



Glasgow City Council

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

Report by Susan Deighan, Chief Executive, Glasgow Life

**Contact: Jonathan Dawson, Senior Events and Operations
Lead Ext:**

Item 3

26th September 2024

GLASGOW EVENTS STRATEGY 2035

Purpose of Report:

To update the Committee with the draft Glasgow Events Strategy 2035 and Action Plan and to update on the consultation and engagement process that informed the strategy.

Recommendations:

The Committee is asked to note the following:

- Note the draft strategy and action plan, as well as the accompanying feedback taken through the consultation process

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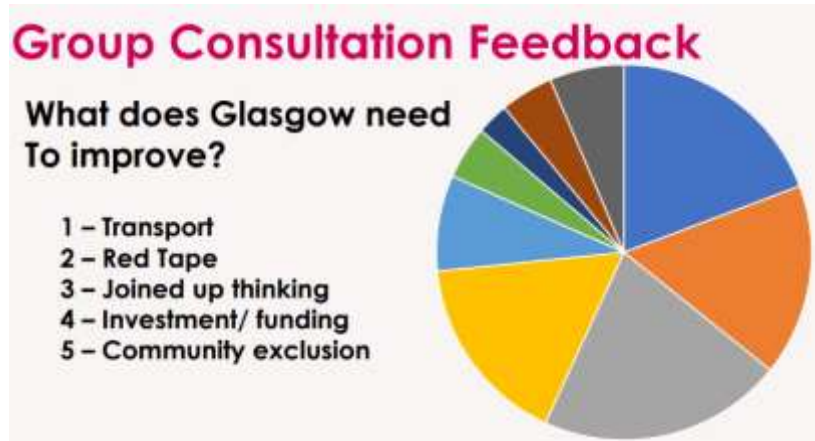
1 Introduction and work to date

- 1.1 Glasgow Life facilitated the strategic review of events and the development of the draft Glasgow Events Strategy, with the aim of building a unifying vision and direction for events in the city over the next decade. Glasgow Life appointed external consultants to support the development of the strategy. A detailed consultation and engagement process was developed to support this work.
- 1.2 A project group was established to support the development of the Glasgow Events Strategy 2035 and Action Plan. The project group comprised of representatives from Glasgow Life, Glasgow City Council, EventScotland/ VisitScotland and the consultants.
- 1.3 The approach involved desk-based research, including benchmarking against comparative cities and a consultation process which included engagement with event organisers, policy makers, those who attend our events and those who live, work and visit Glasgow.
- 1.4 The initial scope of the consultation process identified 25 one-to-one interviews and five consultation groups – Sport, Music & Culture, Equality Diversity & Inclusion, Tourism & Economy and Sustainability. This scope was expanded to include a further 15 one-to-one interviews, an additional EDI session and a public consultation. The additional EDI session was set up for those with a lived experience rather than policy makers and those on front line services. 743 people were directly engaged through the consultation process.
- 1.5 The draft Glasgow Events Strategy 2035 and Action Plan builds on the learnings and insights from recent strategies that have been launched, including the Tourism Strategy and Culture Strategy, as well as aligning priorities and actions where appropriate.

2 Consultation Feedback

- 2.1 Consistent themes emerged through all consultations. We will represent the findings from the Group Consultations for consistency.





2.2 This feedback has enabled the development of the draft strategy which identifies three strategic priorities: The Right Events for Glasgow; Great to do Business with; and Protect Today and Tomorrow.

3 Draft Strategy and Action Plan and Current Activity

3.1 During the drafting phase of the strategy and action plan, feedback has been provided by the Project Group and representatives from Glasgow Life, Glasgow City Council, EventScotland/ VisitScotland and the Glasgow Events Board.

3.2 The strategy is now moving through the approval stage of the process. It has been presented to the Glasgow Events Board, the Glasgow Life Board and will go to the City Administration Committee on 24th October.

4 Timeline of next steps

The table below provides an outline for the key milestones for the remaining approval process:

26-Sep	Present to WECCE committee
24-Oct	Present to City Administration Committee
Nov-24	Launch Glasgow Events Strategy 2035

2 Policy and Resource Implications

Resource Implications:

Financial: there are no new financial implications arising from this report

Legal: The report raises no new legal issues

Personnel: There are no relevant personnel implications

Procurement: There are no relevant procurement issues

- Council Strategic Plan:**
- Grand Challenge 1: Reduce poverty and inequality in our communities
 - Events Strategic Priority 1: The right events for Glasgow
 - Grand Challenge 2: Increase opportunity and prosperity for all our citizens
 - Events Strategic Priority 3: Protect today and tomorrow
 - Grand Challenge 3: Fight the climate emergency in a just transition to a net zero Glasgow
 - Events Strategic Priority 3: Protect today and tomorrow

Equality and Socio-Economic Impacts:

Does the proposal support the Council's Equality Outcomes 2021-25? Please specify.

Yes

What are the potential equality impacts as a result of this report?

Positive Impact

Please highlight if the policy/proposal will help address socio-

Positive Impact

*economic
disadvantage.*

Climate Impacts:

*Does the proposal
support any Climate
Plan actions? Please
specify:*

Yes – Strategic Priority 3 – Protect today and tomorrow

*What are the potential
climate impacts as a
result of this
proposal?*

Delivering events of all sizes has an impact on the climate. Through the strategy and action plan we intend that sustainability is embedded in, and advanced through the event planning stages.

*Will the proposal
contribute to
Glasgow's net zero
carbon target?*

Yes

Privacy and Data Protection Impacts:

Are there any potential
data protection impacts
as a result of this report **N**

If Yes, please confirm that
a Data Protection Impact
Assessment (DPIA) has
been carried out

3 Recommendations

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