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**GlasgowLife™**

# WINTER 2012

## UPDATE *Inspiring Glasgow's citizens to lead richer and more active lives*

### *Introduction from our Chair*



Welcome to our Winter Update. Glasgow Life is making a huge difference to the lives of citizens and visitors to this great city as I believe this snapshot of our services will demonstrate.

We have continued to improve and, despite ongoing reductions in funding, our ambition has helped the city to secure not only much valued facilities and services, but global and local events which will cement Glasgow's reputation as a major player in the cultural and sporting sector.

It is worth remembering that the people of Glasgow greatly value our services. In the latest Glasgow Household Survey, more than 90% expressed satisfaction with our libraries and sports facilities and 95% were happy with our world-class museums – the highest satisfaction rating for any service provided by the Glasgow Family.

There has been a marked increase in satisfaction across our network of community facilities, a significant improvement from 67% in 2007 to 84% in 2011. It is hoped that rate will increase further after the Council committed £2.13 million to invest in the physical infrastructure across the 32 Glasgow Life managed community facilities in the next year.

I'm delighted that what we do is so valued. However, none of our 3,000 staff, working across some 150 facilities will rest on their laurels. Every day, they are committed to exceeding expectations, even at a time when the organisation is in the process of making savings of £10.2 million over a three-year period.

Unlike some other parts of the UK, Glasgow has not closed libraries or sports facilities. Indeed our network of 33 community libraries are on target to record almost 4.9 million visits, as more people seek not only books and reference materials, but learning and training opportunities to help in a tough jobs market.

And the city's investment is helping to buttress against the worst of the economic decline. New facilities are opening as we move closer to 2014. Our staff have played a key role in ensuring that the Commonwealth Sports Arena and Sir Chris Hoy Velodrome will be opened both on time and on budget.

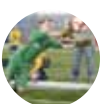
After the outstanding success of the Delhi Flag Handover event, Glasgow Life will deliver the showcase Opening and Closing Ceremonies for Glasgow 2014, as a potential global television audience of more than one billion enjoy a spectacular celebration of both city and nation. In a first for any Games, Glasgow Life will also manage the Cultural Programme, building on Glasgow's global reputation as Scotland's cultural powerhouse.

Glasgow Life has the expertise and experience and crucially, the passion to make sure these critical elements of the Games are not only successful, but key to the city's legacy from 2014.

One early sign of that commitment is our intention to provide job opportunities for up to 60 unemployed young people from the East End of the city. Working with Clyde Gateway and Street League, the 16-25 year olds will be provided with training to help them to access employment predominantly in the Commonwealth Sports Arena and Velodrome – providing another tangible and long lasting benefit from Glasgow 2014 and Glasgow Life's continuing ambition to inspire our citizens and visitors to lead richer and more active lives.

Finally, given the sheer breadth and scale of the services we provide, this update can only ever be a snapshot of what we are doing – it is by no means exhaustive. For many more details, please do visit our website, find us on Facebook or simply ask us for more details, I've no doubt you will be impressed by what you discover.

**Councillor George Redmond**  
Chair, Glasgow Life



# Glasgow's Fit and Healthy

The **Glasgow Club** with 21 gyms, 12 swimming pools and more than 750 exercise classes and activities each week, is Scotland's biggest health and fitness club, with more than 5 million attendances each year and some 25,000 members.

A £1.25 million investment in Glasgow Club Bellahouston and Glasgow Club Whitehill has recently been completed, providing state-of-the-art fitness facilities at both sites. Across our sports estate, attendances are up by 300,000 on the same period last year. That builds on a 30% increase in attendances in the last three years.

Six pupils from the **Glasgow School of Sport** represented Scotland at the Commonwealth Youth Games in the Isle of Man, returning with a gold medal in gymnastics and a bronze medal in badminton.

Glasgow Sport manages and distributes the Sports Grants programme on behalf of the Council, which supports many organisations including Glasgow City Ladies Football Club, who progressed to the last sixteen of the UEFA Women's Champions League – the first time a Scottish team has ever reached the knockout stages.

