2024/10/29/pipers-up-for-nomination-in-the-scots-trad-music-awards-2024/
Highland Council	29 October 2024	Online	https://www.highland.gov.uk/news/article/16297/voting_opens_in_the_scots_trad_music_awards_2024_as_nominated_talent_unveiled
Creative Scotland	30 October 2024	Online	https://mailchi.mp/creativescotland/october-2024?e=b1d8700311
At the Barrier	30 October 2024	Online	https://atthebarrier.com/2024/10/30/the-trads-the-22nd-mg-alba-scots-trad-music-awards-news/
Northern Times	30 October 2024	Online	https://www.northern-times.co.uk/news/dornoch-one-of-four-bands-nominated-for-pipe-band-of-the-yea-364970/

PR coverage captured

Outlet	Date	Media type	Coverage
Daily Record	31 October 2024	Online	https://www.dailyrecord.co.uk/ayrshire/club-year-nomination-popular-folk-34008658
Press and Journal	1 November 2024	Print	Cuttings below
West Highland Free Press	4 November 2024	Online	http://www.whfp.com/2024/11/04/prize-night-skye-and-lochalsh-artists-feature-strongly-on-trad-music-awards-shortlist/
Northern Times	4 November 2024	Online	https://www.northern-times.co.uk/news/f-is-air-an-oir-in-running-for-scots-trad-music-award-2024-365420/
West Coast Today	4 November 2024	Online	https://www.westcoasttoday.co.uk/news/will-jura-festival-get-your-vote
BBC Radio nan Gàidheal - Cruinn	4 November 2024	Radio	https://www.bbc.co.uk/sounds/play/m0024k5g
John O' Groat Journal	5 November 2024	Online	https://www.johnogroat-journal.co.uk/news/caithness-pianist-and-composer-shortlisted-in-traditional-mu-365491/

PR coverage captured

Outlet	Date	Media type	Coverage
University of Aberdeen	5 November 2024	Online	https://www.abdn.ac.uk/students/news/23739/
DGWGO	8 November 2024	Online	https://www.dgwgo.com/music-festivals-news/catstrand-nominated-for-scots-trad-music-awards-venue-of-the-year/
Daily Record	8 November 2024	Online	https://www.dailyrecord.co.uk/news/local-news/dumfries-galloway-arts-centre-running-34016824
Galway BEO	8 November 2024	Online	https://www.galwaybeo.ie/news/ireland-news/campaign-galway-musician-taken-soon-9700612
Music News Scotland	11 November 2024	Online	Cutting below https://www.yumpu.com/en/document/read/69097193/music-news-scotland-nov24-11
Central Fife Times	14 November 2024	Online	https://www.centrafifetimes.com/news/24725267.cardenden-accordionists-band-scots-trad-music-award/

PR coverage captured

Outlet	Date	Media type	Coverage
Traditional Music Forum	15 November 2024	Online	https://mailchi.mp/73d99b53d20f/tmf-newsletter-november-2024?e=c466abead4
Central Fife Times	21 November 2024	Print	Cutting below
BBC Scotland - The Entertainment Mix	28 November 2024	TV	Inclusion - https://www.bbc.co.uk/iplayer/episode/m0025jsy/the-entertainment-mix-series-1-episode-6
The Scotsman	30 November 2024	Online	https://www.scotsman.com/arts-and-culture/scottish-music-scottish-culture-brain-tumour-honour-folk-4889875
The National	1 December 2024	Online	https://www.thenational.scot/news/24763458.alba-scots-trad-music-awards-winners---full-list/
Hands Up For Trad	1 December 2024	Online	https://projects.handsupfortrad.scot/handsupfortrad/top-talent-recognised-at-mg-alba-scots-trad-music-awards-2024/?mc_cid=7397c3a27b&mc_eid=282365f7c2
Highland Council	1 December 2024	Online	https://www.highland.gov.uk/news/article/16374/top_talent_recognised_at_mg_alba_scots_trad_music_awards_2024

