

**GLASGOW CULTURAL STATISTICS DIGEST**  
**2014 EDITION**

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## CONTENTS

	Page
Introduction	3
1 Overview	4
2 Theatres, halls, centres	8
3 Companies	14
4 Performances and production	24
5 Visual arts	30
6 Creative and cultural industries	33
7 Museums and historic buildings	39
8 Libraries and archive	45
9 Training and outreach	48
10 Markets	55
11 Attendance and participation	59
12 Tourism	65
13 Resources	71

## INTRODUCTION

The Cultural Statistics Digest aims to provide a quantitative basis for understanding the nature of Glasgow's cultural system and the journey on which it is travelling. The Digest describes structures and resources alongside activities and outcomes. It covers the principal domains within the cultural system, and cross-cuts and contextual information are provided on markets, attendance, training and resources.

The Digest has been assembled mainly by drawing together existing quantitative material and presenting this in consistent and relevant ways. A number of new analyses of existing data have also been obtained. The contents are in the form of some 153 tables, grouped in 13 sections. A technical appendix is available on request. As necessary, and where possible, the data have been subject to an appropriate level of validation and cross-check to ensure consistency and comparability. The aim is to enable consistent read-across amongst the various tables.

The definition of the cultural system remains unchanged from that used in the first Edition of the Digest in 2010. It covers performance (drama, dance, music, halls and theatres), the visual arts, the heritage (museums, historic buildings), libraries and archives, literature, and screen culture. Materials on the creative and cultural industries and on tourism, with which the cultural system has close interactions, are also included, but not sport.

This Edition provides figures which are updated to 2013/14 financial year.

The dependence on existing materials means that not all the statistical requirements can be fully met. The continuing lack of comprehensive, consistent cultural statistics at the Scotland and the UK levels limits what comparisons have been possible in this respect. Some comparisons have been drawn with other cities and with the national level, where data are available.

The 2014 Edition of the Digest was again commissioned by Glasgow Life. Many people and organisations helped in its preparation by supplying data and responding to specific queries. To these numerous individuals deep thanks are expressed. A particular debt of gratitude is owed to Mark O'Neill and the staff of Glasgow Life, and to Glasgow City Council's Development and Regeneration Services Department. The help of Alistair Evans and Linzi Nelson of Creative Scotland, of Julie Tait and Charlotte Wilson of Culture Republic, and of Niamh O'Connor and her team at the Scottish Government, is also gratefully acknowledged.

### Symbols and conventions

The following symbols are used in the tables:

[ ]	square brackets indicate incomplete returns and other uncertainties
-	nil
..	not available
e	estimation
na	not applicable
ø	less than half the final digit shown
/	represents the financial year, unless otherwise stated

Dates: financial years, unless stated otherwise.

Small discrepancies in numbers are accounted for by roundings in the calculations.

## **1. OVERVIEW**

- 1.1 Glasgow City cultural attendance, by domain
- 1.2 Glasgow producing companies, performances of own productions in Glasgow and attendance
- 1.3 Glasgow attendance at live events, by work of Glasgow companies and tours-in
- 1.4 Glasgow cultural institutions and organisations, by domain, 2008 and 2014
- 1.5 Glasgow cultural sector, turnover, by domain
- 1.6 Glasgow cultural sector, employees, by domain

**Table 1.1 Glasgow City cultural attendance, by domain**

	08/09	09/10	10/11	11/12	12/13	13/14	% chge 08-14
	Thousand						
Live performance							
Theatres <sup>a</sup>	948	1,010	1,048	1,011	1,137	1,139	+20.1
Concert halls <sup>b</sup>	<u>1,074</u>	<u>1,127</u>	<u>1,006</u>	<u>1,076</u>	<u>1,007</u>	<u>1,260</u>	+17.3
Total attendance	2,022	2,137	2,054	2,087	2,144	2,399	+18.6
Visual attractions							
Visual arts <sup>c</sup>	263	198	343	176	362	164	-37.6
Museums <sup>d</sup>	3,495	3,413	2,553	3,874	3,735	3,659	+4.7
Historic buildings	<u>628</u>	<u>552</u>	<u>666</u>	<u>747</u>	<u>820</u>	<u>851</u>	+35.5
Total visits	4,386	4,163	3,562	4,797	4,917	4,674	+6.4
Library visits	4,517	4,486	4,506	4,416	4,254	4,174	-7.6
Cinema <sup>e</sup>	<u>2,251</u>	<u>2,334</u>	<u>2,229</u>	<u>2,238</u>	<u>2,269</u>	<u>2,249</u>	-0.1
Total	13,410	13,120	12,351	13,538	13,584	13,496	+0.6
Festivals <sup>f</sup>	686	587	818	602	803	701	+2.2
Learning and access	381	401	386	415	386	362	-5.0

Source: see Tables 2.1, 5.1, 6.11, 7.1, 8.1, 9.9, 12.16.

<sup>a</sup> Producing and receiving theatres, including the Clyde Auditorium/Hall 4, and theatre performances in small halls and centres.

<sup>b</sup> Glasgow Concert Halls and popular music venues, excluding clubs and stadium performances at Hampden.

<sup>c</sup> Centres of practice and specialist galleries; excludes Gallery of Modern Art.

<sup>d</sup> All accredited museums; includes Gallery of Modern Art..

<sup>e</sup> Includes Glasgow Film Theatre; remainder estimations; see Tables 6.10.

<sup>f</sup> Some overlap with theatres, halls, visual arts, historic and cinema, above.

**Table 1.2 Glasgow producing companies, performances of own productions<sup>a</sup> in Glasgow and attendance**

	08/09	11/12	12/13	13/14	% chge 08-14
<b>Performances (no)</b>					
Citizens, Tron	350	263	261	347	-15.6
National Theatre Scotland	53	125	191	83	+75.5
Scottish Opera, Scottish Ballet	50	41	58	48	-4.0
RSNO, BBC SSO	76	62	60	60	-21.1
Total	590	589	629	548	-7.1
<b>Attendance (k)</b>					
Citizens, Tron	62.2	48.3	65.0	69.9	+3.2
National Theatre Scotland	17.8	24.4	32.3	24.1	+35.5
Scottish Opera, Scottish Ballet	37.4	40.1	47.2	47.4	+26.7
RSNO, BBC SSO	65.9	59.4	57.5	60.2	-8.6
Total	188.8	177.2	203.0	201.6	+6.8
<b>Average attendance (no)</b>					
Citizens, Tron	178	184	249	201	+21.8
National Theatre Scotland	336	195	169	259	-22.9
Scottish Opera, Scottish Ballet	749	928	814	988	+31.9
RSNO, BBC SSO	867	948	958	1,003	+27.2
All	320	301	323	368	+13.2

Source: see Tables 3.1, 3.3, 3.4, 3.8, 3.9, 3.10.

<sup>a</sup> Own productions only; excludes performances of visiting companies in the producing theatres.

**Table 1.3 Glasgow attendance at live events, by work of Glasgow companies and tours-in**

	08/09	13/14	Diff	% ch 08-14
	Thousand			
Glasgow work (Citz, Tron, SO, SB, NTS, RSNO, BBC SSO) <sup>a</sup>	183	202	+19	+10.0
Small venues, less NTS <sup>b</sup>	146	186	+40	+27.4
SECC venues, less NTS	740	1,076	+336	+45.4
Other pop venues <sup>c</sup>	282	327	+45	+16.0
King's Theatre & Theatre Royal, less SO, SB, NTS	435	407	-28	-6.4
Royal Concert Halls, less RSNO, BBC SSO, NTS	236	201	-35	-14.8
Total	2022	2,399	+377	+18.6

Source: see Tables 1.2, 2.3, 2.5, 2.7, 3.8.

<sup>a</sup> See Table 1.2 for detail.

<sup>b</sup> Arches, visiting productions at Citizens' and Tron, CCA, Tramway, RCS, Platform, Mitchell and M&P, less NTS.

<sup>c</sup> Academy Music and Barrowland.

**Table 1.4 Glasgow cultural institutions and organisations, by domain, 2008 and 2014**

	2008	2014	Ch'ge 08-14
	Number		
Performance			
Drama:			
Producing theatres	3	3	-
NTS (producer)	1	1	-
Ind companies	16	17	+1
Subtotal	20	21	+1
Dance	11	10	-1
Music/opera/music th'tre	13	16	+3
Subtotal	44	47	+3
Venues			
Theatres <sup>a</sup>	3	3	-
Halls	3	3	-
Arena, pop venues	5	6	+1
Small receivers	2	2	-
Subtotal	13	14	+1
Visual arts	16	23	+7
Multi-arts			
Centres	5	5	-
Projects	1	5	+4
Subtotal	6	10	+4
Audio-visual, literature	7	14	+7
Museums (accredited)			
Glasgow City	10	11	+1
Other accredited	7	5	-2
Subtotal	17	16	-1
Heritage <sup>b</sup>	11	11	-
Libraries and archive	34	34	-
Training	8	8	-
Festivals/support <sup>c</sup>	13	13	-
Total	169	190	+21

Source: see listings in technical appendix.

<sup>a</sup> Three producing theatres included under drama.

<sup>b</sup> Eight organisations function primarily as visitor attractions, and three are agencies; excludes attractions with other prime functions (Glasgow School of Art, Glasgow Cathedral, and The Willow Tea Rooms); two heritage attractions are counted under "museums".

<sup>c</sup> Four community festivals only; there are eight established specialist festivals within the various domains; general support organisations cover audience development, various aspects of cultural enterprise and international cultural engagement; there are a further twelve specialist support organisations counted within the various domains.

**Table 1.5 Glasgow cultural sector, turnover, by domain**

	08/09	11/12	12/13	13/14
	£million			
Performance	87.62	87.57	94.90	104.16
Visual arts	4.83	6.78	7.02	8.46
Multi-arts, other <sup>a</sup>	5.43	7.65	8.15	9.71
Museums	18.66	20.53	21.24	22.48
Heritage <sup>b</sup>	8.35	4.82	5.92	6.09
Libraries, archives	15.70	15.60	13.72 <sup>c</sup>	9.47
Training	38.62	46.12	49.90	55.44
Festivals, support <sup>d</sup>	8.13	7.41	6.68	7.44
Total	187.34	194.71	207.36	223.25

Source: see Tables 13.9-13.14.

<sup>a</sup> Includes audio-visual and literature.

<sup>b</sup> Visitor attractions and support only.

<sup>c</sup> Definition change within Glasgow Life.

<sup>d</sup> Art-form-specific festivals and support under domains.