Glasgow Libraries is leading the roll-out the **Macmillan Cancer Information and Support Service** across the city, with best practice being adopted from the successful pilot delivered from The Library @ The Bridge in Easterhouse. This new service will work towards developing libraries as health information centres, with an initial focus on cancer. The service will provide a non-clinical approach to cancer information and support, delivered in the heart of communities. The unique partnership with Macmillan, the first of its kind on this scale in the UK, will roll-out first to The Mitchell and Pollok Libraries, before being networked through community libraries over the coming years.

Penilee Community Centre has seen attendances soar by 43% above target for the year, thanks to the addition of a new gym.

In Barlanark, working with our partners, the Health Shop decided to re locate to the Barlanark Community Centre and are working together to deliver relevant services and programmes that engage more people in active and healthy lifestyles. Attendances at the community facility are already some 20% above target, providing the opportunity to introduce the full range of Glasgow Life services to a new audience.

Glasgow's running events go from strength-to-strength. Early indications show that the UK's largest all women running event, the **Ignis Management Women's 10k** is on track to enjoy another bumper year (more than 11,000 runners in 2011). The **Bank of Scotland Great Scottish Run** has enjoyed significant growth, increasing 32% from 17,000 participants in 2007 to 22,500 participants in September 2011 across the half marathon, junior run and 10k. In addition to being Scotland's biggest mass participation event, some 3,000 young people descended on Glasgow Green to take part in the GSR Schools Challenge – inspiring the next generation to put on their running shoes.

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# Glasgow's Working

Glasgow Life provides employment for some 3,000 people across the city and as a major employer, a significant boost to the city's economy. In addition, education, volunteering, Modern Apprentices and work experience opportunities are offered to hundreds of individuals across the vast range of services – all with the aim of getting people into employment or training.

As part of our ongoing commitment to the **Commonwealth Apprenticeship Initiative**, eight new admin Modern Apprenticeships have been created to support our Administration teams. The recent school-leavers joined Glasgow Life in January and will be provided with support and training, which will help them to gain not only confidence, but SVQ Level 2 qualifications in Business Administration. Previous MAs have secured permanent employment throughout Glasgow Life after completing their training.

Glasgow Music's **Celtic Connections** celebrated a fantastic year in 2011, with ticket sales exceeding £1 million. Already this year's festival looks set to surpass that figure. An economic impact assessment revealed that Celtic Connections generated £76 million for the city economy and £3.1 million across Scotland. That resulted in 98 new jobs for one year in Glasgow and 56 new jobs across Scotland.

**SWAYED** is a partnership programme in the south west of the city, which helps young people towards a career in Youth Work and to develop employment skills. Funded by Glasgow Life, the Scottish Government and the GHA, 20 young people are currently taking part in the year-long training programme. Last year, all of the participants moved on to positive destinations including work or further education.

The Commonwealth Sports Arena and Sir Chris Hoy Velodrome will provide world-class sport facilities in the heart of the east end of the city. In previous Games, new facilities have been kept under wraps until athletes attend for competition. In Glasgow, the new arenas and sports facilities will be opened to the public as soon as possible, opening up further opportunities for them to become more fit and active in buildings they own. The programme to recruit up to 60 young unemployed people from the east of the city to help staff these key facilities will last 12 weeks, part of which will include a minimum of 30 hours work experience in an existing sports facility operated by Glasgow Life – and a guarantee of a job interview once training is completed.



# Glasgow's Going Places

Across the city, our teams are passionate about providing positive opportunities in people's lives. In many instances, working with partner agencies, the impact can be life-changing.

The **Glasgow Young Scot and Kidz Card** scheme helps to engage young people across the city. 75,000 young people have signed up, representing 90% of eligible children and young people. Encouraging young people to lead a healthier and more active lifestyle, the Points With Your Plastic initiative started in 2006, with 6,100 young people collecting rewards. The figure now stands at 28,000 as more young people become active. The scheme has been so successful, that the Scottish Government is looking to replicate it with a national Young Scots Reward initiative.

