



**Glasgow City Council**

**Report by Councillor Jennifer Layden, City Convener for Equalities and Human Rights**

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**Glasgow City Charter**

**Purpose of Report:**

This report provides a summary of the main findings from the further consultation carried out on the draft City Charter statement and also includes a revised version of the Charter for consideration.

**Recommendations:**

Council is asked:

- Consider the outcome of the consultation; and
- Approve the revised City Charter.

Ward No(s):

Citywide: ✓

Local member(s) advised: Yes  No  consulted: Yes  No

## **1.0 Background**

- 1.1 The draft City Charter was presented to and considered at a meeting of the Council on 2nd November 2017. Council agreed to the draft in principle and that further consultation should take place to inform the development of the finalised Charter. ([Draft City Charter Report](#))
- 1.2 This report provides a summary of the main findings from the consultation carried out on the draft City Charter, with an updated version attached for consideration as an Appendix. For ease of reference changes and additions are included in red.

## **2.0 Consultation**

- 2.1 The consultation included two different elements:
  - A reconvened focus group of members of the public who attended the initial focus groups that fed into the development of the draft City Charter.
  - An online survey that invited feedback on the draft City Charter.
- 2.2 The reconvened discussion group allowed those members of the public who attended the initial focus groups to read and review the draft Charter and provide comment and feedback on its content. They were also invited to provide feedback on any perceived gaps in the document by the external facilitator Ipsos MORI.
- 2.3 An online survey was made available for a period of eleven weeks, between 13th November 2017 to 26th January 2016, for people to provide their views and feedback on the draft City Charter. The consultation was publicised extensively using the Council's social media channels, and promoted to specific groups e.g. community groups, voluntary groups and third sector etc. In total, 166 individuals and 3 separate organisations responded.

## **3.0 Summary of Main Findings**

- 3.1 Feedback from the discussion group was mainly positive, with participants agreeing that the draft document reflected their ideas, suggestions and input at the initial focus groups. Comment was made that the draft document was aspirational, ambitious and formed an equal partnership between the council and its citizens. Participants thought that the Council was trying to make improvements to the city through commitments outlined in the draft Charter, with a feeling that it signified a means of potentially holding the Council to account.
- 3.2 Participants did, however, question the Council's ability to deliver the commitments outlined in the Charter, especially during the current financial climate and with the Council facing significant financial challenges.

- 3.3 The majority of those who responded to the online survey agreed that the draft Charter was easy to read and understand.
- 3.4 Participants at the discussion group and online respondents were generally satisfied with the information included under each section of the draft Charter, and did not highlight or identify any specific areas to be removed; however, they did suggest a few areas and topics that could be considered for inclusion.
- 3.5 Both discussion group participants and online respondents suggested the Charter should include a reference to helping vulnerable people in the city, including homeless people. The concept of fairness and equality is referred to throughout the document, but it was suggested that specific reference should be made to supporting the homeless and other vulnerable people in the city under the Council's role.
- 3.6 Participants at the group discussion stated that greater emphasis could be placed on education, especially at school level. It was acknowledged that the draft Charter did make reference to education, but participants were keen there was commitment to specific aspects of education, particularly for pupils with additional support for learning needs.
- 3.7 Group participants also commented that a reference to arts and culture seemed to be lacking in the draft Charter. They suggested there should be some mention of this area, especially considering the important role that arts and culture was seen to play within the city.
- 3.8 Active travel was a theme not covered in the draft document that some online respondents thought should be added. There were two different aspects highlighted as being important. It was suggested that the Charter should include a commitment by the Council to promote and improve active travel provision and opportunities within the city. Secondly, perhaps under the citizen's role, encourage people to take up active travel opportunities made available to them across the city.
- 3.9 Online respondents suggested a commitment to consider the environment should be included within the Charter, with the Council making a commitment to being an organisation that considers the impact on the environment when providing its services. They suggested including this within the Charter would set an example to citizens and may help encourage people to consider their own actions and their impact on the environment.
- 3.10 A small number of online respondents did suggest a number of other additions that could be considered for inclusion in the Charter, including making reference to standards and accountability. They suggested a number of small word changes throughout that have been taken into consideration where they add value to the revised draft attached.
- 3.11 Some respondents did make reference to the draft Charter and the Gaelic language. As a result of this, a Gaelic version of the draft was uploaded on

the Consultation Hub during the consultation for comment. Once finalised and agreed a Gaelic version of the Charter will be produced and made available. The Council's Gaelic Language Plan 2018 to 2022 was approved by the City Administration Committee on 19th April 2018. This Plan contains the priorities and actions the Council will take to promote and deliver the Gaelic language.

