

**Operational Performance and Delivery Scrutiny Committee**

**12th February 2025**

**Response to Questions by Elected Members**

<b>Councillor Cunningham</b>	Regarding previous response provided to Mission 2 - can clarification be provided on the number of pupils as this appears to be small per school?
<b>Response by Executive Director of Education Services</b>	The number of pupils is as stated in the last paper. The number appears small as these are young people who are involved in particular city wide projects. The 'Voices Unite' project will take young people from a number of schools across the city on an International visit. The number of young people able to participate is dependent on the funding secured through the Turing grant and assessment of the size of group for such a project. As previously stated, these numbers are for specific named projects, however, please also note many more young people are involved in school based projects and learning through their schools across the city.
<b>Councillor Jassemi</b>	<p>Mission 1 - Social Innovation Challenge Fund</p> <p>Can a breakdown of funding distributed be provided?</p> <p>Start-up statistics – how does that compare to the previous year's figures? What lessons can we learn from the previous year?</p>
<b>Response by Director of Economic Development</b>	<p>The programme launched in December 2024 and closed for applications in January 2025. These are still being assessed and no awards have been made yet, so there is no breakdown of funding distributed available. There is no data from previous years. This is the first year of the programme.</p> <p>The start up statistics are not related to the SICF. 254 start ups were supported to Quarter 3 in 23/24 compared to 348 for the same period for 24/25. In total 400 start ups were supported in 23/24 and this number has already been exceeded to date for 24/25.</p>
<b>Councillor Vallis</b>	<p>Mission 2 – Tourism Strategy</p> <p>STEAM figures – can the percentage/figures pre-pandemic be provided and an idea of what impact the UCI had on that too in respect of visitor numbers and money spent?</p>

<p><b>Response by Chief Executive, Glasgow Life</b></p>	<p>Prior to 2022 Glasgow sourced volume and value data on Greater Glasgow &amp; Clyde Valley from VisitScotland, with STEAM data being introduced from 2022 onwards. Therefore, a direct comparison with STEAM data from pre-pandemic years is not available.</p> <p>However, in 2019 VisitScotland volume and value of tourism to the Greater Glasgow and Clyde Valley area was £918m overnight spend from 3.07m visitors. It should be noted that this region covers the local authority areas of Glasgow City, East Dunbartonshire, East Renfrewshire, Inverclyde, North Lanarkshire, Renfrewshire, South Lanarkshire, and West Dunbartonshire.</p> <p>The inaugural 2023 UCI Cycling World Championships delivered significant social, economic and environmental benefits for Glasgow, Scotland, and the UK, welcoming 500,000 spectators, 8,000 athletes and delivering £136M economic benefit.</p>
<p><b>Councillor Jassemi</b></p>	<p>Mission 2 – Tourism Strategy</p> <p>Can a breakdown of visitor spend in local independent businesses compared to corporate chain businesses be provided?</p> <p>Can specific number and reach details, budget and any other details on Skyscanner be provided?</p>
<p><b>Response by Chief Executive, Glasgow Life</b></p>	<p>Glasgow Life does not have data on spend per business and therefore cannot provide a breakdown of visitor spend in local independent businesses compared to corporate or chain business.</p> <p>However, data from VisitScotland data shows that the average spend in the city by type of visitor is:  UK visitor - £300 per night  International visitor - £500 per night  Business delegate - £550 per night  Spend can be broken down into accommodation being the highest spend, followed by food, local travel and gifts.  Glasgow hotels are predominantly chain hotels.</p> <p>In 2024 Glasgow Life ran a digital campaign with Skyscanner targeting the German market. The aim of the campaign was to convert those considering booking a trip to Scotland to choose Glasgow as their base.</p> <p>The £15,000 campaign ran from 25 Oct to 20 Nov 2024, and the following results were achieved:</p>