PR coverage captured

Outlet	Date	Media type	Coverage
BBC ALBA - An Là	1 December 2024	TV	News package
BBC Naidheachdan	1 December 2024	Online	https://www.bbc.co.uk/naidheachdan/sgeulachdan/c0mzmm48r00o
BBC Radio nan Gàidheal	1 December 2024	Radio and online	On-air talk up and social media content
Inverness Courier	1 December 2024	Online	https://www.inverness-courier.co.uk/news/eden-court-wins-venue-of-the-year-at-scots-trad-music-awards-367770/
Press and Journal	1 December 2024	Online	https://www.pressandjournal.co.uk/fp/entertainment/music/6640987/manran-aberdeen-lemon-tree/
BBC Scotland News	2 December 2024	Online	https://www.bbc.co.uk/news/articles/c0rnw9q1g18o
Northern Times	2 December 2024	Online	https://www.northern-times.co.uk/news/eden-court-wins-venue-of-the-year-at-scots-trad-music-awards-367783/

PR coverage captured

Outlet	Date	Media type	Coverage
The Herald	2 December 2024	Print	Cutting below
The National	2 December 2024	Print	Cutting below
Press and Journal	2 December 2024	Print	Cutting below
Creative Scotland	2 December 2024	Online	https://www.creativescotland.com/news-stories/latest-news/archive/2024/12/top-talent-recognised-at-mg-alba-scots-trad-music-awards-2024
BBC Radio 2 - Folk Show	4 December 2024	Radio	Talk up and airplay for Trail West https://www.bbc.co.uk/programmes/m0025cc3
The Orcadian	5 December 2024	Online	https://orcadian.co.uk/in-this-weeks-the-orcadian-236/
The Orcadian	5 December 2024	Print	Ran in print

PR coverage captured

Outlet	Date	Media type	Coverage
BBC Radio Scotland - Travelling Folk	5 December 2024	Radio	https://www.bbc.co.uk/sounds/play/m0025mc5
EventsBase	6 December 2024	Online	https://eventsbase.co.uk/top-talent-recognised-at-mg-alba-scots-trad-music-awards-2024/
World Music Central	7 December 2024	Online	https://worldmusiccentral.org/2024/12/07/scotlands-finest-shine-at-mg-alba-scots-trad-music-awards-2024/
Dunbarton Democrat	9 December 2024	Online	https://democratonline.net/2024/12/09/top-talent-recognised-at-mg-alba-scots-trad-music-awards-2024/
Inverness Courier	14 December 2024	Online	https://www.inverness-courier.co.uk/news/award-is-icing-on-the-cake-for-ardersier-group-as-they-are-368937/
Scottish Field	Pending	Print	Inclusion in Social Scene pages pending

Shortlists are revealed for Trad Music Awards

BY GREGOR YOUNG

SOME 116 performers and others working across Scotland's traditional music scene have been shortlisted for the 22 categories of the 22nd MG ALBA Scots Trad Music Awards.

The awards are organised by Hands Up For Trad, which promotes Scottish traditional music and culture.

The nominees include:

- Album of the Year, sponsored by Birnam CD – Headstrong by HEISK; Just a Second by Ryan Young; The Waiting Room by Eamonn Nugent; A Breaking Sky by Charlie Grey & Joseph Peach; The Outset by Project Smok; Vent by Laura Jane Wilkie; Halocline by Malin Lewis; The Magic Roundabout by Session A9; ReLoved by Capercaillie; The Homeroad by Ross Couper Band.

- Citty Finlayson Scots Singer of the Year, sponsored by Traditional Music and Song Association of Scotland – Beth Malcolm; Siobhan Miller; Josie Duncan; Seàn Gray.

- Community Project of the Year, sponsored by Traditional Arts and Culture Scotland – Scottish Polish Song Society, Aberdeen University; People's Parish; Fèis air an Oir; Falkirk Fiddle Workshop.

- Event of the Year, sponsored by VisitScotland – Carrying Stream

Festival; Skipinnish at Edinburgh Castle; Cuirm Nam Bonn òir le Ruairidh Gray; Jura Music Festival; Ceòl Cholas; Fèis na Mara.

- Gaelic Singer of the Year, sponsored by Highland Society of London – Ainslie Hamill; Ceitlin Lilidh; Emma MacLeod; Kathleen MacInnes; Katie Macfarlane.

- Live Act of the Year – Kinnaris Quarter; An Dannsa Dub; Mec Lir; Niteworks; Ross Ainslie and Tim Edey; RuMac.

A number of special prizes will also be awarded on the night, selected by a panel of industry judges, for services to traditional music and culture.

This year's event also sees the introduction of a new award, the Gaisgeach na Gàidhealtachd, or "Hero of the Highlands". This will recognise a notable local organisation or figure who has made an invaluable contribution to Highland cultural life.