**Table 1.6 Glasgow cultural sector, employees<sup>a</sup>, by domain,**

	08/09	11/12	12/13	13/14
	Number			
Performance	1,485	1,417	1,435	1,519
Visual arts	78	117	124	126
Multi-arts, other	107	134	135	134
Museums	551	470	440	441
Heritage	77	63	58	68
Libraries, archives	365	292	224 <sup>b</sup>	154
Training	707	719	764	822
Festivals, support	129	148	111	109
Total	3,499	3,360	3,306	3,373

Source: Tables 13.9-13.14.

<sup>a</sup> Excludes independent self-employed.

<sup>b</sup> Definition change within Glasgow Life.

**2. THEATRES, HALLS, CENTRES**

- 2.1 Glasgow theatres, centres and halls, performances and attendance
- 2.2 Glasgow theatres and centres, performances
- 2.3 Glasgow theatres and centres, attendance
- 2.4 Glasgow Concert Halls, performances, attendance and average attendance
- 2.5 Glasgow Concert Halls, performances, attendance and average attendance, by classical concerts and other concerts/shows
- 2.6 Glasgow Royal Concert Hall, performances, attendance and average attendance, by classical and other concerts/shows
- 2.7 Glasgow popular music venues, performances and attendance
- 2.8 Glasgow multi-art form centres
- 2.9 Glasgow performance venues, capacities



**Table 2.1 Glasgow theatres, centres and halls, performances and attendance**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
Performances (no.)							
Receiving theatres <sup>a</sup>	653	772	725	771	706	607	648
Producing theatres	1,014	1,221	1,314	1,420	1,327	1,086	1,036
Centres, small venues <sup>b</sup>	979	787	791	1,135	1,175	1,059	1,439
Concert halls <sup>c</sup>	356	349	373	370	308	301	296
Pop venues <sup>d</sup>	446	436	421	434	447	500	513
Total <sup>d</sup>	3,448	3,565	3,624	4,130	3,963	3,538	3,908
Attendance (k)							
Receiving theatres <sup>a</sup>	633	701	771	799	712	871	870
Producing theatres	142	137	144	134	161	140	130
Centres, small venues <sup>b</sup>	102	110	95	115	138	126	139
Concert halls <sup>c</sup>	321	303	342	318	261	264	261
Pop venues <sup>d</sup>	844	771	785	688	815	743	999
Total	2,042	2,022	2,137	2,054	2,087	2,144	2,399

Source: see Tables 2.2, 2.3, 2.4, and 2.7.

<sup>a</sup> Includes Scottish Opera and Scottish Ballet mainscale performance at the Theatre Royal.

<sup>b</sup> Includes Mitchell Theatre.

<sup>c</sup> Royal Concert Hall, City Halls and Fruitmarket only.

<sup>d</sup> SECC concerts, 02 ABC, 02 Academy, Barrowland; excludes stadium performances at Hampden.

**Table 2.2 Glasgow theatres and centres, performances**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Number						
Receiving theatres							
Theatre Royal <sup>a</sup>	210	235	e231	220	231	178	140
<i>Of which, Sc Opera &amp; Sc Ballet</i>	45	50	47	39	41	58	48
King's Theatre	384	384	e358	354	377	335	375
Clyde Auditorium/Hall 4 <sup>b</sup>	59	153	136	197	98	94	133
Total	653	772	725	771	706	607	648
Producing theatres							
Citizens	303	348	316	337	295	249	247
Tron	362	461	424	444	432	418	426
Arches <sup>c</sup>	349	412	574	709	592	419	363
Total	1,014	1,221	1,314	1,490	1,327	1,086	1,036
Centres, small venues							
Tramway <sup>d</sup>	125	52	75 <sup>e</sup>	111	98	105	65
Royal Conservatoire Scotland	[391]	391	375	459	442	389	401 <sup>f</sup>
CCA <sup>g</sup>	216	62	[62]	260	276	230	[648]
Mask & Puppet <sup>h</sup>	40	[40]	e63	[83]	83	98	107
Platform	105	109	97	92	85	80	67
Mitchell <sup>i</sup>	102	133	119	130	191	157	151
Total <sup>j</sup>	979	787	791	1,135	1,175	1,059	1,439
Total	2,646	2,780	2,830	3,396	3,208	2,752	3,123

Source: Creative Scotland, Glasgow Life, theatres and centres.

<sup>a</sup> Includes Scottish Opera and Scottish Ballet mainscale performances.

<sup>b</sup> Mostly theatrical presentations.

<sup>c</sup> Includes live music; excludes club nights.

<sup>d</sup> Performances only.

<sup>e</sup> Closed for whole or part of year.

<sup>f</sup> Of which 191 concerts, 73 opera/musical theatre, 60 plays, 9 dance, and 96 other, including film, other art forms and short course culminations.

<sup>g</sup> Includes music and film.

<sup>h</sup> Excludes workshops.

<sup>i</sup> Performances in Theatre only; excludes 14 events in Wee Write and 28 in Aye Write!

<sup>j</sup> Includes Óran Mór; no figures supplied.

**Table 2.3 Glasgow theatres and centres, attendance**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Thousand						
Receiving theatres							
Theatre Royal <sup>a</sup>	131	161	e172	154	169	121	97
<i>Of which, Sc Opera &amp; Sc Ballet</i>	43	37	44	38	41	47	47
King's Theatre	391	319	e337	354	357	338	361
Clyde Auditorium/Hall 4 <sup>b</sup>	109	253	262	291	186	412 <sup>c</sup>	412
Total	631	733	771	799	712	871	870
Producing theatres							
Citizens	69	64	70	50	72	59	63
Tron	34	41	47	45	41	40	34
Arches <sup>d</sup>	39	32	27	39	48	41	33
Total	142	137	144	134	161	140	130
Centres							
Tramway <sup>e</sup>	11	14	8 <sup>f</sup>	15	15	17	16
Royal Conservatoire Scotland	[41]	41	47	45	54	44	49 <sup>g</sup>
CCA	8	2	[2]	10	9	13	25
Mask & Puppet	2	[3]	[5]	[5]	[5]	6	5
Platform	10	9	10	8	7	7	6
Mitchell <sup>h</sup>	26	33	23	32	48	39	38
Total <sup>i</sup>	98	102	95	115	138	126	139
Total	871	972	1,010	1,048	1,011	1,137	1,139

Source: Creative Scotland, Glasgow Life, theatres and centres.

<sup>a</sup> Includes Scottish Opera and Scottish Ballet mainscale performances.

<sup>b</sup> Theatrical presentations only.

<sup>c</sup> Rise result of successful presentation of Cirque du Soleil and comedians in Hall 4.

<sup>d</sup> Includes live music; excludes club nights.

<sup>e</sup> Performances only.

<sup>f</sup> Closed for whole or part of year.

<sup>g</sup> Of which 21k for concerts, 10k for opera/musical theatre, 8k for drama, 2k for dance, and 8k for other.

<sup>h</sup> Estimated attendance; excludes Wee Write and Aye Write!

<sup>i</sup> Excludes Òran Mór; no figures supplied.

**Table 2.4 Glasgow Concert Halls, performances, attendance and average attendance**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
<b>Performances (no.)</b>							
Royal Concert Hall	194	204	187	190	156	151	149
City Halls	84	94	115	121	106	100	101
Fruitmarket	78	51	71	59	46	50	46
Total <sup>b</sup>	356	349	373	370	308	301	296
<b>Attendance(k)</b>							
Royal Concert Hall	242	236	252	234	199	187	182
City Halls	45	46	59	60	44	57	59
Fruitmarket	34	21	31	24	18	20	20
Total <sup>b</sup>	321	303	342	318	261	264	261
<b>Avg attendance (no.)</b>							
Royal Concert Hall	1,249	1,156	1,348	1,233	1,273	1,236	1,221
City Halls	539	489	515	497	413	567	583
Fruitmarket	441	402	430	410	296	393	431

Source: Glasgow Life, Culture Sparks.

<sup>a</sup> Concerts and shows only; excludes receptions, ceremonies, conferences and private lets.

<sup>b</sup> Excludes activities in the small halls (Strathclyde Suite and Exhibition Hall in RCH, Recital Room and various other spaces within City Halls); these mainly comprise workshops, kids' events and lectures, and accounted for an additional 3k attendance in 2013/14, compared with 19k in the previous year; building works reduced activity in the small halls within the Royal Concert Hall during 2013/14.

**Table 2.5 Glasgow Concert Halls<sup>a</sup>, performances, attendance and average attendance, by classical concerts and other concerts/shows**

	09/10	10/11	11/12	12/13	13/14	% diff 09-14
<b>Performances (no.)</b>						
<b>Classical</b>						
Resident orchestras	92	88	87	86	83	-9.8
Other classical	55	55	67	38	32	-41.8
All classical	147	138	154	124	115	-21.8
<b>Other music</b>						
Celtic Connections	40	41	38	38	40	-
Other promoters	186	191	116	139	141	-24.2
All other	226	232	154	177	181	-19.9
All	373	370	308	301	296	-20.6
<b>Attendance (thousand)</b>						
<b>Classical</b>						
Resident orchestras	82	74	75	74	73	-12.0
Other classical	39	49	44	29	18	-43.8
All classical	121	120	119	103	91	-24.8
<b>Other music</b>						
Celtic Connections	38	38	33	36	40	+5.3
Other promoters	183	160	149	125	130	-29.0
All other	221	198	182	161	170	-23.1
All	342	318	261	264	261	-23.7

Source: Glasgow Life, Culture Sparks.

<sup>a</sup> Royal Concert Hall (main auditorium), City Halls (grand hall) and Fruitmarket only.**Table 2.6 Glasgow Royal Concert Hall<sup>a</sup>, performances, attendance and average attendance, by classical concerts and other concerts/shows**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
<b>Performances (no.)</b>							
Classical	79	81	52	54	54	39	38
Other concerts/shows	115	123	135	136	102	112	111
All	194	204	187	190	156	151	149
<b>Paid attendance(k)</b>							
Classical	93	90	75	69	75	57	50
Other concerts/shows	149	146	177	166	123	130	132
All	242	236	252	234	199	187	182
<b>Avg attendance (no.)</b>							
Classical	1,178	1,108	1,448	1,273	1,395	1,465	1,314
Other concerts/shows	1,297	1,188	1,309	1,217	1,208	1,157	1,189
All	1,249	1,156	1,348	1,233	1,273	1,236	1,221

Source: Glasgow Life, Culture Sparks.

<sup>a</sup> Excludes activities in Strathclyde Suite and Exhibition Hall.