The third **Swipe Out** event took place in December 2011 at Castlemilk Pool. More than 2,000 young people from 7 Glasgow Life pools took part to win trophies – and honour – in two competitions. Glasgow Club Castlemilk won the Swipe Out trophy and Glasgow Club Easterhouse won the Spirit of Swipe Out award.

The **Glasgow Young Scot Champions Programme** is assisting 20 young people who are working as ambassadors within their own schools and communities. The young people act as a voice for a section of society which often believes it is not being heard. The ambassadors regularly meet and provide feedback

and responses to both local and national consultation exercises. The programme helps to boost young people's profile and individual experience and confidence.

The Cranhill Beacon has been refurbished, with investment in the soft play area and an outside play area helping children and families to 'learn' the importance of independent play. Similarly, the 360 Degree Club in the west of the city, is providing youth skateboarding activities after school. The regular club has captured the imagination of participants and parents who support as volunteers.

Across the city's 17 play schemes, Glasgow Life is training and supporting volunteers, which, in turn, is helping to build capacity in our communities and confidence in individuals.

In October we launched a visionary **Play Strategy** entitled 'Playing for Real', which sets out what is important about play and Glasgow's priorities for play for the next three years. The strategy underpins every child's right to play and details how the city will protect and promote that right, through an improved understanding of play and its benefits.

Working with partners, an action plan will now be created to accompany the strategy to bring to life the city's guarantee that the 92,000 plus children in Glasgow under the age of 15 have the chance to play. The Play Strategy has real potential to make Glasgow healthier, safer and smarter.

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# Glasgow's Learning

As investment continues, some areas in Glasgow are being radically transformed. The **Red Road Cultural Project** continues to document the 'life and times' of the Red Road multi-storey flats in Glasgow through a range of historical and arts based programmes. Last year saw the launch of a new novel telling the story of residents of the flats. Alison Irvine's *This Road is Red*, was commissioned by the Red Road Cultural Project, a partnership between Glasgow Communities and Glasgow Housing Association. Based on the true life stories of residents, past and present, the novel spans the five decades from when the flats were built in the 1960s. The novel was shortlisted in the First Book of The Year category at the 2011 Saltire Society Awards.

The **Burrell Tapestries Project**, funded by the Esmee Fairbaird Foundation and the Trustees of Sir William Burrell is on target to produce a two-volume catalogue, which will provide an outstanding learning resource for generations to come. Dr Elizabeth Clellan, curator at the Metropolitan Museum of New York, is leading the project which will promote this internationally important collection with publication planned in 2013.

The Legacy Trust UK and Creative Scotland has funded an innovative project at the St Mungo Museum of Life and Religious Art which is designed to increase cultural understanding and to celebrate the diverse population of Glasgow ahead of the 2012 Olympic Games and the Commonwealth Games in 2014.

The **City Sounds** event is helping to boost Glasgow's future talent in a UNESCO City of Music. An X Factor style competition brings the best of the city's young musicians to battle it out for the city-wide prize. In November 2011, the five finalists played their hearts out to a sell-out audience of 400 in the Mitchell Theatre. Industry experts gave their opinion, but the audience also had their say through interactive voting. The winners on the night were a 4-piece rock outfit named The Modests.

**Aye Write! Glasgow's Book Festival** is helping to inspire more people to use our network of 33 community libraries, including the Mitchell Library. Last year, the event attracted a record audience of 43,000 – and there are ambitious plans for 2012 which will see the Aye Write! brand increased to bolster learning opportunities from Bounce and Rhythm to Adult Literacy and Numeracy programmes. A new Reader Development Programme will be launched at this year's event in March.

**Glasgow Libraries** are on target to achieve total visits of almost 4.9 million in 2011/12.

We understand the importance of positive early life experiences and how these contribute to all areas of a child's development. The 14th **Inspiration Festival of the Arts** for children and young people took place in October and November. The annual festival, aimed at under-12s and their family, nurseries and schools, featured high quality art experiences and performance events. Inspiration and Wee Inspiration, which is specifically aimed at the under-fives, aims to inspire creativity, imagination and promote learning. Around 6000 youngsters participated in over 50 different shows at venues across the city. It is hoped the sell-out shows will spark a lifelong interest in the arts and perhaps even rekindle a passion in young-at-heart grown-ups accompanying their children to the festival.



