

|                          |         |
|--------------------------|---------|
| Cuspair Clàir-ghnothaich | 9       |
| Àir. Aithisge            | G/11/25 |

# Comhairle na Gàidhealtachd

**Comataidh:** Comataidh na Gàidhlig

**Ceann-latha:** 4 Ògmhios 2025

**Tìotal Aithisge:** Duaisean Ceòl Traidiseanta MG ALBA – Measadh Buaidh Eaconamaich

**Aithisg le:** Iar-Àrd-Oifigear – Daoine

## 1. Adhbhar/Geàrr-chunntas Gnìomhach

- 1.1 Tha an aithisg seo a’ toirt fiosrachadh do Bhuill mun bhuaidh eaconamaich aig Duaisean Ceòl Traidiseanta MG ALBA 2024, air a bheil cuideachd Na Trads. Chruthaich Na Trads buannachdan eaconamach airson na sgìre, a’ toirt taic do bhith a’ brosnachadh na Gàidhlig, gnothachas agus dualchas cultarach. Tha an aithisg seo a’ measadh buaidh eaconamach an tachartais a thaobh buannachdan dìreach is neo-dhìreach, agus buannachdan eile a chaidh a bhrosnachadh.
- 1.2 Tha Na Trads cuideachd air cur ri Plana Gàidhlig Chomhairle na Gàidhealtachd 2024–29 (PG) agus gu sònraichte ri Prìomhachas Ro-innleachdail 3.1: Cleachd a’ Ghàidhlig ann an gnìomhachasan is iomairtean sòisealta, agus mar stòras eaconamach ann an Alba.
- 1.3 ’S e aon de bhuilean a’ Phlana Ghàidhlig gun obraichear ann an com-pàirteachas leis na prìomh bhuidhnean a tha an lùib ceòl traidiseanta gus Na Trads a libhrigeadh ann an sgìre na Gàidhealtachd. Tha Na Trads cuideachd air an aithneachadh sa Phlana Ghàidhlig mar sho-mhaoin eaconamach is chultarach do sgìre na Gàidhealtachd.

## 2. Molaidhean

- 2.1 Thathar ag iarraidh air Buill:
- i. toirt fa-near dhan aithisg is beachdachadh air an aithisg; agus
  - ii. toirt fa-near gu bheil Na Trads air com-pàirteachasan làidir a thogail le luchd-ùidhe gus buannachdan a bhrosnachadh dhan Ghàidhlig, do chultar, do sheasmhachd, agus do na gnìomhachasan cruthachail.

## 3. Builean

- 3.1 Goireas  
Thug Comhairle na Gàidhealtachd agus High Life na Gàidhealtachd seachad taic stuthail, a’ gabhail a-steach stiùireadh is co-òrdanachadh a thaobh an tachartais.

Am measg na thug maoineachadh seachad bha Riaghaltas na h-Alba, Maoin Math Coitcheann Inbhir Nis, MG ALBA, Maoin Soirbheachas Co-roinnte na Rìoghachd Aonaichte, Iomairt na Gàidhealtachd 's nan Eilean, Alba Chruthachail, agus mòran sponsairean bho dhiofar roinnean a thug taic seachad a thaobh a bhith a' libhrigeadh an tachartais (faicibh puing 7 ann an **Eàrr-ràdh 1**).

### 3.2 Laghail

Air sàillibh aontaidhean eadar Comhairle na Gàidhealtachd agus High Life na Gàidhealtachd, bha an tachartas air a ruith gu siùbhlach. Bha àrachas tachartais a' còmhдах chunnartan is fhiachanasan a dh'fhaodadh a bhith ann.

### 3.3 Cunnart

Chan eil cunnartan a' tighinn am bàrr mar thoradh air an aithisg seo.

### 3.4 Slàinte is Sàbhailteachd (cunnartan a' tighinn am bàrr mar thoradh air

atharrachaidhean do dh'uidheamachd, acfhainn, pròiseas no daoine)  
Chan eil cunnartan a' tighinn am bàrr mar thoradh air an aithisg seo.