	<ul style="list-style-type: none"> <li>• 20,263 searches to Glasgow were attributed to the campaign</li> <li>• 785,000 impressions recorded during the campaign</li> <li>• £20,000 in flight booking revenue attributed to the campaign</li> <li>• £16,000 in hotel revenue</li> </ul>
<b>Councillor Alam</b>	<p>Mission 2 – Progress &amp; Performance</p> <p>Can further information regarding the below commitment for Amber Rating be provided? What consultation was undertaken with stakeholders?</p> <p>Commitment: Undertake an evidence-based review and develop a business case for consideration on Workplace Parking Licensing with any potential revenues to be invested fully in sustainable transport projects within the city, and review options around road user charging and at city boundary congestion charging schools</p>
<b>Response by Executive Director of Neighbourhoods, Regeneration and Sustainability</b>	<p>Glasgow City Council commissioned consultants and jointly developed an engagement programme suitable for the purposes of the WPL task.</p> <p>The engagement approach has been designed around two phases:</p> <ul style="list-style-type: none"> <li>• Phase 1 – initial discussions with organisations, businesses and workplaces to share information, answer questions on the principles of WPL and take soundings on key concerns stakeholders may have;</li> <li>• Phase 2 – a series of more detailed discussions on the subject of WPL where Systra can probe on the mechanics of the scheme, including <ul style="list-style-type: none"> <li>○ Area of coverage, operational periods and licensing charge of the scheme</li> <li>○ Exemptions and discounts</li> <li>○ Supporting measures and assistance for businesses to manage the introduction of the scheme</li> <li>○ Use of revenue raised</li> <li>○ Unintended consequences of the scheme e.g. displaced parking, financial impacts on business/employees</li> </ul> </li> </ul> <p>Phase 1 engagements were completed in the period October – December 2024. Phase 2 engagements are currently underway and the Amber rating is therefore appropriate.</p>

	<p>It should be noted that the business community are not the only stakeholders who have been included within the exercise, internal and external stakeholders and major workplaces have also been included through a combination of group sessions and individual interviews scheduled further.</p> <p>The outcomes of these discussions will be used by Systra to help develop the scheme whilst mitigating as many issues and concerns that have been raised by stakeholders as possible.</p>
<b>Councillor Jasseemi</b>	<p>Mission 2 – Progress &amp; Performance</p> <p>ASN – what is the total percentage of eligible children who have a co-ordinated support plan and what steps have been taken to increase that coverage?</p>
<b>Response by Executive Director of Education Services</b>	<p>Children are identified as eligible for a Co-ordinated Support Plan (CSP) at planning and review meetings around the education and needs of that child. If it is decided at the meeting that a child is eligible then that CSP will be created and recorded in line with guidance. Therefore all children who are identified as eligible for a CSP would have one. Consideration should always be given to whether or not a CSP is required for a young person when planning to support their needs.</p> <p>It may also be helpful to understand that within Glasgow we also have Wellbeing Assessment Plans (WAP) which is an individual planning document for a child or young persons needs and consideration is given when this is reviewed each year as to whether or not a CSP is required or whether the WAP is supporting the child and meeting their needs.</p>
<b>Councillor Alam</b>	<p>Mission 2 – Progress &amp; Performance</p> <p>What are Education Services doing to reduce the CAMHs referrals waiting time of 8 to 12 months?</p>
<b>Response by Executive Director of Education Services</b>	<p>As CAHMS is a service run by the Health and Social Care Partnership the service and wait times are not within the remit of Education Services. However, to support young people with mental health concerns, our schools have access to Counselling Services, Pastoral Care Staff, Staff trained in Mental Health Supports and Mental Health Ambassadors trained in many schools. There is also a number of supports available to support the mental Wellbeing of our children and young people across the city, such as Nurturing approaches, School Trips &amp; Activities and other partnerships. However, CAHMS has a diagnostic roll which would not be within Education Services ability to deliver clinical diagnosis. CAHMS delivers a medical model. Education looks to support children and young people on a 'Needs Based' model.</p>