# Glasgow's Culture

Glasgow is Scotland's cultural powerhouse, and is the most significant city for culture in the UK outside of London, with the greatest concentration of creative industries in Scotland. The sector accounts for 4,556 direct jobs and is worth an estimated £204 million for the city economy. The city remains committed to investing in the sector – and building on Glasgow's reputation as a home of culture and sport.

In January 2012, Kelvingrove welcomed its 9 millionth visitor since Scotland's premier free attraction reopened following its £35 million refurbishment in 2006. The new dedicated **Glasgow Boys Gallery** has brought back key paintings following the hugely successful retrospective and subsequent show at the Royal Academy. The new home for the Boys has also provided an opportunity to show works from Glasgow Museum's collections that haven't been on display.

Glasgow's contemporary and visual arts are enjoying huge acclaim, with home-grown and home-based artists enjoying massive success with Turner Prize nominations and wins, with what has been described as 'the Glasgow Miracle'. Glasgow Life staff continue to support contemporary visual art, with attendances up at Trongate 103. In a unique collaboration, Tramway, GoMA and the CCA came together to host the **British Art Show 7**. Held every 5 years it is the most influential exhibition of contemporary British art. Glasgow's combined visitor figures exceeded 150,000 – a record for the show.

Tramway has cemented its position as a leading performance venue and among others, welcomed the hugely popular Michael Clark Company and collaborated with National Theatre of Scotland on two major productions, Knives in Hens and The Missing. Tramway also hosted an exclusive European preview of Happy Days in the Artworld a visual art performance starring Joseph Fiennes.

In April, the **Glasgow International Festival of Visual Art** returns with a stellar line-up.

GoMA continues to be viewed as a significant museum of modern art and has enjoyed support from the Art Fund International to purchase some of the best works from around the world, including most recently, a grant to support contemporary collecting of South Asian art. A major gift by a private collector, the biggest to date at GoMA, has provided outstanding works by Niki de Saint Phalle to the city.

The **Merchant City Festival** enjoyed significant support from Glasgow Arts, with a programme that was rich in content and entertainment and helped to increase visitor numbers to a record 90,000 over the two-day event. This year's event will help mark the 2012 Olympics and two years to go until the opening of Glasgow 2014.

Glasgow Arts continued their mission to take art to the communities, working with Hopscotch Theatre Company on a production of Mother Goose. The pantomime toured 10 community facilities and with low-cost ticket prices, many of the shows were a sell-out.

The **O2 Glasgow Mela**, celebrates the city's rich multi-cultural heritage and this year was Scotland's biggest and most spectacular expression of cultural diversity, as the event grew to two-days, with audiences of more than 25,000.

The **World Pipe Band Championships** were enjoyed by more than 30,000 spectators, as they watched 8,000 pipers and drummers descend on Glasgow Green. Glasgow Life was instrumental in helping to secure the event until 2015, as a result of the quality of the city's staff, organisation and commitment to developing the unique event. The Royal Scottish Pipe Band Association were convinced of Glasgow's case and the city beat off stiff competition from Belfast.

Already established as an iconic landmark on the banks of the Clyde, the **Riverside Museum** has been an outstanding success. In December, 2011, a little over five months since it opened, Scotland's Museum of Transport and Travel welcomed its one millionth visitor. The £74 million Zaha Hadid designed attraction has enjoyed press and media attention both at home and across the world. In January, the New York Times said Glasgow was number 12 on its list of 'must-see' destinations in 2012 – the city came ahead of Florence, Vienna, the Maldives and the Caribbean island of St Vincent, thanks to our cultural attractions, shopping and hotels and the warmth of the Glaswegian welcome.



