



Glasgow City Council

City Administration Committee

Report by Bailie Annette Christie, City Convener for Culture,
Sport and International Relations

Item 7

24th October 2024

Contact: Billy Garrett, Director of Culture, Tourism and Events
Ext 75975

GLASGOW EVENTS STRATEGY 2035

Purpose of Report:

To present the draft Glasgow Events Strategy 2035 and Action Plan to the Committee for approval.

Recommendations:

The Committee is asked to:

- (a) Note the contents of the Glasgow Events Strategy 2035 and Action Plan
- (b) Approve and adopt the Glasgow Events Strategy 2035 and Action Plan

Ward No(s):

Citywide: ✓

Local member(s) advised: Yes ☐ Nox

consulted: Yes ☐ Nox

PLEASE NOTE THE FOLLOWING:

Any Ordnance Survey mapping included within this Report is provided by Glasgow City Council under licence from the Ordnance Survey in order to fulfil its public function to make available Council-held public domain information. Persons viewing this mapping should contact Ordnance Survey Copyright for advice where they wish to licence Ordnance Survey mapping/map data for their own use. The OS web site can be found at <http://www.ordnancesurvey.co.uk> "

If accessing this Report via the Internet, please note that any mapping is for illustrative purposes only and is not true to any marked scale

1 INTRODUCTION

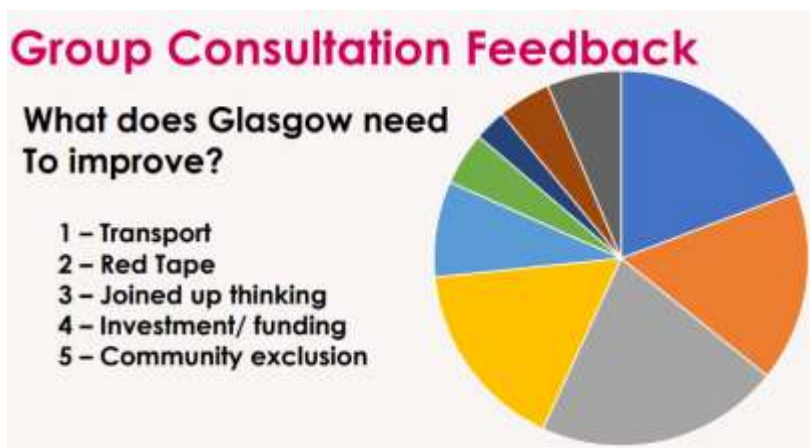
- 1.1 Glasgow Life facilitated the strategic review of events and the development of the draft Glasgow Events Strategy, with the aim of building a unifying vision and direction for events in the city over the next decade. Glasgow Life appointed external consultants to support the development of the strategy. A detailed consultation and engagement process was developed to support this work.
- 1.2 The strategy is intended to provide a strategic framework that will inform and shape the future of Glasgow's event industry through to 2035. Developed through a process of extensive consultations with diverse city stakeholders, it is intended as a strategy for the city, from which a wide range of stakeholders will be able to take their lead.
- 1.3 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.

2 BACKGROUND

- 2.1 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.
- 2.2 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.
- 2.3 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.

3 CONSULTATION

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



- 3.2 This feedback has enabled the development of the current draft of the strategy which identifies the following strategic priorities: The Right Events for Glasgow; Great to do Business with; and Protect Today and Tomorrow.
- 3.3 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.
- 3.4 The strategy has progress through a consultant and approval process in key city forums to support the ultimate presentation to City Administration Committee. It has been presented to the Glasgow Events Board, the Glasgow Life Board and the WECCE committee on 26th September 2024.

4 THE STRATEGY

- 4.1 The vision of this strategy is 'Our events make Glasgow a better place to live in and visit. The right events are delivered in a way that enhances the lives of our people and are best for our communities, our economy, our place and our sector'

- 4.1 The vision and priorities will be delivered with five key underpinning values:

- Inclusive
- Sustainable
- Innovative
- Passionate
- Ambitious

4.2 The Glasgow Events Strategy identifies three strategic priorities, supported by a three-year action plan

- The Right Events for Glasgow
- Good to do business with
- Protect today and tomorrow

5 Next Steps and Action Planning

Upon approval, an official launch of the Glasgow Events Strategy 2035 with industry partners in November 2024.

The strategy is accompanied by a focused three- year action plan from November 2024 through to November 2026 to ensure there is a focus on short to mid-term delivery. The strategy will be reviewed at the end of these three years.

2 Policy and Resource Implications

Resource Implications:

Financial: There are no new financial implications arising from the report

Legal: None

Personnel: None

Procurement: None

Council Strategic Plan: Specify which Grand Challenge (s) and Mission (s) the proposal supports. Where appropriate the relevant Commitment can also be listed.

Grand Challenge 1: Reduce poverty and inequality in our communities

Strategic Priority 1: The right events for Glasgow

Grand Challenge 2: Increase opportunity and prosperity for all our citizens

Strategic Priority 3: Protect today and tomorrow

Grand Challenge 3: Fight the climate emergency in a just transition to a net zero Glasgow
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-economic disadvantage.

Positive Impact

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

The Committee is asked to:

- (a) Note the contents of the Glasgow Events Strategy 2035 and Action Plan
- (b) Approve and adopt the Glasgow Events Strategy 2035 and Action Plan