### 3.5 Gàidhlig

Chuir Na Trads taic ri adhartachadh cànan tro bhith a' brosnachadh cultar na Gàidhlig tro cheòl, cluiche, agus com-pàirteachadh coimhearsnachd.

Bhrosnaich Na Trads cànan is cultar na Gàidhlig tro cheòl. Tha an tachartas àraid seach gu bheil a' taisbeanadh ann an trì cànanan – Gàidhlig, Albais is Beurla – ach le cuideam air a' Ghàidhlig. Tha a' Ghàidhlig na pàirt dhen taisbeanadh air an àrd-ùrlar agus tha seo follaiseach tron luchd-ealain a bhios a' cluiche agus tro na duaisean. Bidh luchd-obrach an tachartais cuideachd ga cleachdadh gu cunbhalach air cùl an àrd-ùrlair.

Ann an com-pàirteachas leis Na Trads, chruthaich Comhairle na Gàidhealtachd duais shònraichte 'Gaisgich na Gàidhlig' a chaidh a bhuannachadh le Cultarlann Inbhir Nis mar aithne dhan obair mhath a tha iad a' dèanamh thar coimhearsnachd Inbhir Nis agus Linne Mhoireibh gus a' Ghàidhlig a chomharrachadh is a neartachadh.

## 4. Buaidhean

4.1 Ann an Comhairle na Gàidhealtachd, tha poileasaidhean, ro-innleachdan no atharrachaidhean seirbheis uile fo ùmhlachd sgrìonadh amalaichte airson buaidh air Co-ionannachdan, Bochdainn is Còraichean Daonna, Còraichean is Sunnd Chloinne, Atharrachadh Gnàth-shìde, Eileanan is Coimhearsnachdan Dùthchail air Tìr-mòr, agus Dìon Dàta. Far a bheil feumalachd air a h-aithneachadh, thèid measadh buaidh iomlan a ghabhail os làimh.

4.2 Tha a bhith a' beachdachadh air buaidhean na phàirt bhunaiteach dhen phròiseas cho-dhùnaidhean agus feumaidh seo fios a chur ris a' phròiseas cho-dhùnaidhean. Nuair a thathar a' tighinn gu co-dhùnadh sam bith, feumaidh Buill aire iomchaidh a thoirt do thoraidhean measaidh sam bith.

4.3 'S e aithisg ùrachaidh a tha seo agus mar sin chan eil feum air measadh buaidh.

## 5. Cùl-fhiosrachadh is Co-theacsa

5.1 Thill Hands Up for Trad gu Inbhir Nis air 30 Samhain 2024, às dèidh deich bliadhna, airson an 22na cuirm bhliadhnail de Na Trads. Thug iad seachad tachartas làn-

fhollaiseach, a' taisbeanadh is a' comharrachadh tàlant ceòl traidiseanta na h-Alba agus am bun-structar a th' air a chùl. Bha seo uile a' faighinn taic bho iomairt làn-fhollaiseach sna meadhanan, a' toirt ealain thraidiseanta agus a' Ghàidhlig am follais ann am prìomh bhaile na Gàidhealtachd.

- 5.2 Chaidh Na Trads fhosgladh gu h-oifigeil le Ceit Fhoirbeis BPA, Leas-Phrìomh Mhinistear agus Rùnaire a' Chaibineit airson na h-Eaconamaidh is na Gàidhlig. Bha BPA, BPAan agus riochdairean Riaghaltais an làthair. Bha Ceannard na Comhairle agus grunn chomhairlichean is àrd-oifigearan ann cuideachd, a' toirt seachad deagh chothroman lìonrachaidh is com-pàirteachais airson na Gàidhlig agus airson na roinne cultair a tha co-cheangailte rithe.
- 5.3 Dh'obraich Comhairle na Gàidhealtachd ann an co-bhann le Hands Up for Trad agus le grunn luchd-ùidhe gus an tachartas a libhrigeadh, a' gabhail a-steach com-pàirteachasan àrd-ìre, Comhairle na Gàidhealtachd, Bòrd na Gàidhlig, VisitScotland, Riaghaltas na h-Alba, Iomairt na Gàidhealtachd 's nan Eilean, Luchd-ciùil Òga na Gàidhealtachd, BBC ALBA, MG ALBA, High Life na Gàidhealtachd, Oilthigh na Gàidhealtachd is nan Eilean, agus Cultarlann Inbhir Nis a fhuair duais shònraichte Gaisgich na Gàidhlig bho Chomhairle na Gàidhealtachd.
- 5.4 Thug Na Trads mòran aoighean, luchd-ealain, sponsairean, luchd-naidheachd is riochdairean – an dà chuid airson Hands Up for Trad agus BBC ALBA – gu Inbhir Nis airson ceithir latha, is iad uile a' cleachdadh àiteachan-fuirich is aoigheachd ann am prìomh bhaile na Gàidhealtachd.

