

**Economy, Housing, Transport and Regeneration
City Policy Committee**

**Questions from Elected Members at meeting
held on 15th August 2023**

Item 1

26th September 2023

<p>Item 2</p>	<p>Film Office</p> <p>Councillor Siddique:</p> <p>Is there an update on specific programmes to develop Film & TV skills working with Universities & Colleges?</p>	
	<p>The universities and colleges are represented on the Local Employability Partnership, through which we consider the screen sector amongst key growth sectors for Glasgow. The Council works closely with industry representatives from the public and private sector, including Screen Scotland, to understand the skills that are in demand for Glasgow. Courses and training are developed by individual higher and further education institutions with support from the Scottish Funding Council in response these industry needs.</p>	ED
<p>Item 3</p>	<p>Invest Glasgow Annual Report 2023</p> <p>Councillor Campbell:</p> <p>Can you clarify foreign direct investment and how the city labour costs figure of 44% are arrived at?</p>	
<p>Answer</p>	<p>One of the key factors in the attractiveness of Glasgow in terms of FDI is its comparative value for money. Labour costs are determined independently of Invest Glasgow, and these vary across the UK. Average weekly workplace earnings differ from city to city. A key reason for this is the process of agglomeration, that is the concentration of economic activity of a city. While being able to show that Glasgow labour cost are lower than London, we aim to encourage investors to chose Glasgow as costs are important to investors. That said, we also hope that by attracting more high paid private sector jobs, we can help to close the wage gap.</p>	ED
<p>Item 3</p>	<p>Invest Glasgow Annual Report 2023</p> <p>Councillor Campbell:</p> <p>With regard to the cost of office space and jobs created how is that price being maintained and arrived at?</p>	
<p>Answer</p>	<p>Commercial rental rates are market driven and set by licensed appraisers who determine the value of a property. In Glasgow, £40 per sq ft, the highest rate ever, was achieved by 177 Bothwell Street last year but the average remains £36 per sq ft. Independent licensed appraisers determine value, and this is used across the board by commercial property experts to allow</p>	ED

	<p>comparison between cities and regions. For example: Manchester - £40 per sq ft Bristol - £42.50 per sq ft Edinburgh - £42.50 per sq ft Birmingham - £41 per sq ft Leeds - £37 per sq ft Liverpool - £25 per sq ft Newcastle - £29 per sq ft</p> <p>Rents will vary depending on the location, the type of property (new or old, office or industrial, ESG compliant or not, city centre or out of town).</p>	
Item 3	<p>Invest Glasgow Annual Report 2023</p> <p>Bailie Carroll:</p> <p>In respect of the projections at 4.4 how are the figures calculated in the 16 projects generated initially versus what actually is being generated?</p>	
Answer	<p>Invest Glasgow does not project or forecast the number of jobs that will be created through inward investment. The 16 projects referred to in section 4.4 are actual projects, i.e., these companies came to Glasgow and generated 655 jobs in total, averaging 41 jobs per project.</p>	ED
Item 3	<p>Invest Glasgow Annual Report 2023</p> <p>Councillor Siddique:</p> <p>Can further analysis be provided to explain the staffing levels/new jobs created?</p>	
Answer	<p>The number of new jobs created is a KPI and a good measure of how the city is performing. The data on new jobs from FDI come primarily from fDi Intelligence, the recognised authority on foreign direct investment data, used by the Scottish Government and SDI as well as Invest Glasgow. These are the figures which are included in Table 2, Appendix 1. Invest Glasgow supplements this data with information gathered from other sources, as in Table 1, Appendix 1. 2020/21 was the first year of experiencing the impacts of Covid. The figure of 4641 jobs in 21/22 includes 1,800 of the 2,500 additional jobs created by the Barclays Campus (700 jobs were initially recorded by Invest Glasgow in 18/19 KPIs) and 22/23 reflects the beginning of the post Covid recovery period.</p>	ED
Item 3	<p>Invest Glasgow Annual Report 2023</p> <p>Councillor Wardrop:</p> <p>Can you provide a benchmarking analysis over the last 3 years in terms of new jobs within similar cities?</p>	
Answer	<p>Provided as Appendix 3.</p>	ED
Item 3	<p>Invest Glasgow Annual Report 2023</p> <p>Councillor Wardrop:</p>	