- 3.12 Implementation was a main theme throughout respondent's feedback, with some questioning how the Council intended to implement the commitments included in the draft, how the Charter would be used in practice and how they would encourage citizens to commit to their role.
- 3.13 A number of respondents used the opportunity of the consultation to raise their general dissatisfaction with the Council and the quality and delivery of our services. General examples given were environmental issues, road and pavement maintenance, planning issues and general customer care. A number of these issues have been raised in previous consultations and the annual Glasgow Household Survey.
- 3.14 To improve the overall presentation and appeal of the Charter, respondents thought that pictures and illustrations should be used throughout to make it more user friendly, easier to understand and highlight what it is trying to achieve. Respondents also suggested that the Charter could be used for signposting or providing links and information to help people engage with the commitments included within.
- 3.15 Feedback from both the discussion group and online respondents was consistent with a variety of methods suggested to make the City Charter as widely available and accessible as possible across the city. For example these included:
- Upload onto GCC website.
  - Providing copies in all public places within council buildings / venues.
  - Deliver to all homes in the city with Council Tax bill.
  - Promote and make available through social media.
  - Publish and distribute in different languages / translated copies.
  - Adverts in local papers / radio / TV.
  - Brand under People Make Glasgow.
  - Promote and distribute within schools.
  - Include links to information within Charter / signpost within document.

#### **4.0 Proposed Implementation**

- 4.1 The City Charter will form part of our engagement with communities and businesses in delivering the Council Strategic Plan. It will be supported by a communication plan and strategy. A first step will be to publicise the Charter in a user friendly format. We will then support people with practical information on how they can contribute and play their part, for example, providing information on how to recycle more and how to volunteer. The

communication plan will also look at how we roll the Charter out across the city and the opportunities for community groups and neighbourhoods to sign up to the Charter demonstrating how they are working with the Council to improve their local area.

## 5.0 Policy and Resource Implications

### Resource Implications:

<i>Financial:</i>	No direct financial implications.
<i>Legal:</i>	No new legal issues
<i>Personnel:</i>	No direct personnel implications
<i>Procurement:</i>	No relevant procurement issues

**Council Strategic Plan:** A Well Governed City That Listens and Responds.

### Equality Impacts:

<i>Does the proposal support the Council's Equality Outcomes 2017-22</i>	The City Charter promotes fairness, equality and respect throughout for everyone.
<i>What are the potential equality impacts as a result of this report?</i>	

### Sustainability Impacts:

<i>Environmental:</i>	No direct impacts
<i>Social:</i>	No direct impacts
<i>Economic:</i>	No direct impacts

**Privacy and Data Protection impacts:** No data protection impacts identified

## 6.0 Recommendations

### 6.1 Council is asked to:

- Consider the outcome of the consultation; and
- Approve the revised City Charter.

### GLASGOW CITY CHARTER

Glasgow is a city with a great history and heritage built around the River Clyde and on the strength of its people, their pride in the city, spirit and diversity. We value the people of Glasgow. They are at the heart of everything we do and we want to give everyone in Glasgow the chance to flourish. We think there is more we can do together to improve Glasgow as a place to live, work and visit. This charter sets out how we can all contribute, make best use of all our skills and resources and be clear about our roles, responsibilities and rights.

The City Council is Scotland's largest local authority and we provide services to more than 600,000 residents, as well as those who work, visit and do business in the city on a daily basis. We have produced this City Charter with a representative group of citizens. It represents their values, vision, and ideas on what we could do together to improve Glasgow.

The Charter is an informal agreement between the council and citizens that lists our shared commitments, aims and standards. It forms part of a way of working that we will develop together. It sets out citizens':

- Values and the ways of working people should expect from the council,
- Vision for the city; and
- What we can do together to meet this vision.