## **6. Buaidh Eaconamach**

- 6.1 Thug an tachartas seachad buannachdan dìreach is neo-dhìreach, agus bha buaidh eaconamach ann a thaobh teachd-a-steach so-chaitheamh san sgìre ionadail.

Buannachdan dìreach:

- Caiteachas tachartais: fastadh ionadan, frithealadh, is rianachd ghoireasan.
- Dreuchdan sealach air an cruthachadh.

Buannachdan neo-dhìreach:

- Chosg luchd-frithealaidh airgead air batharan is seirbheisean ionadail a leithid àiteachan-fuirich, biadh is còmhdhail.

Meudachadh ann an teachd-a-steach so-chaitheamh:

- Chosg luchd-obrach is solaraichean an tachartais teachd-a-steach so-chaitheamh agus thug seo spionnadh do ghnìomhachd eaconamach.

## **7. Dàta**

- 7.1 Bha 1189 neach an làthair, a' gabhail a-steach sponsairean, luchd-ealain, aoighean agus luchd-èisteachd poblach. Chan eil seo a' gabhail a-steach luchd-èisteachd a bha a' coimhead an tachartais air a chraoladh beò air BBC ALBA. Dh'inns Hands Up for Trad gun robh, gu h-aithriseach, mu 70% de na h-aoighean bho thaobh a-muigh na sgìre.

- 7.2 Chaidh 14 neach fhastadh airson an tachartais is iad a' stiùireadh nithean a leithid solais agus fuaim.
- 7.3 B' e Limelights, companaidh ionadail, a chuir an taobh teicnigeach an gnìomh. Dh'obraich Hands Up for Trad còmhla ri dithis òga a bha ag obair mar stiùirichean tachartais saor-thoileach às leth High Life na Gàidhealtachd.
- 7.4 Chithear aithisg ioma-chuimseach bho Hands Up for Trad ann an **Eàrr-ràdh 1**.

## **8 Beachdan bho Luchd-maoineachaidh agus Aoighean**

- 8.1 Tha fiosrachadh mionaideach mun luchd-mhaoineachaidh is mu aithisg nam meadhanan ann an **Eàrr-ràdh 1**.

Tha am fios air ais a leanas a' sealltainn soirbheachas an tachartais.

Riaghaltas na h-Alba:

*“...b' efeasgar air leth a bh' ann, air a dheagh chur air dòigh, misneachail dha-rìribh agus bha e iongantach suidhe an siud agus fhaicinn a' tachairt...agus mòran dhaoine ann airson bruidhinn riutha cuideachd...abair oidhche sgoinneil...”*

Beachdan eile bhon luchd-èisteachd:

*“...Tachartas sgoinneil aig an deireadh-sheachdain, mar a tha an-còmhnaidh. Tha mi mionnaichte gu bheil e a' fàs nas fheàrr gach bliadhna...”*

*“...abair oidhche ann an Inbhir Nis...tapadh leibh airson na tha sibh a' dèanamh airson na roinne...tha na h-aoighean againn mar-thà air iarraidh tighinn a dh'Obar Dheathain ann an 2025...”*

*“...mòran taing dhan a h-uile duine a chuir Talla nan Laoch air dòigh. Bha e sònraichte còmhlan JSD fhaicinn air an inntrigeadh mu dheireadh thall às dèidh iomadh bliadhna...”*