**Table 2.7 Glasgow popular music venues<sup>a</sup>, performances and attendance**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Number						
Performances (no.)							
SECC <sup>b</sup>	95	95	98	86	99	86	109
O2 ABC <sup>c</sup>	[191]	[191]	191	[216]	216	276	283
O2 Academy <sup>c</sup>	[80]	[80]	[72]	[72]	72	78	61
Barrowland	[60]	[60]	[60]	[60]	[60]	[60]	[60]
Total	446 <sup>c</sup>	436 <sup>c</sup>	421	434	447	500	513
Attendance (k)							
SECC <sup>b</sup>	562	489	517	485	522	412	672
O2 ABC <sup>c</sup>	[74]	[74]	[74]	[99]	[99]	127	110
O2 Academy <sup>c</sup>	[141]	[141]	[127]	[127]	[127]	137	150
Barrowland <sup>d</sup>	[67]	[67]	[67]	[67]	[67]	67	[67]
Total	844	771	785	678	815	743	999

Source: Performing Right Society, SECC, Academy Music Group; some estimations.

<sup>a</sup> Excludes stadium performances in Hampden, which, for example, totalled 7 in 2009/10, with an estimated attendance of 354k.

<sup>b</sup> Mainly Hall 4 until 2013/14, when The Hydro opened.

<sup>c</sup> Calendar year.

<sup>d</sup> Estimates.

**Table 2.8 Glasgow multi-art form centres**

Centre	Function	Activity tables
Tramway	Legendary centre for international work in visual arts & performance; versatile spaces; Scottish Ballet HQ, studios and production workshops; base for independent dance and Workroom	3.14
Centre for Contemporary Art	Performance, practice and making hub for artists and their public; curates exhibitions and programmes of film, electronic and improvised music; hosts individual residences in 'creative lab', cultural organisations as tenants and "Intermedia" gallery	2.2, 2.3, 5.3
Trongate 103	Creative hub & visitor facility for contemporary practice in painting, printmaking, photography, digital media, film, ceramics & sculpture; houses nine organisations in gallery and studio spaces	5.2
Garret Mask & Puppet	Mask, puppetry, mime and physical theatre centre; in own theatre presents home-produced & visiting shows; workshops, school visits, in-service teacher training, exhibitions	2.2, 2.3
Platform <sup>a</sup>	Community arts centre; professional programming and participatory work in dance, music, drama & visual arts; resident dance company; strong links to local voluntary sector	2.2, 2.3

Source: companies.

<sup>a</sup> Within the Bridge, which also houses an FE college, library and swimming pool.

**Table 2.9 Glasgow performance venues<sup>a</sup>, seating capacities, 2014**

VENUE	SEATS	
	Main	Ancillary
Producing theatres		
Citizens Theatre	450	100; 50
Tron Theatre	230	
The Arches	104	84; club spaces up to 1,800
Total	784	
Receiving theatres		
Theatre Royal	1,541	
King's Theatre	1,785	
Pavilion	1,449	
Clyde Auditorium SECC	2,970	
Total	7,745	
Halls		
Royal Concert Hall	2,417	500
City Halls	1,036	Ancillary hall 120
Fruitmarket (standing)	1,575	
Total	5,028	
Arenas, music venues		
SSE Hydro SECC	15,000	
Hall 4 SECC	10,000	624; Halls 1 to 5 21,875
O2 Academy	2,500	
Barrowland	1,900	
O2 ABC	1,250	350
Total	30,650	
Centres		
Tramway	600	100; perf use of gallery up to 1,500
Platform	220	
Centre for Contemporary Arts	150	74
Mask & Puppet Centre	85	
St Andrew's in the Square	200	
Total	1,255	
Small halls		
Mitchell Theatre	418	
Óran Mór	400	
Total	818	
Education and training		
RCS <sup>b</sup> Concert Hall	355	150 (Guinness); 125 (Chandler)
RCS <sup>b</sup> New Athenaeum Theatre	344	150 (Opera Studio)
James Arnott (Univ Glasgow)	220	
Total	919	
Total main-venue capacity		
	47,199 <sup>c</sup>	

Source: British Performing Arts Yearbook.

<sup>a</sup> Excludes clubs.<sup>b</sup> Royal Conservatoire Scotland.<sup>c</sup> 25 main venues; 12 ancillary studios/halls.

### 3. COMPANIES

- 3.1 National Theatre Scotland, performances and attendance, by location
- 3.2 National Theatre Scotland, productions, performances and attendance in Glasgow, by venue
- 3.3 Citizens Theatre, productions, performances and attendance
- 3.4 Tron Theatre, productions, performances and attendance
- 3.5 Arches, performances and attendance, by art form, club nights and education
- 3.6 Royal Scottish National Orchestra, concert season, performances and attendance, by location
- 3.7 Royal Scottish National Orchestra, Glasgow concert season, average attendance of young people in audience-development schemes
- 3.8 Royal Scottish National Orchestra, BBC Scottish Symphony Orchestra and Scottish Chamber Orchestra, own promotions in Glasgow Concert Halls, performances, attendance and average attendance
- 3.9 Scottish Opera, performances and attendance, by location
- 3.10 Scottish Ballet, performances and attendance, by location
- 3.11 Glasgow independent companies, 2013/14
- 3.12 Celtic Connections Festival, performances and attendance
- 3.13 Glasgow Music Concert Series, performances and attendance
- 3.14 Tramway, performances and exhibitions, by attendance

**Table 3.1 National Theatre Scotland, performances and attendance, by location**

	09/10	10/11	11/12	12/13	13/14
	Number				
Glasgow					
Perfs	83	106	125	191	93
Attend	15,498	24,570	24,367	32,353	24,056
Rest of Scotland					
Perfs	148	194	194	241	204
Attend	25,032	32,900	23,963	13,559	37,053
Rest of UK					
Perfs	45	135	-	100	136
Attend	11,103	44,089	-	22,323	21,802
Overseas					
Perfs	3	66	88	215	179
Attend	372	25,007	46,628	56,768	93,249
Total					
Perfs	343	447	407	747	612
Attend	52,005	126,566	94,958	125,003	176,160
Average attendances					
Glasgow	187	232	195	169	259
Rest of Scot	169	170	124	50	182
Rest of UK	247	327	-	223	160
Overseas	124	379	530	264	521
All	152	283	233	167	288
Education activities in Glasgow					
Progs	3	7	7	10	10
Sessions	181	94	52	337	414
Attend	1,998	1,282	834	5,448	10,555 <sup>a</sup>

Source: National Theatre of Scotland.

<sup>a</sup> By 7,949 participants.**Table 3.2 National Theatre Scotland, performances and attendance in Glasgow, by venue**

	2012/13		2013/14	
	Perfs	Attend	Perfs	Attend
Citizens Theatre	67	10,546	25	9,528
Tramway	23	10,607	13	1,028
Tron	8	976	10	600
Òran Mór	42	2,460	-	-
Pacific Quay	16	672	-	-
King's Theatre	7	5,880	-	-
Platform	3	630	-	-
Govan Hall Baths	24	542	-	-
Castlemilk	1	40	-	-
SECC	-	-	14	7,207
Theatre Royal	-	-	7	4,132
Arches	-	-	13	1,150
Maryhill Burgh	-	-	9	315
Eastwood	-	-	1	43
Kilmardinny Arts	-	-	1	53
Total	191	32,353	93	24,056

Source: National Theatre of Scotland.

**Table 3.3 Citizens Theatre, productions, performances and attendance**

	09/10	10/11	11/12	12/13	13/14
<b>Citizens Company at home:</b>					
Productions	7	6	6	9	9
Performances	e166	134	151	156	182
Attendance	e36,702	28,700	34,313	48,998	48,478
<b>Visiting companies:</b>					
Productions	17	21	14	9	12
Performances	e150	134	214	97	59
Attendance	e33,602	24,782	29,868	10,029	13,904
<b>Total at Citizens<sup>a</sup>:</b>					
Performances	316	290	295	249	247
Attendance	70,305	53,582	64,181	59,812	62,677
<b>Attend per perf:</b>	222	185	218	240	254
<b>Tours out:</b>					
Performances	37	140	24	68	41 <sup>b</sup>
Attendance	2,321	13,665	2,321	14,532	..
<b>Learning activities in Glasgow:</b>					
Projects	95	51	84	161	173
Sessions	1,478	1,507	1,433	1,415	1,503
Participations	23,938	27,532	24,848	25,013	30,425

Source: Citizens Theatre.

<sup>a</sup> Includes Citizens community/learning productions; three in 2012/13, with 13 performances and 789 attendance and 2 in 2013/14, with 6 performances and 295 attendance.

<sup>b</sup> Includes *Dr Faustus* in Leeds and *Monster in the Hall* in China, Scotland and England.

**Table 3.4 Tron Theatre, productions, performances and attendance**

	09/10	10/11	11/12	12/13	13/14
<b>Tron Theatre Company:</b>					
Productions	6	6	6	5	7
Performances	121	151 <sup>a</sup>	112	105	165
Attendance	19,022	15,515	14,002	15,969	21,369
<b>Visiting companies:</b>					
Performances	303 <sup>b</sup>	293	320	313	261
Attendance	27,528	29,474	26,969	24,143	12,258
<b>Total at Tron:</b>					
Performances	424	444	432	418	426
Attendance	46,550	44,998	40,971	40,112	33,627
<b>Tours out:</b>					
Performances	36	34	-	53	16
Attendance	900	5,000	888	7,590	..
<b>Learning activities in Glasgow:</b>					
Sessions	287	308	335	272	411 <sup>c</sup>
Participations	5,928	7,176	8,086	3,773	6,261 <sup>d</sup>

Source: Tron Theatre.

<sup>a</sup> Includes Mayfest.

<sup>b</sup> Includes 31 concerts.

<sup>c</sup> Includes 371 workshops, 28 Tall & Tiny Tales, and 9 Skillsteps performances of 4 projects.

<sup>d</sup> Of which, 5,175 workshop participations, by 632 participants.



**Table 3.5 Arches, performances and attendance, by art form, club nights and education**

	09/10	10/11	11/12	12/13	13/14
Performances (no.)					
Theatre/perf	537	635	489	419	312
Live music	<u>37</u>	<u>74</u>	<u>109</u>	<u>64</u>	<u>51</u>
Sub-total	574	709	598	483	363
Attendance (no.)					
Theatre/perf	14,873	18,624	16,358	18,862	15,507
Live music	<u>11,764</u>	<u>20,830</u>	<u>31,663</u>	<u>21,797</u>	<u>17,701</u>
Sub-total	26,637	39,454	48,021	40,659	33,208 <sup>a</sup>
Average attendance (no)					
Theatre/perf	28	29	33	45	50
Live music	318	281	290	341	347
All	46	56	80	84	91
Club nights					
Events (no.)	103	121	127	111	93
Attendance (k)	94	96	102	94	98
Education (no.)					
Events	55	70	..	54	200
Participations	3,493	7,697	..	7,529	5,038

Source: Arches.