A number of figures will be added to the Scottish Traditional Music Hall of Fame, sponsored by Fèisean nan Gàidheal. And a raft of industry awards will be presented.

The winners will be announced at a star-studded ceremony in Inverness on November 30. The public have until November 10 to vote online at www.scotstradmusicawards.com

Top talent set to shine at Trad Music Awards



SUPER SHOW: The public can cast their votes online for the MG ALBA Scots Trad Music Awards, which take place in Inverness on November 30.

BY JENNA SCOTT

An outstanding line-up of talent will be recognised at the MG ALBA Scots Trad Music Awards in Inverness this month.

Musicians, bands, organisations, teachers, venues, events and individuals involved in the creation and development of Scotland's homegrown music have been shortlisted across 22 categories.

Gaelic supergroup Capercaille are among the contenders for Album of the Year with *Beloved* - a selection of their back catalogue performed with the Scottish Symphony Orchestra.

Also in the 16-strong list of nominees for an array of prizes are legendary Skye band Niteworks, Shetland-based Callum Nicolson Dance Band, Inverness arts venue Eden Court, Ardersier International

Folk Club and the Aberdeen-based Polish-Scottish Song Group. Awards organiser Simon Thounire is looking forward to recognising the achievements of each individual at the ceremony - taking place on Saturday November 30 at Inverness Leisure Centre.

He said: "From some of the most exciting young new bands to legends of the industry, we will be tipping our hats to the best of the best in Inverness. "Voting is now open and it's over to the public to decide who they would like to see honoured."

"We're proud that this event has become synonymous with excellence in Scottish music and incredibly grateful to all those who make its staging possible." The event will see award-winning talent take to the

stage, including Hebridean-born musician Julie Fowlis, BBC Young Traditional Musician of the Year 2024 Calum McIlroy, Aberdeenshire folk star Ellie Beaton and local music group the Highland Young Musicians and Arc Fiddlers.

A number of special prizes will also be awarded on the night, selected by a panel of industry judges, for services to traditional music and culture.

“We will be tipping our hats to the best of the best in Inverness

Niteworks are to receive the Services to Gaelic Award, sponsored by Bòrd na Gàidhlig; musician Christine Martin will receive The Hamish Henderson Services to Traditional Music Award, while celebrated poet Rab Wilson will receive The Janet Paisley Services to Scots Language Award, supported by The National Lottery through Creative Scotland.

New to this year's event is the inclusion of the Hero of the Highlands award, which recognises an organisation or individual's contributions towards culture across the Highlands.

Margaret Cameron, director of content at MG ALBA, added: "Now in its 22nd year, it's incredible to see how the event continues to flourish, showcasing the best of Scots Trad music."

"This year's nominations of the MG ALBA Scots Trad Awards once again highlight the remarkable talent within the scene, reflecting the vibrancy and depth of Scotland's musical heritage."

"We're thrilled to bring the awards to the fantastic Inverness Leisure Centre on St Andrew's Day, and MG ALBA is proud to support the event and broadcast the celebration live on BBC ALBA ensuring audiences across the country can join the party."

Members of the public have until Sunday November 10 to cast their votes online at scotlandmusicawards.com. The awards will be broadcast on BBC ALBA from 9pm.

Tickets for the event are on sale now at tickets.highlifehighland.com/events/highlifehighland/1374627.

What's On
Audiences will fall in love with Ghost
ENTERTAINMENT PULLOUT

Award hopefuls keep spirit of trad music alive
PAGE 12

The D&J
FRIDAY, NOVEMBER 1, 2024 £2.50

Your little horrors are ghoulish guisers
Eerie Halloween costume pictures on pages 10&11

Voting opens in the Scots Trad Music Awards as nominated talent unveiled

Full list of nominees @ <https://projects.highlifehighland.com/scots-trad-music-awards/voting-opens-in-the-scots-trad-music-awards-2024-as-nominated-talent-unveiled/>

Grab award night tickets @ <https://tickets.highlifehighland.com/events/highlifehighland/1374627>

An inspiring 116-strong group of shortlisted talent performing and working across Scotland's vibrant traditional music scene have been unveiled as nominees for the 22nd MG ALBA Scots Trad Music Awards – see link above for list of nominees.

Musicians, bands, organisations, teachers, venues, events and individuals involved in the creation and development of Scotland's homogenous music are shortlisted across 22 categories.