### VALUES

Be an **open, transparent and easily accessible** organisation which communicates freely with city residents and involves them in **the formulation of policy, services and decision making**.

Be **fairer and more equal** giving everyone in Glasgow the chance to flourish and improve their life chances and choices. Work to uphold and protect people's basic human rights including treating them with dignity, fairness, equality, and respect.

**Promote pride in the city's people, its heritage, its facilities, achievements, appearance and be proud to live and work in Glasgow and support the city to continue to achieve in the future.**

Work in **partnership** allowing people to contribute and for ideas from any source to be heard and considered.

## CITIZENS' VISION FOR THE CITY

### People

A fairer and equal place **where new Glasgow citizens and visitors** feel welcomed and included

**Every citizen and council employee treats others equally and with respect.**

People from areas across the city can meet and share a strong sense of identity as Glaswegians.

People are **actively** involved in their local community, volunteer and come together to help one another **and improve community spirit and local pride.**

People are proud of their city, its heritage, facilities and appearance, and take care of their neighbourhood and the city.

**Everyone has a place to call home where they feel comfortable, safe and warm.**

### Place

Glasgow is clean with less litter and its public spaces are well maintained, with a good standard of roads and pavements.

**A sustainable and low carbon city, with good active travel options.**

People **are** safe and there is less anti-social behaviour, with **Glaswegians taking a lead role in** reporting crime and anti-social behaviour.

A healthy city where people take more responsibility for their health and wellbeing, and make informed choices.

**A city that is resilient that can adapt to changes and other pressures.**

The city and its employers are proactive in promoting and upholding employees' rights, **and work to increase employment opportunities.**

**A vibrant city where citizens and visitors have access to Glasgow's rich arts and cultural life and heritage.**

## **Services**

A place with a high standard of education for all our children and young people whatever their ability in facilities that are fit for purpose.

The Council works in effective partnerships with a range public and business partners across the city, and citizens, third sector and community groups.

A high standard of services in all areas across the city and people have equal access to services and facilities.

Support and services are provided to improve the lives of vulnerable people, marginalised groups, and young people.

The Council makes good use of its resources, promotes energy efficiency, and provides value for money.

<b>HOW WE CAN DELIVER OUR VALUES AND VISION TOGETHER</b>	
<b>COUNCIL'S ROLE - OUR CONTRIBUTION</b>	<b>CITIZENS' ROLE – YOUR CONTRIBUTION</b>
Be accountable to you and involve you in the formulation of policy, services and decisions about how council money is spent and the city's spending priorities.	Become more engaged within the city, by voting in elections, participating in public life and hold us to account.
Consult you at an early stage on our plans and key service changes, through different ways so that more people can take part.	Take part in consultations and give us your views and feedback on our services.
Ensure that money invested in Glasgow's economy benefits the city and its citizens through regeneration, jobs and the living wage.	Support the local economy and local businesses.
Use our contracts and spend to ensure employers in Glasgow pay the living wage and have fair work practices.	Take up opportunities for work and training
Invest in education and childcare. Improve attainment in all our schools. Invest in road and pavement maintenance.	Pay your Council Tax and other charges on time
Improve the city's cleanliness and recycling.  Be responsible when providing our services and consider the environment.	Look after your neighbourhood and city, recycle more, do not drop litter or chewing gum, bin your dog waste and do not fly-tip. Report what you see on our APP or online. Look after and be considerate of the environment.
Provide local well priced facilities to help you stay active.  Promote and improve active travel options across the city.	Look after yourself, become more active and adopt a healthier lifestyle.  Take up opportunities for active travel.
Provide community staff to help you make the most of local services on offer and to support your community.	Use council services appropriately and with respect
Provide volunteering opportunities.	Be involved in your local community, volunteer, look out for vulnerable or isolated people.
Provide more civic space and support for events so that communities can come together	Treat everyone with respect, no matter people's different backgrounds or circumstances, including council staff.  Be good ambassadors for the city.
Provide value for money and integrate our services so that we can better support those that need them.  Make the best use of modern digital data and technology.	Help to reduce social problems by reporting anti-social behaviour and not engaging in it. Contact us online.
Support people who are vulnerable and those experiencing homelessness.	Support local homeless charities any way you can e.g. Volunteering, donations. Use number and information provided by the council to report any concerns.