<sup>a</sup> Of which, 11,902 for Arches productions in-house, 20,479 for tours-in, and 827 for tours-out.

**Table 3.6 Royal Scottish National Orchestra, performances and attendance<sup>b</sup>, by location, concert season<sup>a</sup>**

	09/10	10/11	11/12	12/13	13/14
	Number				
Glasgow					
Royal Concert Hall promos	34	29	23	25	26
Attendance	52,932	43,855	38,210	35,681	34,993
Other	2	3	2	3	5 <sup>c</sup>
Rest of Scotland					
RSNO promotions <sup>d</sup>	30	36	31	27	32
Attendance	43,223	48,533	43,483	41,155	41,250
Engagements <sup>e</sup>	9	9	9	10	11
Elsewhere					
UK	1	3	-	-	1
Overseas <sup>f</sup>	6	-	1	5	1
Total orchestral concerts <sup>g</sup>	82	80	66	70	76
Orchestral concert average attendance					
Royal Concert Hall	1,519	1,447	1,602	1,427	1,346
RSNO promos rest of Scot	1,441	1,348	1,405	1,526	1,289
Other concerts <sup>h</sup>	6	11	17	11	10 <sup>i</sup>
Recording sessions	..	..	..	..	39
Ed./Learning in Glasgow					
Programmes	3	3	7	6	7
Workshops	6	2	30	10	24
Performances <sup>j</sup>	10	16	15	19	20
Participations	6,995	8,410	9,178	8,081 <sup>k</sup>	4,228

Source: Royal Scottish National Orchestra.

<sup>a</sup> August to July.

<sup>b</sup> Includes zero-priced tickets.

<sup>c</sup> Includes two concerts at Kelvingrove, and one each in Celtic Connections, Scottish International Piano Competition and the Spree Festival.

<sup>d</sup> Edinburgh, Aberdeen, Dundee.

<sup>e</sup> Includes Edinburgh International Festival.

<sup>f</sup> Amsterdam, Baden-Baden, Paris, Munich, Vienna, Belgrade, Leipzig, Aix-en-Provence.

<sup>g</sup> Excludes orchestral concerts for schools in Glasgow Royal Concert Hall, which numbered 3 in 2013/14.

<sup>h</sup> 'Out and About' and chamber concerts.

<sup>i</sup> Of which, three in Glasgow.

<sup>j</sup> Schools concerts and pre-concert talks.

**Table 3.7 Royal Scottish National Orchestra, Glasgow concert season, average attendance of young people in audience-development schemes**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Number						
U16 + 26 attend	1,167	1,285	3,590	3,046	3,096	3,884	2,439 <sup>a</sup>
Average per concert							
Under 16s	47	48	53	43	70	63	33
Under 26s	47	40	58	66	74	92	89
Total	94	88	111	109	144	155	122
Concerts	40	34	34	29	23	25	20

<sup>a</sup> Representing 16.6% of customers and 9.1% of attendance.

Source: Royal Scottish National Orchestra.

**Table 3.8 Royal Scottish National Orchestra, BBC Scottish Symphony Orchestra and Scottish Chamber Orchestra, own promotions in Glasgow Concert Halls, performances, attendance<sup>a</sup> and average attendance**

FY	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Number						
Performances							
RSNO <sup>b</sup>	42	37	31	32	26	22	28
BBC SSO <sup>c</sup>	32	39	38	33	36	38	32
SCO <sup>c</sup>	<u>22</u>	<u>23</u>	<u>23</u>	<u>23</u>	<u>25</u>	<u>26</u>	<u>23</u>
Total	96	99	92	88	87	86	83
Attendance							
RSNO <sup>b</sup>	49,729	47,925	47,987	46,567	39,825	33,648	39,721
BBC SSO <sup>c</sup>	16,172	17,971	20,912	15,989	19,543	23,829	20,432
SCO <sup>c</sup>	<u>12,070</u>	<u>12,127</u>	<u>13,006</u>	<u>11,749</u>	<u>15,378</u>	<u>16,088</u>	<u>12,888</u>
Total	78,791	78,023	81,905	74,305	74,746	73,565	73,041
Average attendance							
RSNO <sup>b</sup>	1,184	1,295	1,548	1,455	1,532	1,529	1,419
BBC SSO <sup>c</sup>	505	461	550	485	543	627	638
SCO <sup>c</sup>	549	527	565	511	615	618	560
All orchestras	812	788	890	844	859	855	880

Source: Glasgow Life, Culture Sparks. <sup>c</sup>

<sup>a</sup> Includes zero-priced tickets.

<sup>b</sup> Concerts in RSNO season, summer concerts and audience-development concerts given in Royal Concert Hall; excludes orchestral concerts given at Kelvingrove (2 in 2007/08, 3 in 2008/09, and 2 in each subsequent year), orchestral concerts for schools (three in 2013/14), and chamber concerts.

<sup>c</sup> In City Halls.

**Table 3.9 Scottish Opera, performances and attendance, by location**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Number						
Glasgow							
Mainscale							
Performances	22	22	22	13	18	23	18
Attendance	21,843	16,913	20,288	13,531	16,589	17,309	18,303
Opera Unwrapped							
Performances	4	5	5	5	5	3	3
Attendance	..	2,592	2,435	1,860	2,114	2,170	1,928
Other <sup>a</sup>							
Performances	20	29	20	20	12	6	5
Attendance	..	22,035	9,100	4,987	4,290	2,849	1,942
Rest of Scotland							
Mainscale							
Performances	23	28	25	21	22	32	28
Attendances	..	18,276	19,804	23,190	22,707	27,125	27,701
Opera Unwrapped							
Performances	7	9	8	8	8	7	8
Attendance	..	2,753	2,375	3,139	4,237	3,443	4,799
Other <sup>a</sup>							
Performances	64	75	49	54	44	55	56
Attendance	..	21,024	11,201	15,433	9,955	14,638	13,928
Rest of UK & overseas							
Mainscale							
Performances	4	2	-	5	3	2	40 <sup>b</sup>
Attendance	..	2,034	-	7,760	4,692	1,784	23,542
Other performances	1	3	-	-	1	1	2
Mainscale totals							
Performances	49	52	47	39	43	57	86
Attendance	..	37,223	40,092	44,481	43,988	46,218	69,546
Mainscale average attendance							
Glasgow	993	769	922	1,041	922	840	1,017
Rest of Scotland	..	653	792	1,104	1,032	847	989
Elsewhere	..	1,017	-	1,552	1,564	892	589
Total all performances							
Performances	144	173	129	126	113	129	160
Attendance	..	85,627	65,203	69,900	64,584	69,851	92,703

Source: Scottish Opera.

<sup>a</sup> Includes reduced-scale productions, such as Opera-go-Round, and some orchestral concerts.<sup>b</sup> *Pirates of Penzance* tour in rest of UK.

**Table 3.10 Scottish Ballet, performances and attendance, by location**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Number						
Mainscale							
Glasgow							
Performances	23	28	25	26	23	35	30
Attendance	21,363	20,516	23,368	19,406	23,517	29,930	29,120
Rest of Scotland							
Performances	33	44	44	41	39	41	46
Attendances	34,232	29,290	36,881	27,523	32,352	28,897	35,278
Rest of UK							
Performances	6	14	9	12	13	27	12
Attendance	5,473	11,210	8,093	8,043	11,001	20,362	10,823
Rest of world							
Performances	-	-	5 <sup>a</sup>	-	13 <sup>b</sup>	-	8 <sup>c</sup>
Attendance	-	-	5,050		6,902	-	11,246
Mainscale totals							
Performances	62	86	83	79	80	103	96
Attendance	61,068	61,016	73,392	54,972	73,772	79,189	86,467
Mainscale average attendance							
Glasgow	929	734	935	746	1,022	855	971
Rest of Scotland	1,037	732	828	671	830	765	767
Rest of UK	912	800	893	670	938	754	902
Overseas	-	-	1,010	-	1,150	-	1,406
Other scale							
Performances	2 <sup>d</sup>	13 <sup>e</sup>	-	10 <sup>de</sup>	-	-	12 <sup>f</sup>
Attendance	600	2,932	-	1,924	-	-	758
Total all performances							
Performances	64	99	83	89	80	103	108 <sup>g</sup>
Attendance	61,668	63,948	74,402	56,896	74,922	79,189	87,225 <sup>g</sup>

Source: Scottish Ballet.

<sup>a</sup> Nanjing, Beijing, Shanghai.<sup>b</sup> Los Angeles, Davies California.<sup>c</sup> New Orleans, Tampa, Gainesville, Hong Kong.<sup>d</sup> In Glasgow.<sup>e</sup> Scotland tour.<sup>f</sup> Edinburgh screenings and talks.<sup>g</sup> Excludes 2,715 for the Genée International Ballet Competition final and the Yorkshire Ballet School Gala at Sadler's Wells; also excludes online audiences totalling 447k for ballet-based exercise video, Northern Arts Prize viewings of *Lonely Young People: Beautiful Supple Bodies*, webcasts and interactive projects.

**Table 3.11 Glasgow independent production companies in drama, dance, physical theatre and music<sup>a</sup>, 2013/14**

Drama <sup>b</sup>
Vanishing Point
Mischief La-Bas
Fire Exit
Ankur Arts
Vox Motus
Visible Fictions (young people)
Birds of Paradise (additional needs)
Solar Bear (additional needs)
Dance <sup>c</sup>
Company Chordelia
Indepen-dance (additional needs)
Music <sup>d</sup>
Scottish Ensemble
Cryptic

Source: Creative Scotland, Glasgow City Council.

<sup>a</sup> Regularly funded by Creative Scotland; many also supported by Glasgow City Council.

<sup>b</sup> Companies project-supported by Creative Scotland include Random Accomplice, Untitled Projects, Lunchtime Theatre, Active Events, A Moment's Peace, Rapture Theatre, Ramesh Meyyappan, and in physical theatre, Conflux (based at The Arches) and Company of Wolves; Glasgow City Council supports Creative Therapies, Plantation Park.

<sup>c</sup> Companies project-supported by Creative Scotland include Work Room (based at Tramway), Barrowland Ballet; Glasgow City Council supports Visual Statement (based at Platform).

<sup>d</sup> Companies project-supported by Creative Scotland include Opera Bohemia, Tromolo (music theatre), Limelight (previously Sounds of Progress), Paragon, Glasgow Improvisers, New Rhythms.