	What investment is needed to support the development team including specific staff skills?	
Answer	Investment in staff development where required is provided to ensure skills are relevant to the ever-evolving market conditions.	ED
Item 6	<p>Glasgow Tourism 2030 Strategy</p> <p>Councillor Siddique:</p> <p>Can a post covid visitor comparator with other similar UK cities be provided?</p>	
Answer	Glasgow Life is working with Global Tourism Solutions to get this information and it will be forwarded when available.	GL
Item 6	<p>Glasgow Tourism 2030 Strategy</p> <p>Councillor Ahmed:</p> <p>Can you provide information on current maintenance programme for parks and gardens?</p>	
Answer	<p>Grassland Management</p> <p>This service provides <u>up to 7 grass cuts</u> on open spaces per season between the months of April and October.</p> <p>We also undertake shrub pruning out with the nesting season.</p> <p>Grass plots within the GCC estate are maintained as part of a wider approach to grassland management within Glasgow and feature a number of different cutting regimes to achieve different outcomes.</p> <p>To allow us to contribute to the council's commitment toward Net Zero by 2030 and our aspiration to improve our local eco-systems, we are seeking to amend how we maintain many of our greenspaces across the city, from the more traditional cutting regime that has been followed for years.</p> <p>As Action 36 of our Climate Plan sets out: <i>Accelerate Implementation of the Glasgow and Clyde Valley Blueprint for a Green Network, to create green & biodiversity corridors in the city, by improving open space provision and increasing tree cover, while also providing opportunities for active travel corridors (see link below).</i></p> <p>Grassland Management: Green Connectors</p> <p>We plan to continue our regular programme of cuts to the perimeter of plots, which are included within this new approach, so that longer grass does not encroach onto the pavement, with the interior of the grass plot left uncut.</p> <p>As such the pattern across our estate is that we are seeking to reduce levels of grass cutting and shrub bed maintenance rather than increase it.</p>	NRS

	<p>Winter works</p> <p>This will include a review of the current revised grass cutting and maintenance programmes.</p>	
Item 6	<p>Glasgow Tourism 2030 Strategy</p> <p>Councillor Ahmed:</p> <p>Can you provide an update on a Glasgow Airport transport plan?</p>	
Answer	<p>A council-led Clyde Metro Team is supporting the development of the mass transit scheme following its recent inclusion in the Scottish Government's Strategic Transport Projects Review (STPR2) as a key future transport investment priority.</p> <p>The planned publication of the STPR2 Investment Plan will set out the level of funding, delivery structures and timelines for the next phase of Clyde Metro but is currently delayed with no update from Transport Scotland on a revised date. Work, led by an interim governance group comprising of Transport Scotland, the council and SPT is underway meantime to assess the work packages required for future business case development and identify funding options to support an earlier commencement of business case work.</p> <p>As a network of route options that improve connectivity would need to be developed that link to key sites including major transport hubs, the scope of the Airport Access Project will be incorporated within the development of a Clyde Metro network and delivery phasing options.</p>	NRS
Item 6	<p>Glasgow Tourism 2030 Strategy</p> <p>Bailie Carroll:</p> <p>With regard to Glasgow's national assets – discussions with the Scottish Government to provide support for libraries/museums?</p>	
Answer	<p>Glasgow's civic museum, art and heritage collection includes over 1 million objects and is valued for insurance purposes at over £1.4 billion. It is described as the finest civic collection in the UK and one of the finest in northern Europe and is widely recognised as having international significance. The collection is an officially 'Recognised Collection of National Significance'.</p> <p>Comprising world class museums of Kelvingrove Art Gallery and Museum, Riverside Museum, Burrell Collection, GoMA, the Glasgow Museums Resource Centre, the Collections Showcase at Kelvin Hall, and the City Archives and Special Collections at The Mitchell Library, Glasgow Life Museums are the most visited civic museums in the UK.</p> <p>As the largest non-national service in Scotland, by a substantial margin Glasgow Life Museums play a significant role in the national museums infrastructure. One out of every three visits to civic museums and galleries in Scotland is to a Glasgow Life Museum, where visitor numbers have increased by 62% over the past decade.</p> <p>Glasgow Life Museums offer free access to its venues and collections, a comprehensive learning offer and host regular high-profile events and</p>	Glasgow Life

