Item 1

18th April 2024

Glasgow City Council

Wellbeing, Equalities, Communities,
Culture and Engagement City Policy Committee

Report by Susan Deighan, Chief Executive Glasgow Life

Contact: Alex Harvie (0141 566 0813)

Destination Marketing: People Make Glasgow update

Purpose of Report:

To inform committee of proposed development of the People Make Glasgow Brand

Recommendations:

Members are asked to:

- Note the report and presentation given at committee

Ward No(s): All	Citywide: ✓
Local member(s) advised: Yes ☐ No ✓	consulted: Yes ☐ No ✓

1 Introduction

This paper sets out some detail behind the current use of the People Make Glasgow Brand and updates members on its extension and the creation of a new sub brand – visitglasgow.com

2 Background

1.1 Since its introduction in 2013 People Make Glasgow has been the city's primary destination brand. A unique crowdsourced process told us that visitors and residents both agree that the city's greatest strength is its people.

1.2 The brand is managed on behalf of Glasgow City Council by Glasgow Life.

1.3 The brand stands alone but was designed so it could be extended by the addition of a final word such as 'cleaner' or 'greener'. During the previous council term the brand was extended once again to become the name of Glasgow's Community Asset Transfer process – People Make Glasgow Communities.

1.4 The brand has been popular with people in the city and it is regularly adopted and adapted by campaign groups.

2 10 year review

2.1 In December 2023 Glasgow Life carried out a review by engaging with people and asking them about the brand.

2.2 Positively, over 805 of Glaswegians are aware of the brand and 94% of people in the Glasgow City Region have seen the logo.

2.3 However the number of people outside the city region who are aware of the brand is low and the number of people who would visit the PMG website for tourist information is lower still.

3 Future development

1.1 It is proposed to create a new tourist-focussed web presence based around "visitglasgow.com".

1.2 This will be a new website and logo, but will be clearly part of the People Make Glasgow suite of identities.

4 Policy and Resource Implications

Resource Implications:

Financial: Costs will be met from existing budgets

Legal:	None
Personnel:	None
Procurement:	None
Council Strategic Plan:	The measures outlined in the report will contribute towards the following Grand Challenges and Missions. Grand Challenge one, MISSION 4: Support Glasgow to be a city that is active and culturally vibrant
Equality and Socio-Economic Impacts:	
Does the proposal support the Council's Equality Outcomes 2021-25? Please specify.	There is no specific impact on the equality outcomes.
What are the potential equality impacts as a result of this report?	
Please highlight if the policy/proposal will help address socio-economic disadvantage.	
Climate Impacts:	
Does the proposal support any Climate Plan actions? Please specify:	No direct impacts noted at this time
What are the potential climate impacts as a result of this proposal?	There are no direct impacts, however Glasgow is a top ten city in the Global Destination Sustainability Index 2023
Will the proposal contribute to Glasgow's net zero carbon target?	No direct impacts noted at this time
Privacy and Data Protection Impacts:	No data protection impacts noted

5 Recommendations:

Members are asked to:

- Note the report

- Note the presentation given to committee