**Table 3.12 Celtic Connections Festival, performances and attendance**

	08/09	09/10	10/11	11/12	12/13	13/14
	Number					
Glasgow Concert Halls						
Performances	77	87	80	71	38 <sup>a</sup>	40 <sup>a</sup>
Attendance	46,677	49,258	47,968	43,968	35,637	39,646
Other venues						
Performances	86	90	86	127	113	124
Attendance	14,032	19,591	21,349	25,829	29,545	39,727
All (ticketed)						
Performances	163	177	166	198	151	164
Attendance	60,709	68,849	69,317	69,797	83,516	106,770
Unticketed events (estimate)	<u>7,385</u>	<u>8,952</u>	<u>12,715</u>	<u>14,130</u>	<u>18,334</u>	<u>27,397</u>
Total	68,094	67,801	82,032	83,927	83,516	106,770

Source: Glasgow Life.

<sup>a</sup> Activity reduced owing to building work in Royal Concert Hall.

**Table 3.13 Glasgow Music Concert Series<sup>a</sup>, performances and attendance<sup>b</sup>**

	08/09	09/10	10/11	11/12	12/13	13/14
	Number					
Glasgow Concert Halls						
Performances	14	15	30	26	18	15
Attendance	5,666	7,708	6,040	5,253	4,560	3,927
Other venues <sup>c</sup>						
Performances	-	-	2	9	14	11
Attendance	-	-	1,197	2,622	2,435	2,452
All						
Performances	14	15	32	35	32	26
Attendance	5,666	7,708	7,237	7,875	6,995	6,379
Attend per perf	405	514	226	225	219	245

Source: Glasgow Life.

<sup>a</sup> International Series in 2008/09 and 2009/10, and in subsequent years chamber and choral concert series, which included specialist programmes devoted to Jordi Savall and Philip Glass, and three festivals of Minimalism in music.

<sup>b</sup> Paid admissions.

<sup>c</sup> Include Kelvingrove, Tramway, University of Glasgow, St Peter's Church, Royal Conservatoire Scotland, Cottier and Oran Mor.

**Table 3.14 Tramway, performances and exhibitions, by attendance**

	09/10	10/11	11/12	12/13	13/14
Theatre & events					
Performances	75	111	98	105	65
Attendance	8,182	14,678	15,338	17,270	16,277
Averages	109	132	157	164	250
Visual arts					
Exhibitions	11	9	10	10	10
Days	406	342	313	596 <sup>a</sup>	..
Attendance	35,879	29,747	21,335	32,766 <sup>b</sup>	30,651
Per day	88	87	68	55	..
Total attendance	44,061	44,425	36,673	50,036	46,928
Learning and training <sup>b</sup>					
Programmes	15	19	18	32	44
Participations	13,467	19,091	17,303	7,108	17,738
Football					
	186,726	176,994	149,498	150,572	156,644

Source: Glasgow Life.

<sup>a</sup> Includes 11 small-duration exhibitions, accounting for 4,414 of the attendance.

<sup>b</sup> Includes Glasgow Education Service Saturday programmes in drama, music theatre and visual arts.

**4. PERFORMANCES AND PRODUCTION**

- 4.1 National companies, performances in Glasgow
- 4.2 National companies, attendance in Glasgow
- 4.3 National lyric companies and national orchestra, performances in Glasgow, and tours-out in Scotland and elsewhere, 2013/14
- 4.4 Glasgow producing theatres and National Theatre of Scotland, home-based drama productions, visiting companies and tours-out, 2013/14
- 4.5 Visiting companies at Glasgow producing theatres, by performances and attendance
- 4.6 Visiting companies at Citizens and Tron, by geographic origin
- 4.7 Glasgow-based opera, ballet and drama companies, productions
- 4.8 Glasgow companies, productions, 2013/14
- 4.9 Glasgow companies, some overseas engagements, 2013/14



**Table 4.1 National companies, performances in Glasgow**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Number						
Scottish Opera <sup>a</sup>	22	22	22	13	18	23	8
Scottish Ballet <sup>a</sup>	<u>23</u>	<u>28</u>	<u>25</u>	<u>26</u>	<u>23</u>	<u>35</u>	<u>30</u>
Lyric subtotal <sup>a</sup>	45	50	47	39	41	58	48
NTS <sup>b</sup>	67	53	83	106	125	191	93
RSNO <sup>c</sup>	42	37	31	32	26	22	28
SCO	<u>22</u>	<u>23</u>	<u>23</u>	<u>23</u>	<u>25</u>	<u>26</u>	<u>23</u>
Total	176	163	184	200	217	277	192

Source: National Performing Companies.

<sup>a</sup> Mainscale in Theatre Royal.<sup>b</sup> Productions shown in Glasgow only.<sup>c</sup> Symphony concerts in financial year and only in RCH.**Table 4.2 National companies, attendance in Glasgow**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Thousand						
Scottish Opera <sup>a</sup>	22	17	21	19	17	17	18
Scottish Ballet <sup>a</sup>	<u>21</u>	<u>21</u>	<u>23</u>	<u>19</u>	<u>24</u>	<u>30</u>	<u>29</u>
Lyric subtotal <sup>a</sup>	43	38	44	38	41	47	47
NTS <sup>b</sup>	31	18	15	25	24	32	24
RSNO <sup>c</sup>	50	48	53	43	40	34	40
SCO	<u>12</u>	<u>12</u>	<u>13</u>	<u>12</u>	<u>15</u>	<u>16</u>	<u>13</u>
Total	140	119	125	120	118	129	124

Source: National Performing Companies.

<sup>a</sup> Mainscale in Theatre Royal.<sup>b</sup> Productions shown in Glasgow only.<sup>c</sup> Symphony concerts in financial year only in RCH.**Table 4.3 National lyric companies and national orchestra, performances in Glasgow, and tours-out in Scotland and elsewhere, 2013/14**

	Glasgow		Rest of Scotland		Else-where
	Perf	Attend (k)	Perf	Attend (k)	Perf
Scottish Ballet <sup>a</sup>	30	29.1	46	35.3	20
Scottish Opera <sup>a</sup>	18	18.3	28	27.7	42
RSNO	<u>28</u>	<u>39.7</u>	<u>32</u>	<u>41.2</u>	<u>2</u>
Total	76	87.1	106	104.2	64
2012/13	81	80.8	100	97.2	34
2011/12	66	78.0	109	98.6	30

Source: National Performing Companies.

<sup>a</sup> Mainscale only.<sup>b</sup> Symphony concerts in RCH in financial year.

**Table 4.4 Glasgow producing theatres and National Theatre of Scotland, home-based drama productions, visiting companies and tours-out, 2013/14**

	Home prods			Visiting companies		Tours out	
	No.	Perfs	Attd(k)	Perfs	Attd(k)	Pds	Perfs
Citizens <sup>a</sup>	9	182	48.5	59	13.9	1	42
Tron	7	165	21.4	261	12.2	1	16
NTS	9 <sup>b</sup>	93 <sup>b</sup>	24.1 <sup>b</sup>	n/a	n/a	15	519
Total	25	440	94.0	320	26.1	17	577

Source: companies.

<sup>a</sup> Excluding community/learning productions.

<sup>b</sup> Productions played in Glasgow.

**Table 4.5 Visiting companies at Glasgow producing theatres, by performances and attendance**

	Perfs (no)				Attend (k)			
	08/09	11/12	12/13	13/14	08/09	11/12	12/13	13/14
Citizens	122	214	95	59	19.6	29.9	10.0	13.9
Tron	197	320	313	261	14.6	26.9	24.1	12.3
Total	319	534	408	320	34.2	56.8	34.1	26.2

Source: see Tables 3.3, 3.4; Glasgow Cultural Statistics Digest (2010).

**Table 4.6 Visiting companies at Glasgow producing theatres, by geographic origin**

	08/09	11/12	12/13	13/14
	Number			
Citizens:				
Glasgow	10	8	8	7
Rest of Scotland	2	-	-	2
Rest of UK	<u>8</u>	5	1	3
O/s		<u>1</u>	<u>-</u>	<u>-</u>
Total	20	14	9	12
Tron:				
Glasgow	15	16	15	29
Rest of Scotland	4	5	6	14
Rest of UK	<u>4</u>	3	5	12
O/s		<u>6</u>	<u>1</u>	<u>5</u>
Total	23	30	27	60

Source: Citizens Theatre and the Tron.

**Table 4.7 Glasgow-based opera, ballet and drama companies, productions**

	08/09	11/12	12/13	13/14
	Number			
Scottish Opera				
Mainscale new	4	4	4	4
Mainscale revived	1	1	1	-
Small <sup>a</sup>	6	6	2	4
Scottish Ballet				
Full length new	1	1	1	1
Full length revival	1	1	1	1
Other	3	2 <sup>b</sup>	2 <sup>c</sup>	2 <sup>d</sup>
Producing theatres	14	20	23	25 <sup>e</sup>
National Theatre Scotland	12	11	14	16
All	42	46	49	51
Independent companies	[21]	24	30	32 <sup>f</sup>

Source: companies.

<sup>a</sup> Includes small-scale tours and other short-format projects; excludes concerts.

<sup>b</sup> Two double-bills, one new piece and three revivals.

<sup>c</sup> Two triple-bills, one new and one revival.

<sup>d</sup> One double-bill and one multi-part presentation.

<sup>e</sup> Of which, 17 new and 8 revivals.

<sup>f</sup> Made by 11 producing companies; predominantly new work.

**Table 4.8 Glasgow companies, productions, 2013/14****SCOTTISH BALLET****Mainscale**

*Highland Fling* (Matthew Bourne)  
*Hansel and Gretel* (Christopher Hampson): premiere  
*Elite Syncopations* (Kenneth MacMillan) and *Rite of Spring* (Christopher Hampson): double bill; new  
*Dance Odysseys*: multi-part presentation in dynamic environment, including new commissions from  
 James Cousins, Helen Pickett, Martin Lawrance, Sophie Laplane, and Kristen McNally

**SCOTTISH OPERA****Mainscale**

*Pirates of Penzance*: new; D'Oyly Carte co-production  
*American Lulu* (Olga Neuwirth): premiere; co-production/comm. Bregenz Festspiele, Young Vic, The  
 Opera Group, Komische Oper Berlin  
*Don Giovanni*: new  
*Don Pasquale*: new

**Other**

*Seven Deadly Sins*: new; Company Chordelia co-production  
*Last One Out* (Gareth Williams): premiere; Random Accomplice co-production  
*Rodelinda*: new  
*Macbeth*: revival of mainscale production as piano and small-scale accompanied tour

**NATIONAL THEATRE OF SCOTLAND****New productions**

*Macbeth*  
 Auteurs Project: Arches co-production  
*A Doll's House*: Lyceum co-reproduction  
*The Day I Swapped My Dad for Two Goldfish* (Neil Gaiman)  
*Calum's Road* (adapted by David Harrower): Comunicado co-production  
*Let the Right One In* (Jack Thorne): Dundee and Royal Court co-production  
*Confessions of a Justified Sinner* (Paul Bright): Untitled Projects and Tramway co-production  
*Little Bird Blown Off Course* (Fiona J Mackenzie): National Trust for Scotland co-production  
*In Time O'Strife* (Joe Corrie): O Net Fife  
*Dragon* (Oliver Emanuel): Vox Motus and Tianjin People's Art Theatre co-production  
*Rantín* (Kieran Hurley): Arches co-production

