



Glasgow City Council

City Administration Committee

Report by Councillor Greg Hepburn, Council Business Manager

Item 5

20th November 2025

Contact: Laura Lambert - Ext: 0141 287 4276

**Overseas Travel: Lord Provost, Councillor Jacqueline McLaren
at Scotland Week, New York
April 2026**

Purpose of Report:

To seek approval for attendance of the Lord Provost to represent Glasgow at Scotland Week events.

Recommendations:

It is recommended that committee note the content of the report and approve attendance of the Lord Provost at this event.

Ward No(s):

Citywide: ✓

Local member(s) advised: Yes ☐ No ☐ consulted: Yes ☐ No ☐

1. **Background**

- 1.1 Members of the Committee will recall that a new International Strategy for the city was approved at their meeting of 7th November 2024. It was noted that this approach will draw together the economic, cultural, civic and educational elements of Glasgow's strong offer to the world and bring with it a collaborative approach across the city's partners. The purpose of the strategy is to guide the city's engagement with key markets and to enhance opportunities for trade, investment and people links.
- 1.2 A principal element of the strategy has been to identify where the city's focus should rest in relation to the cities and countries through which such opportunities are best harnessed, acknowledging too the very positive role which Glaswegian businesses and key institutions such as colleges and universities play in shaping and promoting them. In this light, Scotland Week in the USA was identified in the report to CAC as a major potential contributor to the aims of the International Strategy and a good initial example of work across the partnerships with the private and academic sectors which can build a distinct team approach from Glasgow to the world.
- 1.3 This paper therefore seeks approval for attendance at this year's Scotland Week events in New York from 8th to 12th April 2026.
- 1.4 Members will be required to provide an update to the members library on the trip.

2. **Scotland Week**

- 2.1 Enjoyed by millions of people for decades, Scotland Week in North America has emerged as an important opportunity for business engagement and promotion to a key market for the city. Each year the very best of Scottish theatre, art, music and design descends on the USA and Canada, as more than 15 million North Americans celebrate their Scottish heritage. Alongside these long-standing cultural and people links are significant opportunities to promote trade and business connections to one of the most important export markets for Scotland and Glasgow.
- 2.2 Former Lord Provosts have participated in Scotland Week in 2013 and 2018 attending events and taking the opportunity to promote the city. The new International Strategy has also highlighted the need to build on such links and mobilise them in support of the local economy. This draws on the strong role of the Leader of the Council in co-chairing Glasgow Economic Leadership and in promoting business and trade for the city through Invest Glasgow.
- 2.3 The Lord Provost has received a formal invitation from The President of the Tartan Week confirming that they would be deeply honored by Glasgow's presence with Lord Provost as the Civic Leader. Highlighting that Glasgow is a city whose influence, creativity, and people have played such a vital role in shaping Scotland's international identity and that the City's participation would be warmly welcomed by the Scottish American community and would greatly enrich this year's festivities.
- 2.4 The Lord Provost has also been invited to participate in various events being organised by the American Scottish Foundation. To note, also participating and represented will be the University of Glasgow, Glasgow Chamber of Commerce, the

City of Glasgow College, and the Scottish Government. Official Glasgow participation in the programme taking place would provide an opportunity to promote Glasgow, where there will be events involving Global Scots, Glasgow diaspora and alumni. Similarly, a range of in-person engagements at a City level with Mayoral contact and community engagement. It will therefore be important that the Lord Provost can participate and attend this event in order to enhance the opportunities arising from it and to bring together the elements of culture, people and economy that inform Glasgow's approach to the international agenda.

- 2.5 Working with Glasgow City Stakeholders represented in New York, will serve as a major early example of how city partners, as part of a 'Team Glasgow' approach, can collaborate in international activities across a range of potential benefits which support each other – from trade links to inbound tourism and from research and student links to cultural connections.
- 2.6 The visit will allow for potential opportunities to meet with trade partners and businesses, as well as potential investors which have already expressed an interest in locating in Glasgow and creating local jobs. Opportunities will also be sought to meet with the C40 network. The City of New York is a member city and home to the network's headquarters. Their crucial work in promoting guiding principles and working to action with the aim of creating a sustainable future for everyone, everywhere, is another key opportunity for Glasgow to discuss the important work the city is doing in confronting the climate crisis. C40 has been a major partner for Glasgow in hosting COP26 and supported the city's participation in subsequent COP events and the discussions leading into them.
- 2.7 As well as the important Civic diplomatic, trade and policy elements of the programme, the Lord Provost would have a focus on community and youth work throughout the visit. Discussions have included developing our international school programme, which would involve working with Manhattan St Francis of Assisi homeless and volunteers programme as well as visits to local social enterprises to understand the work being done and where we can exchange experience, knowledge and share future partnerships in this area.
- 2.8 As a city with global aspirations, the opportunity to engage in discussions and to market Glasgow as a visitor and study destination are being arranged as well as looking to meet with relevant business representatives. Engaging at the highest level in the sectors of government, academia, business, and culture will be hugely beneficial to the city and its partners.

3. Request details

Elected member seeking authorisation:	Councillor Jacqueline McLaren, Lord Provost
Travel and accommodation costs (approx):	New York Scotland Week 8 th to 12 th April - £1,500pp (as per costs at 28.10.25)
Source of funding for officer's costs:	Lord Provost's & International Office and Invest Glasgow budget

4. Policy and Resource Implications

Resource Implications:

<i>Financial:</i>	Approximate total cost for the trip £1,500 per person
<i>Legal:</i>	None.
<i>Personnel:</i>	None.
<i>Procurement:</i>	None.
Council Strategic Plan:	To support the aims and objectives of Glasgow's International Strategy The proposal directly supports the thriving economy theme. • Economic growth • A world class city • A sustainable city.
Equality Impacts:	The proposal broadly supports the Council's Equality outcomes
Sustainability Impacts:	
<i>Environmental:</i>	1.44 MT of CO2 per person
<i>Social:</i>	n/a
<i>Economic:</i>	The proposal will have direct economic impacts.

5. Recommendation

- 5.1 It is recommended that committee note the content of the report and approve attendance of the Lord Provost at this event.