*“...chunnaic sinn tòrr dhaoine nach fhaca sinn bho Na Trads mu dheireadh ann an Inbhir Nis! ... na fàgaibh cho fada e chun an ath thuras...”*

*“...dìreach airson tapadh leibh a ràdh airson ur cuid obrach chruaidh... bha e sgoinneil a bhith ann gu pearsanta...”*

Ainmeachadh: Kate Lackie, Iar-Àrd-Oifigear – Daoine

Ceann-latha: 21 Cèitean 2025

Ùghdar: Mòrag Anna NicLeòid Mitchell

Pàipearan Cùl-fhiosrachaidh: An t-Eàrr-ràdh co-cheangailte

Eàrr-ràdhan: Eàrr-ràdh 1 Aithisg Mheasaidh Ioma-chuimseach



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





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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: 30<sup>th</sup> 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 2<sup>nd</sup> followed by a second public shortlisting voting process on October 28<sup>th</sup>, 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 30<sup>th</sup> 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 Na Trads 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 | Birnam 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 Dalglish                            | 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                                  | Crùnluth / 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     | <a href="https://www.heraldscotland.com/news/24611045.inverness-host-scots-trad-music-awards-st-andrews-day/">https://www.heraldscotland.com/news/24611045.inverness-host-scots-trad-music-awards-st-andrews-day/</a>                   |
| BBC Naidheachdan               | 26 September 2024 | Online     | <a href="https://www.bbc.co.uk/naidheachdan/sgeulachdan/ckgvredknwvo">https://www.bbc.co.uk/naidheachdan/sgeulachdan/ckgvredknwvo</a>   |
| The Northern Times             | 26 September 2024 | Online     | <a href="https://www.northern-times.co.uk/news/scots-trad-music-awards-heading-to-inverness-for-first-time-362186/">https://www.northern-times.co.uk/news/scots-trad-music-awards-heading-to-inverness-for-first-time-362186/</a>       |
| The Inverness Courier          | 26 September 2024 | Online     | <a href="https://www.inverness-courier.co.uk/news/scots-trad-music-awards-heading-to-inverness-for-first-time-362183/">https://www.inverness-courier.co.uk/news/scots-trad-music-awards-heading-to-inverness-for-first-time-362183/</a> |
| Strathspey and Badenoch Herald | 26 September 2024 | Online     | <a href="https://www.strathspey-herald.co.uk/news/scots-trad-music-awards-heading-to-inverness-for-first-time-362187/">https://www.strathspey-herald.co.uk/news/scots-trad-music-awards-heading-to-inverness-for-first-time-362187/</a> |
| Ross-shire Journal             | 26 September 2024 | Online     | <a href="https://www.ross-shirejournal.co.uk/news/scots-trad-music-awards-heading-to-inverness-for-first-time-362184/">https://www.ross-shirejournal.co.uk/news/scots-trad-music-awards-heading-to-inverness-for-first-time-362184/</a> |