**Revivals**

*Blackwatch*  
*Ménage à Trois*  
*The Strange Undoing of Prudencia Hart*  
*Dunsinane*  
*Glasgow Girls*

**CITIZENS THEATRE****Mainscale**

*Doctor Faustus*: new; West Yorkshire Playhouse co-production  
*Far Way/Seagulls* (Caryl Churchill): new  
*Crime and Punishment* (adaptation by Chris Hannan): premiere  
*True West* (Sam Shephard): new  
*The Jungle Book* (Stuart Paterson): premiere  
*Bauble Trouble* (devised by Guy Hollands and Andrew Macgregor): premiere  
*Miss Julie* (new version by Zinnie Harris): premiere  
*Glasgow Girls*

**Other**

*Scarfed for Life* (Martin Travers): prison tour  
*The Elevator Pitch*: written and performed by Young Company

**TRON THEATRE**

*Cannibal Women of Mars* (Belle & Sebastian's Mick Cooke): premiere  
*Panto and the Incredible Stinkerbelle* (Jonny McKnight): premiere  
*Remember December*: new  
*This Wide Night* (Chloe Moss): premiere  
*April in Paris* (John Godber): new; Horsecross Arts co-production  
*Macbeth*: new; Horsecross Arts co-production

## ARCHES

## Mainscale

*Beats* (Kieran Hurley)*Rant* (Kieran Hurley): NTS co-production*Whatever Gets You Through The Night* (Cora Bissett)*If These Spasms could Speak* (Robert Softley Gale): premiere*Bullet Catch* (Rob Drummond): premiere*The Night Before Christmas* (Robert Alan Evans): premiere*A Gay in a Manger* (devised by Laurie Brown and Rosana Caed): premiere

Source: companies and annual reports.

**Table 4.9 Glasgow companies, some overseas engagements, 2013/14**

Scottish Opera	Bregenz
Scottish Ballet	USA (New Orleans, Tampa, Gainesville), Hong Kong
National Theatre Scotland	USA (New York, Seattle, San Francisco and 3 other places), Auckland, New Zealand
Royal Scot Nat Orchestra	Aix-en-Provence
BBC Scottish SO	India (Chennai, New Delhi, Mumbai), plus workshops
Arches	New Zealand, North Carolina, Brazil
Vanishing Point	Argentina (Buenos Aires), Chile (Santiago), Brazil
Vox Motus	China (Tiazin) co-production
Fire Exit	Guanajuato, Mexico City
Cryptic	Denmark (Spor Festival), Sweden (New Directions)
Scottish Ensemble	USA (12 concerts), China (Beijing 2 concerts), Shanghai, Taipei and 3 other places)
Project Ability	Germany, Denmark, Sweden, Norway
Glasgow Sculpture Studios	Korea, Denmark
Streetwise	New York

Source: companies.

<sup>a</sup> Visual arts.

## **5. VISUAL ARTS**

- 5.1 Glasgow visual arts, attendance
- 5.2 Glasgow visual art galleries, attendance
- 5.3 Glasgow visual art studios and practitioner groups, attendance
- 5.4 Glasgow visual art events, attendance
- 5.5 Glasgow artists Modern Institute and Mary Mary artists, by domicile
- 5.6 Glasgow commercial galleries, by postcode area, 2014

**Table 5.1 Glasgow visual arts, attendance**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Thousand						
Galleries	62	62	74	86	72	71	83
Studios	97	97	111	104	104	86	[81]
Events	16	104	13	153	-	205	-
Total	175	263	198	343	176	362	164
GoMA	578	562	528	500	609	592	576
Total	753	825	726	843	785	953	740

Source: See Tables 5.2, 5.3, 5.4.

**Table 5.2 Glasgow visual art galleries, attendance**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Thousand						
Tramway <sup>a</sup>	11	10	36	28	21	33	31
CCA	18	18	-	[16]	[17]	18	22
Glasgow School of Art	16	20	27	27	30 <sup>b</sup>	25	29
Collins Gallery	16	13	16	13 <sup>c</sup>	-	-	-
Gallery of Modern Art	578	562	528	500	609 <sup>d</sup>	592	576
Common Guild	1	1	1	2	4	[1]	1
Total <sup>e</sup>	640	624	602	586	681	663	659

Source: Creative Scotland; Glasgow Life; galleries.

<sup>a</sup> Exhibitions only.

<sup>b</sup> Two spaces closed for campus redevelopment.

<sup>c</sup> Closed during 2011/12.

<sup>d</sup> Includes the Great British Art Show.

<sup>e</sup> Excludes NVA, which specialises in installations in changing locations.

**Table 5.3 Glasgow visual art studios and practitioner groups, attendance**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Thousand						
Glasgow Print Studio <sup>a</sup>	[14]	14	[10]	[10]	10	9	[9]
Project Ability <sup>a</sup>	25	[25]	36	50	50	[50]	[50]
Street Level <sup>a</sup>	2	2 <sup>a</sup>	20	29	[29]	21	16
Transmission <sup>a</sup>	5	[5]	12	11	[11]	3	[3]
Glasgow Sculpture Studios	51	[51]	33	4	[4]	3	3
Total	97	97	111	104	104	86	[81]
Trongate 103 (footfall)	n/a	n/a	37	139	171	212	176

Source: Creative Scotland; Glasgow Life; studios.

<sup>a</sup> Rebased in Trongate 103 in 2009, together with Glasgow Independent Studios, Sharmanka Kinetic Theatre, Glasgow Media Access and Russian Cultural Centre.

**Table 5.4 Glasgow visual art events, attendance**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Thousand						
Glasgow International	-	89	-	153	-	205	-
Glasgow Art Fair	16	13	[13]	-	-	-	-
Sub-total	16	104	13	153	-	205	-

Source: Creative Scotland; Glasgow Life.

**Table 5.5 Glasgow artists Modern Institute and Mary Mary artists, by domicile**

	2011	2013	2014
	No		
Glasgow	16	22	19
Rest of UK	9	8	10
Rest of EU	9	11	11
USA	6	11	14
Total	40	52	54

Source: MI and MM websites.

**Table 5.6 Glasgow commercial galleries, by postcode area, 2014**

Glasgow G1  
 Art Exposure  
 Mary Mary  
 Modern Institute  
 Glasgow G2  
 Arteries  
 Compass  
 Cyril Gerber Fine Art  
 Intermedia (within CCA)<sup>a</sup>  
 John Green Fine Art  
 MacGregor Fine Art  
 Roger Billcliffe  
 Glasgow other postcodes  
 Annan (G3)  
 Hidden Lane (G3)  
 Mansfield Park (G12)  
 Market<sup>a</sup> (G31)  
 Gatehouse (G46)  
 Auctioneers in fine art  
 Bonhams (G2)  
 Lyon & Turnbull (G2)

Source: web research.

<sup>a</sup> Not for profit.



**6. CREATIVE AND CULTURAL INDUSTRIES**

- 6.1 Employment by workplace in creative and cultural industries (including digital), Glasgow and rest of Scotland
- 6.2 Employment in creative and cultural industries in Glasgow and comparator cities, 2013
- 6.3 Creative and cultural industries, employment in Glasgow and comparator cities
- 6.4 Employment by workplace in sustainable tourism
- 6.5 Scotland's screen production infrastructure, by location, 2014
- 6.6 Scotland's screen production infrastructure, Glasgow share
- 6.7 Glasgow screen production, enquiries, and direct local spend
- 6.8 Glasgow screen production, direct local spending, by type of production, and shooting days
- 6.9 Glasgow high-impact screen production activity, filming days and local spend, by indigenous and incoming companies
- 6.10 Glasgow City and Outer Glasgow, cinemas, screen numbers and seats, 2013
- 6.11 Glasgow cinemas, attendance
- 6.12 Principal broadcasters in Glasgow, television production hours and staff
- 6.13 Cultural Enterprise Office, output data
- 6.14 Cultural Enterprise Office, service use

**Table 6.1 Employment by workplace in creative and cultural industries (including digital), Glasgow and rest of Scotland**

	2009	2010	2011	2012	2013	% Chge 09-13	% chge 11-13
	Thousand						
Glasgow City	18.6	17.4	16.9	17.4	17.7	-4.8	+5.9
Outer Glasgow	10.4	9.4	8.3	8.4	9.0	-13.5	+8.4
Edinburgh	13.9	13.0	11.1	12.2	13.1	-5.8	+18.0
Rest of Scotland	36.1	32.1	27.8	27.3	28.8	-20.2	+3.6
Scotland	79.0	71.9	64.1	65.2	68.6	-14.4	+7.0

Source: Scottish Government, Office of National Statistics, Business Register and Employment Survey (BRES), Growth Strategy Statistics, adjusted definition (2013) of "creative and cultural industries" (including digital).

**Table 6.2 Employment in creative and cultural industries<sup>a</sup> in Glasgow and comparator cities, 2013**

	GLA	EDN	MAN	BMG	LDS	LVP
	Number					
Advertising	1,379	697	1,844	1,643	4,264	304
Architecture	1,472	1,198	1,142	981	1,171	540
Design <sup>b</sup>	414	402	582	438	837	217
Video, film	597	455	562	385	448	428
Music & perf arts	1,958	722	1,338	1,259	1,004	805
Books and press	1,563	1,129	384	899	1,545	[5,885]
Computers <sup>c</sup>	5,230	5,555	4,808	4,455	7,414	1,617
Radio & TV	1,854	181	480	392	879	445
Art & antique trade	249	180	213	206	233	169
Total	14,716	10,519	11,353	10,658	17,795	10,410
Creatives % total jobs	3.8	3.4	3.4	2.2	4.4	4.6

Source: Business Register and Employment Survey, analysed by Department of Regeneration Services, Glasgow City Council, member of Core Cities Network.

<sup>a</sup> Approximates to the DCMS revised definition of "creatives".

<sup>b</sup> Specialised design activities and designer fashion.

<sup>c</sup> Software development and computer consultancy services.

**Table 6.3 Creative and cultural industries, employment in Glasgow and comparator cities**

	2009	2011	2012	2013	% chge 09-13
	Thousand				
Glasgow <sup>a</sup>	18.6	16.9	17.4	17.7	+4.8
Edinburgh	13.9	11.1	12.2	13.1	+5.8
Leeds	17.4	17.9	18.8	17.8	+2.3
Birmingham	14.0	14.4	14.7	14.6	+4.3
Manchester <sup>b</sup>	15.3	14.1	13.8	12.7	-17.0

Source: Scottish Government, Office of National Statistics, Business Register and Employment Survey (BRES), Growth Strategy Statistics; Leeds, Birmingham, Manchester data from Department of Regeneration Services, Glasgow City Council, member of Core Cities Network.