The public had until Sunday 10 November to vote for their favourites – voting is now closed. The winners will be announced at a star-studded award ceremony at Inverness Leisure on Saturday 30 November when the event returns to the Highland capital for the first time in 10 years.

The single most important awards ceremony for folk and trad musicians, bands and artists, the MG ALBA Scots Trad Music Awards are organised by Hebridean Fiddle – an organisation which stands at the forefront of Scotland's cultural landscape, promoting traditional music and culture through their talent development, education and advocacy work.

The gold standard for industry achievement, the awards night will bring to the fore the best of Scottish traditional music and celebrate stand-out talent from all corners of the country working across a range of genres and styles to create and

promote Scotland's trad music scene over the last 12 months. A number of special prizes will also be awarded on the night, selected by a panel of esteemed industry judges, for services to traditional music and culture.

Legendary Sàra Band Networks will receive the Services to Gaelic Award, sponsored by Bòrd na Gàidhlig; beloved musician Christine Martin will be presented with The Hannah Henderson Services to Traditional Music Award, while outstanding poet Rab Wilson will receive The Janet Penney Services to Scots Language Award, supported by The National Library through Creative Scotland.

This year's event also welcomes the introduction of a new award, The Gaingreth na Gàidhealtachd, which means Hero of the Highlands. This award will recognise a notable local organisation or figure who has made an invaluable contribution to Highland culture: its and the winner will be named on the night.

A number of stewards of the scene who have dedicated their lives to the development of music in Scotland are each year added to the Scottish Traditional Music Hall of Fame, sponsored by Innes and Gunn and will be honoured in a special reception on the night.

A raft of industry awards will also recognise individuals and organisations which support the creative pipeline of the sector.

As well as all category sponsors and the event's headline sponsor, this year's MG ALBA Scots Trad Music Awards, the committee's return to the Highlands is made possible with funding and support from Creative Scotland, Inverness Common Good Fund, Highland Council via the UK Shared Prosperity Fund and Scottish Government.

Scots Trad Music Awards organiser Simon Thomson said: "Scotland's traditional music scene is bursting at the seams with exceptional talent and it's incredibly important we take time to recognise the achievements and progress over the last year. From some of the most exciting young



new bands, to legends of the industry we will be tipping our hats to the best of the best in Inverness this November. Voting is now open and it's over to the public to decide who they would like to see honoured on the night. We're proud that this event has become synonymous with excellence in Scottish music and incredibly grateful to all those who make its staging possible."

Stephen Anderson, Music Officer at Creative Scotland said: "Congratulations to all the nominees. Now public voting is open, it's a fantastic chance for people to celebrate and honour all their favourite artists, musicians, organisations, projects and contributors to the vibrant sector. The list of nominees reflects the vast array of talent across the genre and all the people who contribute towards sustaining traditions and creating innovative work."

Margaret Cameron, Director of Content at MG ALBA, said: "Now in its 22nd year, it's incredible to see how the event continues to flourish, showcasing the very best of Scots Trad music. This year's nominations of the MG ALBA Scots Trad Awards once again highlight the remarkable talent within the scene, reflecting the vibrancy and depth of Scotland's musical heritage. We're thrilled to bring the awards to the fantastic Inverness Leisure Centre on St. Andrew's Day, and MG ALBA is proud to support the event and broadcast the celebration live on BBC ALBA, ensuring audiences across the country can join the party."

An outstanding lineup of talent is set to take to the stage over the course of the evening, including the Piedmont-born and Highland-based singer and fiddler Julie Fearn, whose award-winning talent is recognised the world over. Supporters who round off their 210th anniversary year in a fitting fashion, BBC Young Traditional Musician of the Year 2024 Caitlin Murray, party-starters An Dìomhaire; the remarkable duo of Laura Wilson and Lee Carr; Aberdeen-based folk star Eilidh Beaton; and young local talent in the form of Highland Young Musicians and Act Toppers.

The MG ALBA Scots Trad Music Awards will take place at Inverness Leisure Centre on St. Andrew's Day, Saturday 30 November. The awards will be broadcast on BBC ALBA live from 7pm.

www.scotstradmusicawards.com



Joy Dunlop and her band wow crowds at the 2022 MG ALBA Scots Trad Music Awards www.scotstradmusicawards.com/joydunlopphotocast



web @ www.hebcelt.com
fb @ www.facebook.com/HebCelt
twitter / x @ www.x.com/HebCelt

www.musicnewsscotland.wordpress.com

Cardenden accordionist's band up for major music award

Alexandra Baff

alexandra.baff@innesquest.co.uk

A CARDENDEN man and his band are up for an award at the prestigious Scots Trads Music Awards 2024.

