

Glasgow's Events Strategy 2025 - Presentation noted etc.

4 The Forum heard a presentation by Julie Pearson, Glasgow Life, providing an overview of Glasgow's Events Strategy 2035, advising of the

- (1) objectives of the strategy, which were to build a unifying vision and direction for events over the next decade;
- (2) approach undertaken in relation to the development of the strategy and the outcome of a group consultation feedback on questions in relation to "What is Glasgow good at?" and "What does Glasgow need to improve?";
- (3) vision, values and strategic priorities; and
- (4) following immediate priority actions:-
 - (a) Creation of a Glasgow Events Sector Industry Group (GESIG);
 - (b) Review and refine the customer journey for an Event Organiser to enable a positive, facilitated and streamlined approach;
 - (c) Initiate a project team to work with transport partners and providers to explore integrated ticketing and improve services around events; and
 - (d) Map the GESIG priorities and action plan within the context of other city and national forums to identify collaboration and input on event-specific policy development and responses.

After consideration and having heard further from Julie Pearson in response to members' questions, the Forum noted

- (i) the presentation;
- (ii) comments welcoming the creation of the GESIG; and
- (iii) the ongoing work being undertaken by the City Centre Task Force Sub-group on City Centre Transport.