<sup>a</sup> Excludes Outer Glasgow.

<sup>b</sup> Excludes Salford.

**Table 6.4 Employment by workplace in sustainable tourism<sup>a</sup>**

	2009	2010	2011	2012	2013	% chge 09-13
	Thousand					
Glasgow	26.0	24.6	24.5	25.2	29.8	+14.6
Outer Glasgow	28.0	25.5	23.8	22.3	26.6	-5.0
Edinburgh	27.9	28.5	29.5	28.7	35.5	+27.2
Rest of Scotland	108.8	104.8	107.3	105.3	122.3	+12.4
All Scotland	190.7	183.4	185.1	181.5	211.2	+11.3

Source: Scottish Government, Office of National Statistics, Business Register and Employment Survey (BRES), Growth Strategy Statistics.

<sup>a</sup> Comprising accommodation, hospitality, tour operators, sports, museums, historical sites, botanical and zoological gardens, amusements and recreation.

**Table 6.5 Scotland's screen production infrastructure, by location, 2014**

	GLA	EDN	Rest Scot	Total
Production companies	33	16	10	59
Workshops	3	2	2	7
Facilities	97	38	47	182
Total	133	56	59	248
%	53.6	22.6	23.8	100

Source: Film Bang.

**Table 6.6 Scotland's screen production infrastructure, Glasgow share**

	2013	2015
	Nos	
Production companies	63	59
Workshops	8	7
Facilities	163	182
Total	234	248
Glasgow %	54.2	53.6

Source: Film Bang.

**Table 6.7 Glasgow screen production<sup>a</sup>, enquiries, and direct local spend**

	2008	2009	2010	2011	2012	2013	2014
Screen office enqs (no.)	266	338	271	311	358	343	319
Direct local spend (£k)	17.76	11.76	10.38	15.55	17.75	15.18	14.24

<sup>a</sup> Excludes spend on production activity filmed entirely in house (eg some of BBC, STV) or with no need to use the Glasgow Film Office's location advice.

Source: Glasgow Film Office.

**Table 6.8 Glasgow screen production<sup>a</sup>, direct local spend by type of production and shooting days**

	2013	2014
High-impact	£k	
Glasgow companies	8,231	8,276
Incoming companies	6,051	4,387
Other <sup>b</sup>	901	1,577
Total direct spend	15,183	14,240
Shooting days	Number	
High impact	210	252
Other	408	456
Total	618	708

Source: Glasgow Film Office.

<sup>a</sup> Excludes spend on production activity filmed entirely in house (eg some of BBC, STV) or with no need to use the Glasgow Film Office's location advice.

<sup>b</sup> Includes commercials, shorts, high- and low-budget TV.

**Table 6.9 Glasgow high-impact<sup>a</sup> screen production activity, filming days and local spend, by indigenous and incoming companies**

	2009	2010	2011	2012	2013	2014
Film days (no.)						
Glasgow companies	120	161	98	285	..	..
Incoming companies	102	156	144	34	..	..
Total	222	317	242	319	210	252
Local spend (£m)						
Glasgow companies	3.9	6.1	3.9	13.2 <sup>b</sup>	8.3	8.3
Incoming companies	6.8	3.6	9.4	2.8 <sup>c</sup>	6.1	4.4
Total	10.7	9.7	13.3	16.0	14.4	12.7

Source: Glasgow Film Office.

<sup>a</sup> Five days or more shooting or budgets in excess of £50k per 30 minutes.

<sup>b</sup> Of which, features £2.8m, and TV and commercials £10.4m.

<sup>c</sup> Features only.

**Table 6.10 Glasgow City and Outer Glasgow, cinemas, screen numbers and seats, 2014**

	Screens	Seats
Glasgow City:		
Cineworld, Renfrew Street	18	4,232
Odeon, Springfield Quay	12	2,603
Vue, Glasgow Fort <sup>a</sup>	8	2,462
Cineworld, Parkhead	7	1,913
Glasgow Film Theatre, Rose Street	3	596
Grosvenor Cinema, Ashton Lane	2	208
Imax Theatre, Glasgow Science Centre	1	370
Total	51	12,385
Outer Glasgow:		
Braehead, Odeon	12	2,463
Clydebank, Empire	10	2,554
Coatbridge, Showcase Cinemas	14	3,580
East Kilbride, Odeon	9	2,008
Hamilton, Vue Cinemas	9	1,515
Paisley, Showcase Cinemas	14	3,656
Total	68	15,776
Total	119	28,161

Source: Cinema Advertisers Association; Film Distributors Association; Cinema Exhibitors' Association.

<sup>a</sup> Opened August 2013.

**Table 6.11 Glasgow cinemas, attendance**

	2007	2008	2009	2010	2011	2012	2013
	Thousand						
Glasgow City commercial	2,088	2,089	2,158	2,040	2,036	2,072	2,030
Glasgow Film Theatre (FY) <sup>a</sup>	137	162	176	189	202	197	219
Glasgow City total	2,225	2,251	2,334	2,229	2,238	2,269	2,249
Outer Glasgow commercial	3,552	3,553	3,669	3,468	3,461	3,522	3,159
Total	5,777	5,804	6,003	5,697	5,699	5,791	5,408 <sup>b</sup>

Source: BFI Statistical Yearbook; EDI/CAA; attendance level estimated from central Scotland screen averages; admission trends derived from UK attendance totals.

<sup>a</sup> Calendar years; includes Glasgow film Festival.

<sup>b</sup> Cinema attendance in central Scotland TV region fell by 5.0% compared with 4.0% fall in the UK.

**Table 6.12 Principal broadcasters in Glasgow, television production hours and staff**

	07/08	11/12	12/13	13/14
TV production hours (ex repeats)				
BBC Scotland				
Network	857	882	939	915 <sup>a</sup>
Scotland	..	820	778	818 <sup>b</sup>
STV <sup>c</sup>	112	121	141	157
Staff				
BBC Scotland	1,320 <sup>c</sup>	1,250	[1,158]	1,200 <sup>d</sup>
STV <sup>e</sup>	595	387	376	396

Source: BBC Scotland Executive Report 2007/08 and BBC Scotland Management Review 2011/12 and 2012/13; STV Group Accounts 2007 and STV Annual Report & Accounts; BBC Scotland submission to Scottish Parliament.

<sup>a</sup> Radio production hours (excluding repeats) totalled 8,070 hours for Radio Scotland plus 3,594 hours for Radio narn Gaidheal.

<sup>b</sup> Excluding 649 BBC ALBA TV hours.

<sup>c</sup> Calendar year.

<sup>d</sup> In 13 staffed centres.

<sup>e</sup> STV Group data include variously Aberdeen, Edinburgh, Dundee, Inverness and Pearl & Dean.

**Table 6.13 Cultural Enterprise Office, output data<sup>a</sup>**

	08/09	11/12	12/13	13/14	08-14 % chg
	Number				
Clients	2,721	3,542	3,018	3,293	+21
Support					
Information requests	4,153	5,725	4,404	4,187	+1
Event attendance	1,157	1,106	683	774	-33
Advice	900	1,696	1,192	994	+10
Total instances of support	6,210	8,327	6,279 <sup>b</sup>	5,955	-4

Source: Cultural Enterprise Office.

<sup>a</sup> Website visits 62.57k in 2013/14.

<sup>b</sup> Registry changes reduce figures.

**Table 6.14 Cultural Enterprise Office, service use**

	08/09	11/12	13/14	% pt change
	Percentages			
By geography				
Glasgow/west central	41	46	46	+5
Edinburgh/east central	36	35	36	-
Rest of Scotland	<u>23</u>	<u>19</u>	<u>18</u>	-5
	100	100	100	
Creative medium				
Visual arts/design	26	29	26	-
Audio-visual	23	22	23	-
Performance	19	18	18	-1
Art & antiques	16	13	15	-2
Books/publishing	5	3	3	-2
Other/general	<u>11</u>	<u>15</u>	<u>15</u>	+4
	100	100	100	

Source: Cultural Enterprise Office.

## **7. MUSEUMS AND HISTORIC BUILDINGS**

- 7.1 Glasgow museums and historic buildings, visits
- 7.2 Glasgow City accredited museums, visits
- 7.3 Other accredited museums in Glasgow, visits
- 7.4 Glasgow City Museums, Glasgow residents attendance, by Glasgow community area
- 7.5 Glasgow City Museums, exhibitions in Kelvingrove temporary exhibition gallery
- 7.6 Hunterian Art Gallery, exhibitions
- 7.7 Glasgow historic buildings and gardens, visits
- 7.8 Glasgow listed buildings, designed landscape and scheduled monuments, number and percentage of Scotland total, 2013/14
- 7.9 Glasgow entries in Buildings at Risk Register, 2013/14
- 7.10 Glasgow listed buildings, consent applications
- 7.11 Glasgow heritage agencies, 2014
- 7.12 Glasgow heritage trails and tours/guides, 2008/09

**Table 7.1 Glasgow museums and historic buildings, visits**

	08/09	09/10	10/11	11/12	12/13	13/14
	Thousand					
Accredited museums <sup>a</sup>						
Glasgow City	3,276	3,179	2,417	3,669	3,445	3,261
Other Glasgow museums	219	234	136	205	287	398
Total	3,495	3,413	2,553	3,874	3,732	3,659
Historic buildings <sup>b</sup>						
Mackintosh buildings	397	299	386	460	531	525
Other properties	177	199	216	226	223	257
Doors Open	54	54	64	61	66	81
Total	628	552	6	747	820	851
Gardens	430	432	423	432	431	465
Total	4,553	4,397	3,642	5,063	4,983	4,957

Source: see Tables 7.2, 7.3, 7.7.

<sup>a</sup> Accreditation scheme, previously operated by Museums, Libraries, Archives Council, transferred to Arts Council England in 2012.

<sup>b</sup> Calendar year.

**Table 7.2 Glasgow City Council accredited museums, visits**

	08/09	09/10	10/11	11/12	12/13	13/14
	Thousand					
Burrell Collection	195	200	192	199	180	192
Gallery of Modern Art	562	528	500 <sup>a</sup>	609	592	576
Kelvingrove	1,418	1,281	1,050	1,003	1,055	1,097
People's Palace	248	280	240	230	314	313
Pollok House <sup>a</sup>	72	95	58	76	63	53
Provand's Lordship	111	111	100	75	72	75
Riverside <sup>b</sup>	455	457	59 <sup>c</sup>	1,286	965	760
St Mungo	148	149	131	111	119	117
Scotland Street School	65	60	57	54	58	52
Museums Resource Centre	3	8	10	12	15	15
Fossil Grove <sup>d</sup>	0	10	13	13	11	11
Total	3,276	3,179	2,417	3,669	3,445	3,261

Source: Glasgow Life.