# PR coverage captured

| Outlet                                     | Date              | Media type | Coverage  |
|--|-------------------|------------|---|
| John O’Groat Journal and Caithness Courier | 26 September 2024 | Online     | <a href="https://www.johnogroat-journal.co.uk/news/scots-trad-music-awards-heading-to-inverness-for-first-time-362185/">https://www.johnogroat-journal.co.uk/news/scots-trad-music-awards-heading-to-inverness-for-first-time-362185/</a>                     |
| Highland Council                           | 26 September 2024 | Online     | <a href="https://www.highland.gov.uk/news/article/16253/inverness-to-host-star-studded-scots-trad-music-awards-on-st-andrews-day">https://www.highland.gov.uk/news/article/16253/inverness-to-host-star-studded-scots-trad-music-awards-on-st-andrews-day</a> |
| BBC Radio nan Gàidheal - Aithris Na Maidne | 27 September 2024 | Radio      | Interview with Alana MacInnes pending<br><a href="https://www.bbc.co.uk/programmes/m00235z0">https://www.bbc.co.uk/programmes/m00235z0</a>  |
| KLOF Magazine                              | 27 September 2024 | Online     | <a href="https://klofmag.com/2024/09/inverness-scots-trad-music-awards-2024/">https://klofmag.com/2024/09/inverness-scots-trad-music-awards-2024/</a>   |
| 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     | <a href="https://orcadian.co.uk/orkney-musician-nominated-twice-for-trad-awards/">https://orcadian.co.uk/orkney-musician-nominated-twice-for-trad-awards/</a>   |
| We Love Stornoway                  | 10 October 2024 | Online     | <a href="https://www.welovestornoway.com/index.php/articles/35657-edf-peat-and-diesel-are-trads-awards-hopefuls">https://www.welovestornoway.com/index.php/articles/35657-edf-peat-and-diesel-are-trads-awards-hopefuls</a>             |
| Traditional Music Forum newsletter | 10 October 2024 | Online     | <a href="https://mailchi.mp/cf2dee890196/tmf-newsletter-october-2024?e=e809d4356b">https://mailchi.mp/cf2dee890196/tmf-newsletter-october-2024?e=e809d4356b</a>   |
| BBC Radio 2 - The Folk Show        | 16 October 2024 | Radio      | Talk up for event and play for Hamish Napier<br><a href="https://www.bbc.co.uk/sounds/play/m0023qfz?partner=uk.co.bbc&amp;origin=share-mobile">https://www.bbc.co.uk/sounds/play/m0023qfz?partner=uk.co.bbc&amp;origin=share-mobile</a> |
| Songlines                          | November 2024   | Print      | Cutting below   |

WWW.THENATIONAL.SCOT / @SCOTNATIONAL The N



## 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 Fowlis and her band. Fowlis's 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.

Fowlis 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 Fowlis 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](http://highlifehighland.com) and nominations opened on Monday and will go on until Sunday 13th October at [projects.handsupfortrad.scot](http://projects.handsupfortrad.scot)

Julie Fowlis helps launch this year's Trad awards



## LISTINGS

**October 22-29**  
**Darbar Festival**  
*London*  
[darbar.org](http://darbar.org)

**October 24 –**  
**November 3**  
**Sligo Live**  
*Sligo, Ireland*  
[sligolive.ie](http://sligolive.ie)

**October 28 –**  
**November 3**  
**Oslo World**  
*Oslo, Norway*  
[osloworld.no](http://osloworld.no)

**October 30 –**  
**November 2**  
**Tromsø World**  
*Tromsø, Norway*  
[tromsoworld.com](http://tromsoworld.com)

**October 30 –**  
**November 3**  
**Nordic Music Days**  
*Glasgow*  
[nordicmusicdays.org](http://nordicmusicdays.org)

**October 31 –**  
**November 2**  
**Other Voices Cardigan**  
*Abertriffrí/Cardigan*  
[othervoices.ie](http://othervoices.ie)

**November 1-3**  
**Taragalte**  
*M'Hamid el Ghizlane, Morocco*  
[taragalte.org](http://taragalte.org)

**November 5-10**  
**Pitchfork Music**  
**Festival London**  
*London*  
[pitchforkmusicfestival.co.uk](http://pitchforkmusicfestival.co.uk)

**November 7-10**  
**Fiddle Hell**  
*Westford, MA, US*  
[fiddlehell.org](http://fiddlehell.org)

**November 7-10**  
**Le Guess Who?**  
*Utrecht, Netherlands*  
[leguesswho.nl](http://leguesswho.nl)

**November 7-11**  
**Ennis Trad Fest**  
*Ennis, Ireland*  
[ennisstradfest.com](http://ennisstradfest.com)

**November 14-17**  
**Nyege Nyege**  
*Jinja, Uganda*  
[nyegeanyege.com](http://nyegeanyege.com)

**November 14-17**  
**William Kennedy**  
**Piping Festival**  
*Armagh*  
[wkpff.org](http://wkpff.org)

**November 15-17**  
**Scots Fiddle Festival**  
*Edinburgh*  
[scotsfiddlefestival.com](http://scotsfiddlefestival.com)

**November 15-17**  
**Spilt Milk Festival**  
*Sligo, Ireland*  
[linktr.ee/spiltmilkfestival](http://linktr.ee/spiltmilkfestival)