	<p>exhibitions. In recent years it has hosted the Linda McCartney Retrospective, attracting 61,000, T-Rex at Kelvin Hall in 2019, showing the only original skeleton of a T-Rex currently available for exhibition display, with 48,000 visitors, and Dippy at Kelvingrove, the National History Museum's iconic diplodocus, attracting 644,000 visitors making it the most successful exhibition at Kelvingrove following its refurbishment in 2006.</p> <p>Evaluation of Glasgow Life Museum's economic impact in 2019 showed an upper impact of £41 million GVA at a Glasgow level and an upper impact of £47 million GVA at a Scottish level. ¹</p> <p>There is no national funding (other than the previously mentioned GAE line) for Glasgow Life Museums and its Collections despite being a major contributor to the city's, and Scotland's, economy as a key driver of cultural tourism. In contrast, the Scottish Government is providing additional funding of £2 million a year for three years to support Dundee's V&A, in addition to its current commitment of £1 million a year for nine years.</p> <p>A number of national institutions providing museum and galleries services are directly funded by Grant-in-Aid from the Scottish Government.</p> <p>According to the National Museums of Scotland's (NMS) most recent available annual accounts (2018-19) it received grant-in-aid from the Scottish Government of £22.19 million. During 2018-19 NMS recorded 3.2 million visits and 2.3 million website visits and calculated cost per visit in relation to grant-in-aid as £5.12.²</p> <p>Although direct comparisons should be approached with caution, during the same year Glasgow Life Museums recorded 3.8 million visits and through the Local Government Benchmarking Framework calculated costs per visit of £3.65.³</p>	
<p>Item 6</p>	<p>Glasgow Tourism 2030 Strategy</p> <p>Bailie Pike:</p> <p>Can more detail be provided on occupancy figures for Airbnb overnight stays and what impact does that have on hotel overnight occupancy rates?</p>	
<p>Answer</p>	<p>2022 is the most current STEAM data available. Non hotel accommodation represented 2% of visitor stays Hotel stays were 70% The remaining was visitors staying with friends and family</p>	<p>Glasgow Life</p>
<p>Item 6</p>	<p>Glasgow Tourism 2030 Strategy</p> <p>Councillor Mooney:</p> <p>The Scottish Government provides funding for museums in Edinburgh but not Glasgow. Can you clarify why?</p>	

¹ Using Museums Galleries Scotland's (MGS) pilot Economic impact calculator

² National Galleries of Scotland, Financial Statements for the Year Ended 31 March 2018

³ Improvement Service, COSLA, SOLACE (Scotland) Local Government Benchmarking Framework, 2018/19 Glasgow City