Michael Philip is up for the award of Scottish Dance Band of the Year, sponsored by National Association of Accordion and Fiddle Clubs.

The popular local accordionist and chieftain of Bowhill Highland Games said that he was "fair chuffed" with the nomination and will be going along to the awards ceremony on Saturday, November 30.

On Sunday, November 10, the band also played at a memorial concert for a well-known Cardenden music teacher.

As previously reported, Joe Burke passed away in 1980 at just 43 years old, throughout his life he had a massive impact on the lives of his students and his community.



Michael Philip is up for the award of Scottish Dance Band of the Year.

To commemorate everything he did for the village and surrounding areas, a memorial event was held to raise funds to give him a headstone.

Those playing in the band

at the concert were Michael, Graham Derry, James Coutts, Anya Johnston, and Arran Philip.

Michael told the *Times*: "We are busy playing across the country and the world really

as a unit or soloists.

"We are kept on our toes!"

The Scot Trad Awards will take place on November 30 at Inverness Leisure Centre.

The awards will be broadcast on BBC ALBA from 9pm.

Traditional talent



Members of Falasgair, winner of the Up and Coming Artist of the Year, at the Trad Awards 2024 in Inverness. The MG ALBA Scots Trad Music Awards, the most prestigious night in Scotland's traditional music calendar, showcased the exceptional talent and achievements within the trad music scene over the past year. Picture: Paul Campbell



Niteworks were named the Live Act of the Year
Image: Paul Campbell

Trad artists honoured

Best album award goes to musician who passed away

BY JOE SCOTTING

THE ALBA Scots Trad Music Awards posthumously awarded Album of the Year to a Scottish musician who passed away from a brain tumour at age 31.

Eamonn Nugent was given the honour for his album *The Waiting Room* at the prestigious event taking place in Inverness on Saturday. His family collected the award in his stead.

The album was released to raise money for brain tumour charities.

The 22nd Scots Trad Music Awards was attended by more than 1000 musicians, industry figures and fans. Winners were selected by members of the public and a panel of judges.

The full list of 2024 winners are:

- **Album of the Year** - *The Waiting Room* by Eamonn Nugent
- **Event of the Year** - Skippin'ish at Edinburgh Castle
- **City Finlayson Scots Singer of the Year** - Beth Malcolm
- **Club of the Year** - Andersier International Folk Club
- **Mo'ay Community Project of the Year** - Fèis air an Oir
- **Composer of the Year** - Alec Dalgligh Gaelic
- **Singer of the Year** - Emma MacLeod
- **Live Act of the Year** - Niteworks
- **Music Tutor of the Year** - Douglas Montgomery
- **Musician of the Year** - Ciorstaidh Scatton
- **Original Week of the Year** - Ar

- **Clàran 'a ar Ceilidh** by Trail West
- **Scottish Dance Band of the Year** - Pure Scotch Ceilidh Band
- **Scottish Folk Band of the Year** - The Paul McKenna Band
- **Scottish Pipe Band of the Year** - Skye Youth Pipe Band
- **Trad Music in the Media** - Crìonluath / Piping Sounds with Michael Steele & Ewen Henderson
- **Up and Coming Artist of the Year** - Falasgair
- **Venue of the Year** - Eden Court, Inverness
- **Gaisgich na Gàidhlig / Hero of the Highlands** - Cultarlann Inbhir Nis

The awards also saw three artists inducted into the Scottish Traditional Music Hall of Fame. These were Field Marshal Montgomery Pipe Band leader Richard Parkes MBE, Skye Gaelic singer Anne Martin and traditional singer Sylvia Barnes. A number of special prizes were

at top ceremony

also awarded on the night, selected by a panel of industry judges, for services to traditional music and culture.

The full list of these are:

- **Services to Gaelic Award** - Niteworks
- **The Hamish Henderson Services to Traditional Music Award** - Christine Martin
- **The Janet Paisley Services to Scots Language Award** - Rab Wilson

The show also saw behind-the-scenes workers receive industry accolades.