**November 15-24**  
**EFG London**  
**Jazz Festival**  
*London*  
[efglondonjazzfestival.org.uk](http://efglondonjazzfestival.org.uk)

**November 15 –**  
**December 24**  
**Festival Africolor**  
*Paris, France*  
[africolor.com](http://africolor.com)

**November 16-17**  
**Tradition Now**  
*Dublin, Ireland*  
[nch.ie](http://nch.ie)

**November 19-22**  
**Mundial Montréal**  
*Montréal, Canada*  
[mundialmontreal.com](http://mundialmontreal.com)

**November 20-23**  
**Visa for Music**  
*Rabat, Morocco*  
[visaformusic.com](http://visaformusic.com)

**November 21-24**  
**Birmingham Tradfest**  
*Birmingham*  
[birminghamtradfest.co.uk](http://birminghamtradfest.co.uk)

**November 30**  
**MG ALBA Scots**  
**Trad Music Awards**  
*Dundee*  
[scotstradmusicawards.com](http://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 Li 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 Georgie

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



JULIE FOWLIS



AN DANNSA DUB



+4  
CALUM MCILROY

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

# PR coverage captured

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



# PR coverage captured

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



# PR coverage captured

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

# PR coverage captured

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

# PR coverage captured

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

# 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     | <a href="https://www.creativescotland.com/news-stories/latest-news/archive/2024/12/top-talent-recognised-at-mg-alba-scots-trad-music-awards-2024">https://www.creativescotland.com/news-stories/latest-news/archive/2024/12/top-talent-recognised-at-mg-alba-scots-trad-music-awards-2024</a> |
| BBC Radio 2 - Folk Show | 4 December 2024 | Radio      | Talk up and airplay for Trail West<br><a href="https://www.bbc.co.uk/programmes/m0025cc3">https://www.bbc.co.uk/programmes/m0025cc3</a>   |
| The Orcadian            | 5 December 2024 | Online     | <a href="https://orcadian.co.uk/in-this-weeks-the-orcadian-236/">https://orcadian.co.uk/in-this-weeks-the-orcadian-236/</a>   |
| 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      | <a href="https://www.bbc.co.uk/sounds/play/m0025mc5">https://www.bbc.co.uk/sounds/play/m0025mc5</a>   |
| EventsBase                           | 6 December 2024  | Online     | <a href="https://eventsbase.co.uk/top-talent-recognised-at-mg-alba-scots-trad-music-awards-2024/">https://eventsbase.co.uk/top-talent-recognised-at-mg-alba-scots-trad-music-awards-2024/</a>   |
| World Music Central                  | 7 December 2024  | Online     | <a href="https://worldmusiccentral.org/2024/12/07/scotlands-finest-shine-at-mg-alba-scots-trad-music-awards-2024/">https://worldmusiccentral.org/2024/12/07/scotlands-finest-shine-at-mg-alba-scots-trad-music-awards-2024/</a>       |
| Dunbarton Democrat                   | 9 December 2024  | Online     | <a href="https://democratonline.net/2024/12/09/top-talent-recognised-at-mg-alba-scots-trad-music-awards-2024/">https://democratonline.net/2024/12/09/top-talent-recognised-at-mg-alba-scots-trad-music-awards-2024/</a>               |
| Inverness Courier                    | 14 December 2024 | Online     | <a href="https://www.inverness-courier.co.uk/news/award-is-icing-on-the-cake-for-ardersier-group-as-they-are-368937/">https://www.inverness-courier.co.uk/news/award-is-icing-on-the-cake-for-ardersier-group-as-they-are-368937/</a> |
| Scottish Field                       | Pending          | Print      | Inclusion in Social Scene pages pending   |

The National/Tuesday, October 29, 2024

15

## 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](http://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

**A**n 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 Capersville 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 196-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 Bann 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 [scotlandsmusicawards.com](http://scotlandsmusicawards.com). The awards will be broadcast on BBC ALBA from 9pm.

Tickets for the event are on sale now at [tickets.hIGHLAND.com/events/highland/1374627](http://tickets.hIGHLAND.com/events/highland/1374627).