Answer	As above response to Bailie Carol's question.	Glasgow Life
Item 7	<p>Glasgow's Transformational Regeneration Area Programme 10 Year Anniversary Update</p> <p>Bailie Carroll: Can you clarify the outcomes/community benefits achieved for each area?</p>	
Answer	<p><u>Neighbourhoods, Regeneration and Sustainability (NRS) – Housing Services</u></p> <p>The Glasgow's Transformational Regeneration Area Programme 10 Year Anniversary Update committee report, can be accessed here.</p> <p>As noted in the committee report: "TC:G endeavours to ensure community benefits are derived from activity across the TRAs. Community benefits are either mandatory (as part of a contract) or delivered voluntarily in the local area through activities provided by contractors".</p> <p>In line with Glasgow City Council's (GCC) Community Benefits Policy, procurement of all works over £500k seeks to maximise community benefit outcomes with clauses for delivery of wider benefits core to the contract agreement and voluntary community benefit opportunities should be considered throughout the delivery of works. Community Benefits that are targeted for delivery include, but are not restricted to, the following initiatives:</p> <ul style="list-style-type: none"> • Targeted recruitment and training. • Educational support. • Vocational training. • Supply chain development. • Community and environmental. • Supported business, third sector and voluntary. • Social enterprise and co-operative. • Equality and diversity. • Poverty. <p>Mandatory community benefits are contractual commitments based on tender submissions from the successful contractor. These outcomes are detailed against the Community Benefit Menu (Appendix 1). Suppliers are required to record outcomes delivered for the priority groups outlined in Appendix 2 and submit regular monitoring updates to GCC Corporate Procurement Unit (CPU).</p> <p>The Community Benefits Menu is structured under four themes:</p> <ul style="list-style-type: none"> - Theme 1: Recruitment & Employment (EMP). - Theme 2: Skills & Training (SKL). - Theme 3: Supply Chain Development (CHN). - Theme 4: Community Engagement (COM). <p>These four themes are explored across the TRA Programme, with themes 1-3 summarised in Table 1.</p>	NRS

Table 1 – Community Benefit Outcomes Delivered through TRA Programme

TRA	Recruitment & Employment	Skills & Training	Supply Chain Development	Total Outcome
Laurieston	70	129		199
Maryhill	30	92		122
N. Toryglen	11	6		17
Pollokshaws	1	2	1	4
Sighthill	31	146	22	199
Grand Total	143	375	23	541

Community engagement represents financial and non-financial support for local activities. A total of £0.330m has been invested in community initiatives to date across the TRA programme and details are outlined in Table 2.

Table 2 – Community Engagement Support for Local Activities

TRA	Financial Support Initiatives (count)	Financial Support (£)	Non-Financial (hrs)
Laurieston	50	220,000	500
Maryhill	4	11,300	
N. Toryglen	1	5,000	
Pollokshaws	5	20,500	20
Sighthill	18	77,957	190
Grand Total	78	329,757	710

Case Study 1 – Urban Union

Urban Union has been the Laurieston TRA development partner since 2011. Urban Union has partnered with Youth Employment Charity, Working Rite, to achieve their recruitment and employment (EMP) objectives. These are captured in the following videos:

[Urban Union - Apprentice Interview](#)

[Urban Union - Apprenticeship Story](#)

Urban Union has engaged with children in local schools and provided a range of skills and training opportunities including career events (11), workplace visits (58) and work experience placements (30).

Engagement activity with children who attend local schools has also influenced the design of the arts strategy for the Laurieston TRA. For example, to celebrate the cultural diversity of the area, the south entrance to the development at Abbotsford Place includes ‘welcome’ stones in each language spoken by children attending local schools. .

Urban Union has also sponsored productions at the Citizen’s Theatre and support local volunteer networks at the Barn. Urban Union has partnered with Invisible Cities, a social enterprise that trains people who have experienced homelessness, to become walking guides and provide tours across the city. Video 1 gives some insight into the Laurieston and Gorbals Invisible Cities initiative:

Video 1 – [Urban Union - Invisible Cities](#)

Case Study 2 – Sighthill

Extensive infrastructure works have been undertaken to progress the development of the Sighthill TRA. Remediation works have been delivered by Morgan Sindall and VHE, the construction of the new bridge across the M8 by BAM Nuttall, and new homes developed by Keepmoat.

The construction of the new bridge across the M8 provided work experience placements, graduate work placements, mentoring programmes and supply chain briefings. This included career events at Strathclyde University in February 2021.

Morgan Sindall and Keepmoat have partnered with Tigers (Training Initiatives Generating Effective Results Scotland) to deliver opportunities as part of the Sighthill TRA. Some of these outcomes are highlights in Video 2.

Video 2 – [Sighthill TRA Community Benefits](#)

Funding has been provided by partners involved in the delivery of the Sighthill TRA for the following community benefits:

- Pantomime Visits.
- Equipment for the school and youth centre.
- Community Fun Days and events.
- Summer Club trips.
- Art for St Rollox Church.
- Outreach projects.
- Community Defibrillators.
- Community Foodbanks.