# Glasgow's Future

2012 is an Olympic year and Glasgow is an Olympic City. Glasgow Life staff are working with partner agencies across a range of programmes that will reflect our status. From the festivities surrounding the **Olympic Torch Relay**, to the **Cultural Olympiad**, our teams will produce events and activities which will enhance Glasgow's reputation as a home of sporting and cultural excellence.

Similarly, teams across Glasgow Life are working hard to ensure that **Glasgow 2014** is a resounding success. With the organisation delivering the Cultural Programme, Opening and Closing Ceremonies and the Queen's Baton Relay, it provides an opportunity to create a legacy for staff involved, as well as a showcase of Glasgow and Scotland's creative talents.

Glasgow 2014 has led to significant investment in infrastructure. Glasgow Life's design teams leading the design and delivery of major projects, ensuring facilities such as the Commonwealth Arena and Sir Chris Hoy Velodrome are on time and on budget – but our teams are also on the ground, developing and encouraging local sports clubs, volunteers and coaches, building audiences not just for the Games, but a new generation of fit and active people who will make full use of the facilities.

The city is committed to hosting world-class sporting events before and after 2014. In October, 2011, in conjunction with Glasgow City Council, GCMB and EventScotland, the city beat off stiff competition from Paris, Melbourne, Orlando and Montreal to win the right to host the **World Artistic Gymnastics Championships** in 2015. It will be one of the largest sport events ever held in the city, with more than 500 gymnasts from 80 countries taking part in 10 days of world-class competition.

Glasgow Life has led the development and implementation of a **Sport Events Strategy** for the city that, to date, has secured the following events, despite tough international competition:

- World Cup Gymnastics, 2012
- World Junior Track Cycling Championships, 2013
- World Cup Track Cycling 2013
- World Junior Netball Championships, 2013
- I.P.C. European Swimming Championships 2015
- International Indoor Athletics, 2013 to 2015
- World Artistic Gymnastics Championships, 2015

Glasgow also won the right to host the **IRB Rugby Sevens World Series**, from April 2012. Previously hosted at Murrayfield, the Sevens will come to Scotstoun, which will soon play host to the Glasgow Warriors home matches, after an earlier agreement saw the club use the facility as a training and administration base.

Glasgow Music's new programme will be launched in March 2012, as the three-year **Minimal** programme continues to attract public and critical acclaim. Highlights this year include Glass at 75 and the Kronos Quartet, as well as major works around the Cultural Olympiad, including a unique performance at the Riverside Museum.

Glasgow Life is playing a major role in the £14 million redevelopment of the **Glasgow Royal Concert Hall**. The work, which is scheduled to begin later in 2012, will provide a new 600 seat performance space and a new home for the RSNO.

In late February, Glasgow Life will move to a new **HQ at 220 High Street**. The move from Trongate, is part of Glasgow City Council's Tomorrow's Office programme, which will offer staff new, more effective, ways of working, as part of an overall programme designed to provide savings of £6 million a year. The move is on schedule and we remain confident it will be 'business as usual' during the transition. Later in 2012, the Sports Development team will move to offices at the Commonwealth Arena.

In April, Kelvingrove Art Gallery and Museum will play host to a major retrospective featuring the city's outstanding collection of Italian art. The **Essence of Beauty: 500 Years of Italian Art**, includes work by artists such as Bellini, Titian and Botticelli.

The internationally significant collection is the subject of new academic research and many of the paintings have not been on display for decades. Conservation teams have spent three years to bring many of the masterpieces back to life. This work has been funded by the Scottish Government's Museum Recognition Fund.

The Heritage Lottery Fund, which has supported many of the city's sport and cultural projects in recent years, has signalled its intention to invest in the **Kelvin Hall**. In a unique partnership, Glasgow Life and the University of Glasgow are working together to develop a new home for some of the city's collection and works from the Hunterian Museum. The project would be a cultural hub, linking Kelvingrove, the Hunterian and Riverside museums – and a centre of excellence with regard to research and conservation, all of which will be publicly accessible. The project would also allow for the construction of a large, state-of-the-art Glasgow Club facility, as track and athletic activity moves to the Commonwealth Sports Arena.



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