- The award recipients are:
 - **Industry Person of the Year** - Gary Innes
 - **Production Company of the Year** - Pro Sound Recording



Eamonn Nugent passed away at the age of 31

- **Studio of the Year** - Castlesound Studio, Edinburgh
- **Sound Engineer of the Year** - Carla Feuerstein
- **Stage Technician of the Year** - John McFarlane

Event organiser Simon Thounisre said: "When you look around the Trad Awards, what you see is resilience in action. Despite not knowing what tomorrow brings, our sector continues to innovate, to create, to find new ways forward."

"This spirit of determination is supported by crucial partnerships. We are incredibly grateful to our hosts in Inverness for their warm hospitality and all those who made coming back to the capital of the Highlands possible."



GLITTERING: Skipinnish, winners of Event of the Year, delighted audiences during the event.



Susannah Armitage and Rebecca Hall.



The Paul McKenna Band with their award.



Niteworks were Live Act of the Year.

Top talent recognised at prestigious Na Trads

BY MARK MACKAY

The MG ALBA Scots Trad Music Awards, the most prestigious night in Scotland's traditional music calendar, crowned this year's winners at an impressive ceremony in Inverness.

Held on St Andrew's Day, the awards showcased the exceptional talent and achievements within the trad music scene over the past year as Inverness Leisure was transformed for a glittering celebration.

Attended by more than 1,000 musicians and industry supporters and hundreds of trad fans, and watched live on BBC ALBA by thousands more, the 22nd edition of the awards saw 116 nominees whittled down to 26 winners, selected by 25,000 members of the public and a panel of expert judges.

Organised by Hands Up For Trad and launched in

2003, The Trad Awards, or 'Na Trads', celebrate musicians, bands, and industry professionals who have made significant contributions to Scotland's cultural heritage.

The first time in a decade it has been held in Inverness, the event represents the ambition, passion and determination of all those who have enriched Scotland's vibrant musical landscape over the last year.

Album of the Year was this year awarded posthumously and collected on behalf of Eamonn Nugent by his family who paid tribute to his incredible creativity and love of music in what was a moving moment for all in attendance.

Other notable awards include Live Act of the Year which, following a series of spectacular final shows,

saw Skye legends Niteworks take the title for the first time.

Skipinnish's epic Edinburgh Castle show earned them Event of the Year, while Beth Malcolm picked up Scots Singer of the Year for the second time in her blossoming career and Royal National Mod double gold medalist Emma MacLeod of Scalpay was crowned Gaelic Singer of the Year.

A number of stalwarts of the scene who have dedicated their lives to the development of music in Scotland are each year added to the Scottish Traditional Music Hall of Fame, sponsored by Fèisean nan Glidheal.

Among this year's inductees are distinguished Field Marshal Montgomery Pipe Band leader Richard Parkes MBE, Skye Gaelic singer Anne Martin and

influential traditional singer Sylvia Barnes.

The awards also highlighted the accomplishments of those working behind the scenes and throughout the industry's creative pipeline, with Take the Floor presenter and Manran accordionist Gary Innes named Industry Person of the Year.

Scots Trad Music Awards organiser Simon Thomlinson said: "When you look around the Trad Awards, what you see is resilience in action. Despite not knowing what tomorrow brings, our sector continues to innovate, to create, to find new ways forward."

"This spirit of determination is supported by crucial partnerships. We are incredibly grateful to our hosts in Inverness for their warm hospitality and all those

who made coming back to the capital of the Highlands possible. To our audiences, artists, nominees and sponsors: thank you.

"Your support for these awards allows us to promote the strength, creativity and ingenuity of our traditional music and highlight the positive impact it has on the lives of so many."

An outstanding line-up delighted audiences including the Hebridean-born and Highland-based singer and musician Julie Fowlis, while Skipinnish rounded off their 25th anniversary year in a fitting fashion and BBC Young Traditional Musician of the Year 2024 Calum McIlroy took other starring roles.

Folk star Ellie Beaton and Scott Gardiner performed a stunning tribute to bothy ballad legend Joe Aitken.

Social media content snapshot

Hands Up for Trad is with Skipinnish and 6 others at Inverness, Scotland.
3 November · Inverness · 🌐

🌟 Get ready for THE biggest night of the year in Scottish traditional music! 🌟

Join us at Inverness Leisure on Saturday 30th November, for an unforgettable celebration of Scotland's finest trad music talent. 🎵 From soulful ballads to high-energy reels, this night has it all!

