

Glasgow Events Strategy 2035 and Action Plan approved.

7 With reference to the minutes of the Wellbeing, Equalities, Communities, Culture and Engagement City Policy Committee of 26th September 2024 (Print 4, page 84) noting the draft Glasgow Events Strategy 2035 and Action Plan and consultation process, Bailie Christie, City Convener for Culture, Sport and International Relations, presented a report on the strategy, advising

- (1) that 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 and had appointed external consultants to support the development of the strategy and a detailed consultation and engagement process had been developed to support this work;
- (2) that a project group had been established to support the development of the strategy and action plan which comprised representatives from Glasgow Life, the Council, EventScotland/VisitScotland and the consultants;
- (3) of the scope of the consultation process and that the draft strategy and action plan had built on the learnings and insights from recent strategies that had been launched;
- (4) of the consultation feedback, as detailed in the report, and the draft Glasgow Events Strategy and Action Plan, as detailed in an Appendix to the report; and
- (5) of the next steps.

After consideration, the committee

- (a) noted
 - (i) the contents of the Glasgow Events Strategy 2035 and Action Plan; and
 - (ii) the proposal to review the Events Board and agree that this should include cross-party political representation; and
- (b) approved and adopted the Glasgow Events Strategy 2035 and Action Plan, subject to ongoing review and iteration by the widened Events Board.