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

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

Grab award night tickets @ <https://tickets.hanishighland.com/events/hanishighland/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 homegrown 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 Hanish Up For Trad – 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 the best in Scottish traditional music and celebrate the achievements and progress of the sector over the last year. From some of the most exciting young

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 50ye band Hanish will receive the Services to Gaelic Award, sponsored by Bòrd na Gàidhlig; beloved musician Christine Martin will be presented with the Hanish Henderson Services to Traditional Music Award, while road-warrior post-folk band will receive the Janet Paisley 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 Gairmheir 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 end the winner will be named on the night.

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 Hanish and Bòrd na Gàidhlig 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 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 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 tapping 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."

Stuart 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, recordings, organisations, projects and contributors to this 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 midweek-burn and regional-based singer and musician Jane Fennell, whose award-winning band is recognised the world over. Supergroup who mark their 20th anniversary year in a strong format, BBC Young Traditional Musician of the Year 2024 Gavin Murray, party-starters Art (Dariusz Duli), the member duo of Laura Wilson and Lee Carr, Aberdeen-based folk star Ella Rosten, and young local talent in the form of Highland Young Musicians and Art Tatters.

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.

[www.scotstradmusicawards.com](http://www.scotstradmusicawards.com)



Joy Dunlop and her band wow crowds at the 2023 MG ALBA Scots Trad Music Awards  
[www.scotstradmusicawards.com](http://www.scotstradmusicawards.com)



web @ [www.hebceltfest.com](http://www.hebceltfest.com)  
fb @ [www.facebook.com/HebCelt](https://www.facebook.com/HebCelt)  
tweet / x @ [www.x.com/HebCelt](https://www.x.com/HebCelt)

[www.musicnewsscotland.wordpress.com](http://www.musicnewsscotland.wordpress.com)



## Cardenden accordionist's band up for major music award

Alexandra Baff

[alexandra.baff@newquest.co.uk](mailto:alexandra.baff@newquest.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





## Trad artists honoured

Best album award goes to musician who passed away

BY JOE SCOTTING

**T**HE 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** - Skipinnish at Edinburgh Castle
- **City Finlayson Scots Singer of the Year** - Beth Malcolm
- **Club of the Year** - Andersier International Folk Club
- **Moray 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** - Ciòrdasdaidh Beaton
- **Original Week of the Year** - Ar

- **Cànan 's ar Ceilidh** by Trail West
- **Scottish Dance Band of the Year** - Pure Scotch Cèilidh 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** - Falaigair
- **Venue of the Year** - Eden Court, Inverness
- **Gaighleach na Gàidhlig / Hero of the Highlands** - CultarIann 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."

News in brief



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

**T**he 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 16 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 medallist 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 Thomson 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 Fowlis**, 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](http://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!



**handsupfortrad**  
Inbhir Nis

[View Insights](#) [Boost post](#)

👍 543 🗨️ 4 📌 29

👤 Liked by innescamcomms and others

**handsupfortrad** **#NaTrad**! 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. 💙

**VOTING IS NOW OPEN**

**SCOTS TRAD MUSIC AWARDS 2024**

**for Trad** [Learn more](#)

this post to reach up to 1542 more people if you [Boost post](#) £14.

7 comments · 110 shares

👍 Comment 🔄 Copy ➦ Share

**Reels**

**BBC** **ALBA**

**Since the day that Eamonn was diagnosed with his condition**

**bbc.alba and handsupfortrad**  
bbc.alba · Original audio

A' cuimhneachadh Eamonn Nugent, a cheil...

👍 Liked by lesleyshaw and 1,167 others

# 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<br><br>Reach: 23,051<br><br>Impressions: 74,213 |
| Ticketing push | 1 - 14 November 2024          | £150   | Link clicks: 1,023<br><br>Reach: 14,408<br><br>Impressions: 51,235 |



# Budget:

| ACTUAL (18th 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 demos)   |  | £900.00     |
| Accommodation (HUT staff and Artists/still waiting on some invoices)       |  | £8,262.14   |
| Awards (ever green)  |  | £2,056.00   |
| Pipers   |  | £400.00     |
| EBDY 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   |



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# 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.

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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