We're thrilled to present a stellar line-up, featuring the iconic Skipinnish, the enchanting Julie Fowles, the dynamic sounds of An Dannsa Dub, fiddle virtuoso Laura Wilkie Music, and many more amazing artists: Ian Carr, Calum McIlroy, Ellie Beaton, and Highland Young Musicians & The Arc Fiddlers! 🎵

🎫 Tickets are selling fast – hit the link in the comments to secure yours now! This is the trad event of the year, and it won't be the same without you. 🌟



Hands Up for Trad is at Inverness Leisure.
28 October · Inverness · 🌐

Who's ready to see our nominees for this year's MG ALBA Scots Trad Music Awards?! 🎵🎵

You can find details of the 115+ nominees hailing from all corners of Scotland's traditional music scene NOW at www.scotstradmusicawards.com.

You've got until Sunday 10th November to vote for your favourites. 🗳️ The best across all 22 categories will be unveiled on 30th November at Inverness Leisure - make sure you have your say!



View Insights Boost post

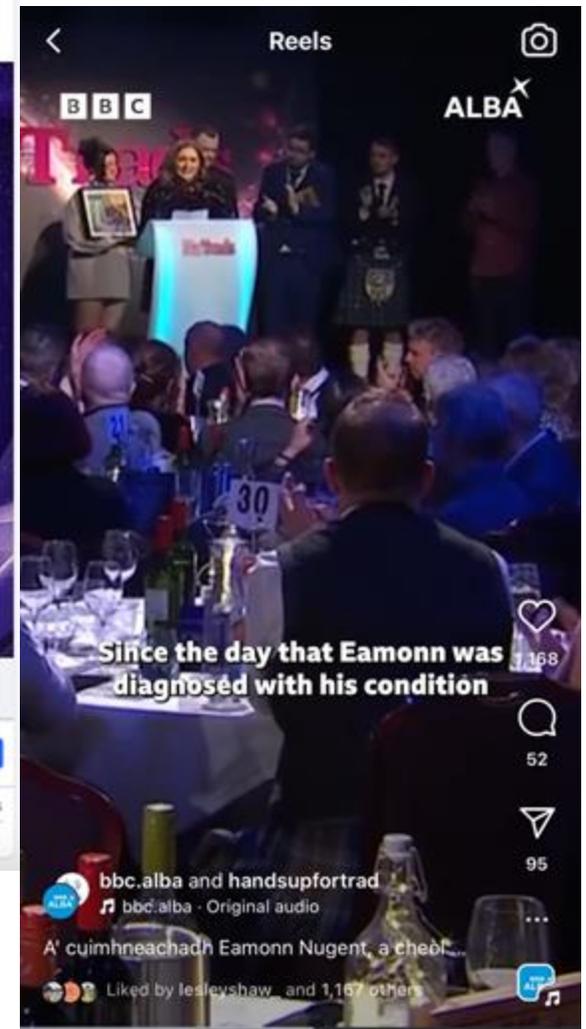
543 4 29

Liked by innescamcomms and others
handsupfortrad #NaTrads! WOW! 🤔🤔 What a showcase of Scotland's unparalleled musical heritage & prowess.

We can't believe that's a wrap on the 22nd @mgalba_ Scots Trad Music Awards. The resilience in the room was incredible to see. Thank you for having us Inbhir Nis. ❤️



for Trad Learn more
this post to reach up to 1542 more people if you Boost post
7 comments 110 shares
like Comment Copy Share



Content insights

Facebook - 28th October - 5th December 2024

Views & Reach	Organic engagements	Total Likes	Page visits	Top performing content	Audience insights
Views: 366.2k	4k	16.8k	11k	Voting open	Locations: Glasgow, Edinburgh, Inverness, Aberdeen, Oban
Reach: 128.2k		+200	+200%	Saturday night round up	Popular age range: 45-65+
+290%				Ticket push graphic	56% women

Instagram - 28th October - 5th December 2024

Views & Reach	Accounts engaged	Total followers	Top performing content	Audience insights
Views: 148.2k	1.8k	5.1k	Album of the Year collab with BBC ALBA	Locations: Glasgow, Edinburgh, Inverness, London, Aberdeen
Reach: 33.7k	+24%	+400	Niteworks collab with BBC ALBA	Popular age range: 25-44
+240%			Saturday night round up	53% women

