WELLBEING, EQUALITIES, COMMUNITIES, CULTURE AND ENGAGEMENT CITY POLICY COMMITTEE'S MINUTES.

Glasgow, 18th April 2024.

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

Present: Laura Doherty (Chair), Holly Bruce, Anthony Carroll, Annette Christie, Stephen Dornan, Sharon Greer, Angus Millar, Margaret Morgan, Cecilia O'Lone, Jill Pidgeon, Roza Salih, Martina Johnston-Gray and Irene Loudon.

Apology: Thomas Rannachan.

Attending: C Jack (Clerk); C Edgar, Director of Communication and Corporate Governance; M McGinty, Head of Corporate Policy and Governance; and A Harvie (for the Chief Executive, Glasgow Life).

Destination Marketing: Proposed People Make Glasgow brand update noted.

1 There was submitted a report by the Chief Executive, Gasgow Life regarding a proposed development of the People Make Glasgow (PMG) brand, advising

(1) that since its introduction in 2013, PMG had been the city's primary destination brand and a unique crowdsourced process had identified that visitors and residents alike had both agreed that the city's greatest strength was its people;

(2) that the brand was managed on behalf of this council by Glasgow Life, stood alone, but was also designed so it could be extended by the addition of a final word such as "cleaner" or "greener" and that during the previous council term the brand had been extended once again to become the name of Glasgow's Community Asset Transfer process – PMG Communities;

(3) that the brand had been popular with people in the city and it was regularly adopted and adapted by campaign groups;

(4) that in December 2023, Glasgow Life had carried out a review by engaging with people and asking them about the brand, and positively, over 805 of Glaswegians were aware of the brand and 94% of people in the Glasgow City Region (GCR) had seen the logo, however, the number of people outside the GCR who were aware of the brand was low and the number of people who would visit the PMG website for tourist information was lower still; and

(5) of a proposal to create a new tourist-focussed web presence based around "visitglasgow.com", which would comprise of a new website and logo, but would be clearly part of the PMG suite of identities.

After consideration, and having heard a presentation by A Harvie, Glasgow Life, the committee noted the proposal to develop the People Make Glasgow brand.