

Glasgow Events Strategy 2035 noted.

3 There was submitted a report by the Chief Executive, Glasgow Life, regarding a draft Glasgow Events Strategy 2035 and Action Plan and the consultation and engagement process that had informed 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 was 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;
- (5) that the draft strategy was now moving through the approval stage of the process and had been presented to the Glasgow Events Board and the Glasgow Life Board; and
- (6) of the key milestones for the remaining approval process.

After consideration, the committee noted the draft Glasgow Events Strategy 2035 and Action Plan and the consultation process.