Advertising results

Campaign	When	Budget	Results
Voting open	28 October - 10 November 2024	£200	Link clicks: 2,097 Reach: 23,051 Impressions: 74,213
Ticketing push	1 - 14 November 2024	£150	Link clicks: 1,023 Reach: 14,408 Impressions: 51,235

Budget:

ACTUAL (18h December Draft)	
	Na Trads 2024
INCOME	
Creative Scotland (Regular Funding- Confirmed)	£22,000.00
MG ALBA (Headline Sponsor - Confirmed)	£15,000.00
Table Sponsors	£17,660.00
Award Sponsors (included in Tables Sponsors above)	£0.00
Box Office Income (Pending - waiting on final figures from HLP)	£4,000.00
Scottish Government (2 x £5,000)	£12,000.00
Inverness Common Good Fund (confirmed)	£8,120.00
Highlands and Islands Enterprise (not confirmed but hugely supportive)	£8,000.00
UK Shared Prosperity Fund	£24,423.00
Other small Grants and fundraising (Pending)	£0.00
TOTAL INCOME	£111,203.00
EXPENDITURE	
Venue/Event Costs (all inclusive of VAT)	
Venue Hire	£14,200.00
Tables/chairs etc	£4,432.20
Hands Up for Trad Event Staff	£1,200.00
Table Dressing	£300.00
Hospitality Event Costs	£4,015.50
Production Staff (per diems)	£900.00
Accommodation (HUT staff and Artists/still waiting on some invoices)	£8,262.14
Awards (evergreen)	£2,056.00
Pipers	£400.00
EBBY Live Crew (Lighting)	£10,824.00
Limelight	£28,847.16
Staging & Rigging (please note - this is included in Limelights fee above)	
Live Sound Mix (Chris McCartney)	£1,250.00
Backline	£408.00
Artists (Still waiting on some invoices from artists)	£1,070.00
Technical Manager	£4,000.00
Production Manager	£1,250.00
Stage Manager	£720.00
Travel expenses for Artists (all pending/waiting on their invoices)	£1,834.90
Security Scotland	£5,294.89
First Aid	£1,065.00
Marketing	
Press and PR	£7,000.00
Programme Design	£227.50
Programme Print	£116.00
Press and Event Photographers (including accommodation)	£1,400.00
Online Voting Costs	£250.00
TOTAL EXPENDITURE	£101,323.29
BALANCE	£9,879.71

What worked well....

Really strong collaborative working with a range of partners and stakeholders, including the Highland Council, the Scottish Government, High Life Highland, BBC Scotland and all our category sponsors..

A strong Highland emphasis represented across artists, nominees, winners and guests.

Crucial policy and decision makers in attendance from the Scottish Government, UK Government, Creative Scotland, VisitScotland, University of the Highlands and Islands, The Highland Council, Highlife Highland etc.

A large public highland audience including young people from GME schools in Inverness and Plockton High School.

Met our commitment to use local suppliers for the event, including technical infrastructure, hospitality and bar provision, security, first aiders etc.

Feedback from Guests:

Scottish Government said:

- *...“it was a great evening, well organised, truly uplifting and it was impressive to sit there and watch it all happen . . . and lots of folk to talk to as well.... it was a great night.”...*

Sponsor and Guest’s feedback

- *...“A fantastic event at the weekend, as always. I swear it gets better every year”...*
- *...“what a grand night in Inverness, thank you for all you do for the sector, our guests have already asked to come to Aberdeen in 2025”...*
- *...“thanks very much to everyone involved in putting together the Hall of Fame, such a special occasion to see the JSD band finally inducted after all these years”...*
- *...“ we saw so many people we haven’t seen since the last trades in Inverness! don’t leave it so long until next time”...*
- *...“just to say thanks for all your hard work, it was great being there in person”...*

Challenges for Na Trads 2024

Overall the event went to plan, however the biggest challenge was most definitely capacity at the venue. We could have accommodated many more people at the tables and were having to turn table requests down. We had 48 tables in total and could easily have filled another 8+. Many of the highland based organisations used the event as a social occasion to entertain their Board of Directors and other stakeholders, reinforcing the event as an important networking opportunity for people working in the traditional arts and cultural sector.

Hands Up for Trad
sends The Highland
Council our sincerest
thanks for your
invaluable support
towards Na Trads
2024.



Niteworks receiving Services to Gaelic at Na Trads 2024