<sup>a</sup> Entrance modification produced recording error.

<sup>b</sup> Operated by National Trust for Scotland.

<sup>c</sup> Previously Museum of Transport.

<sup>d</sup> Closed for whole or part of year.

<sup>e</sup> Also a registered site of scientific interest.



**Table 7.3 Other accredited museums in Glasgow, visits**

	08/09	09/10	10/11	11/12	12/13	13/14
	Thousand					
Hunterian Art Gallery	e62	e80	72	73	36 <sup>a</sup>	67
Hunterian Museum	73	e79	- <sup>a</sup>	23 <sup>a</sup>	65	79
Royal Highland Fusiliers <sup>c</sup>	4	[3]	e7	e4	e4	e4
Scottish Football Museum <sup>c</sup>	49	41	43	43	39	38
Tall Ship Museum <sup>b</sup>	32	31	14	62 <sup>c</sup>	43	210 <sup>d</sup>
Total other <sup>e</sup>	236	260	162	230	213	398

Source: Moffat Centre, museums.

<sup>a</sup> Closed for whole or part of year.

<sup>b</sup> Financial years.

<sup>c</sup> Calendar years.

<sup>d</sup> Moved to Riverside.

<sup>e</sup> Entry charge waived.

<sup>f</sup> Excludes Glasgow Women's Library, accredited in 2010, which is located within Mitchell Library; Glasgow School of Art counted under heritage buildings in Table 7.2.

**Table 7.4 Glasgow City Museums, Glasgow residents attendance<sup>a</sup>, by Glasgow community area, 2011/12**

	NE	NW	S	All GLA
Visits by Glasgow residents (k)	385	578	504	1,467
Resident population (k)	167	203	221	591
Attendance per head	2.28	2.84	2.28	2.50 <sup>b</sup>

Source: Glasgow Life, Mapping of Museum Visitors (2011).

<sup>a</sup> Glasgow residents proportion as in Table 10.5, applied to Glasgow City Museum total visits.

<sup>b</sup> Equivalent figure in 2008 was 2.43.

**Table 7.5 Glasgow City Museums, exhibitions in Kelvingrove temporary exhibition gallery**

Title	Days	Visits	Visits per day	Charge /free
2007/08				
Fonn's Duthchas	66	3,267	50	F
2008/09				
Kylie	121	165,249	1,366	F
Harry Benson	108	97,232	900	F
Impressionism in Scotland	89	11,528	129	C
2009/10				
Dr Who	279	135,837	487	C
2010/11				
The Glasgow Boys	172	123,289	717	C
2011/12				
ACDC	161	40,816	256	C
2012/13				
Essence of Beauty <sup>a</sup>	129	15,485	120	C
King Pharaoh's Exhibition	113	26,874	247	C
2013/14				
More than a Game	142	13,241	93	C
Jack Vettriano <sup>b</sup>	151	132,502	877	C

Source: Glasgow Life.

<sup>a</sup> Exhibition of Kelvingrove's restored Italian old masters collection.

<sup>b</sup> There were six late public openings during the run.

Source: Glasgow Life.

**Table 7.6 Hunterian Art Gallery, exhibitions**

Headline exhibitions	Dates
Rembrandt and The Passion <sup>a</sup>	Sept-Dec '12
Allan Ramsay	Sept-Jan '14
Scottish Gold	Mar-Jun '14
Focus exhibitions	
Hagar and the Angel	Sept-Aug '13
This Unrivalled Collection	Mar-Aug '13
Whistler & Watercolour	Jun-Feb '14
Picturing Venus	Mar-Jun '14

Source: Hunterian Impact Reports.

<sup>a</sup> Paying attendance 8,432.

**Table 7.7 Glasgow historic buildings and gardens, visits**

	08/09	09/10	10/11	11/12	12/13	13/14	Charge /free
	Thousand						
C R Mackintosh							
Glasgow School of Art <sup>a</sup>	17	26	26	25	26	27	C
Queen's Cross Church	6	7	6	7	10	8	F
Mackintosh House <sup>a</sup>	[28]	12 <sup>c</sup>	24	26	13	36	C
Scotland Street School	61	65	49	62	55	52	F
House of Art Lover	14	14	12	11	9	11	C
Willow Tea Rooms	[94]	[94]	134	[134]	[134]	[134]	C
Lighthouse <sup>a</sup>	[177]	81	135	195	284	257	F
All Mackintosh	397	299	386	460	531	525	
Other properties							
Glasgow Cathedral	153	170	190	199	199	233	F
Holmwood House	5	6	4	4	4	4	C
Provan Hall	-	5	3	5	4	4	F
Tenement House	17	17	18	17	15	15	C
Trades Hall	2	e1	[1]	[1]	[1]	[1]	F
All other properties	177	199	216	226	223	257	
Doors Open Day <sup>e</sup>	54	54	64	61	66	81	F
All historic buildings	628	552	666	747	820	851	
Gardens <sup>f</sup>	430	432	423	432	431	465	C

Source: Visit Scotland, Moffat Centre, Glasgow Life, historic buildings and organisations.

<sup>a</sup> Financial year.

<sup>b</sup> Within Hunterian Art Gallery.

<sup>c</sup> Partial closure.

<sup>d</sup> Scotland's Centre of Design and Architecture, housed in the former offices of the Glasgow Herald, designed by Charles Rennie Mackintosh, includes a Mackintosh interpretation centre.

<sup>e</sup> Organised in Glasgow by Glasgow Building Preservation Trust.

<sup>f</sup> Glasgow Botanic 430k (F) and Greenbank 35k (C) only; no counts available for other listed designed landscapes in the City.

**Table 7.8 Glasgow listed buildings, designed landscape and scheduled monuments, number and percentage of Scotland total, 2013/14**

	GLA	Scot	GLA %
	Number		
Listed buildings			
Category A	281	3,681	7.6
Category B	1,263	23,765	5.3
Category C	300	20,112	1.4
Total	1,846	47,558	3.9
Designed landscapes	5	391	1.3
Scheduled monuments	17	8,188	0.2

Source: Historic Scotland.

**Table 7.9 Glasgow entries in Buildings at Risk Register, 2013/14**

	No.
Entries at start of year	149
Demolitions	12
Completed repairs	15
New entries	26
Total at year end	148
Scotland entries <sup>a</sup>	2,558
Of which, Glasgow %	5.8

Source: DRS within GCC.

<sup>a</sup> February 2015.**Table 7.10 Glasgow listed buildings, consent applications determined during year**

	11/12	13/14
	Number	
Htge consent appls <sup>a</sup>	409	409

Source: DRS within GCC.

<sup>a</sup> Listed building consents and planning permission applications referred to City Design Team (formerly Heritage and Design Team) and determined during the year.**Table 7.11 Glasgow heritage agencies<sup>a</sup>, 2014**

Glasgow City Heritage Trust	Note
Glasgow Building Preservation Trust	Building repair grants, training and education
Scottish Civic Trust	Conservation projects, events, promotion
Charles Rennie Mackintosh Society	Promotes CRM from Queen's Cross
Townscape Heritage Initiatives	
Merchant City <sup>b</sup>	Development and Regeneration Services
Parkhead Cross	Development and Regeneration Services
Govan Cross	Development and Regeneration Services
The Lighthouse <sup>c</sup>	Scotland's centre for architecture & design <sup>d</sup>

Source: DRS within GCC.

<sup>a</sup> For a list of Glasgow heritage and history voluntary organisations see Table 11.13.<sup>b</sup> Completed.<sup>c</sup> Premises owned by GCC; Architecture + Design Scotland took on programming following financial difficulty experienced in 2009.<sup>d</sup> Includes Mackintosh exhibition and interpretation centre.

Note: neither National Trust Scotland nor Historic Scotland has a Glasgow office.

**Table 7.12 Glasgow heritage trails and tours/guides, 2008/09**

	Trails/ leaflets <sup>a</sup>	Tours/ guides	Topics covered <sup>b</sup>
	Number		
Architecture	4	2	5
Local areas	8 <sup>c</sup>	10	19
Parks/gdns	10 <sup>d</sup>	7 <sup>e</sup>	9
Buildings	2	1	3 <sup>f</sup>
Themes	2	-	2
Total	26 <sup>g</sup>	20	37 <sup>h</sup>

Source: DRS within GCC.

<sup>a</sup> Includes PDFs and substantial trails available on web; leaflets free of charge; excludes published guidebooks.

<sup>b</sup> Some topics covered by both leaflets and tours.

<sup>c</sup> Clyde Waterfront leaflet contains 12 trails.

<sup>d</sup> Of which, four relate to Glasgow Green.

<sup>e</sup> Of which, four are within the Walk in the Park programme.

<sup>f</sup> Clyde bridges, Glasgow subway and Stewart Fountain; excludes leaflets available for individual historic properties.

<sup>g</sup> Of which, 14 produced by DRS, 4 by the Libraries Service and 8 by other organisations, for example, Charles Rennie Mackintosh Society, Glasgow University, local conservation groups and Royal Commission on Ancient and Historic Monuments and Sites.

<sup>h</sup> Additionally, Greater Glasgow and Clyde Valley Tourist Board proposes 16 trail consultations.

## **8. LIBRARIES AND ARCHIVE**

- 8.1 Glasgow Library Service, usage
- 8.2 Glasgow Library Service, active borrowers
- 8.3 Glasgow Library Service, issues by category
- 8.4 Glasgow Library Service, comparison with other library services in Scotland
- 8.5 Glasgow Library Service, user satisfaction
- 8.6 Glasgow Archive Service, use by public
- 8.7 Glasgow Archive Service, activities and attendance

**Table 8.1 Glasgow Library Service, usage**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Thousand						
Visits	4,473	4,517	4,486	4,506	4,416	4,254	4,174
Active borrowers	114	119	110	112	116	116	117
Virtual visit estimates	6,441	6,470	6,543	.. <sup>a</sup>	581	699	1,376
Book issues	2,605	2,716	2,664	2,555	2,439	2,199	2,055
Other media issues	297	305	300	280	304	265	248

Source: Cipfa, Public Library Statistics.

<sup>a</sup> Change of enumeration methodology.

**Table 8.2 Glasgow Library Service, active borrowers**

Year	Borrowers
2007/08	114,394
2008/09	118,873
2009/10	110,162
2010/11	112,137
2011/12	115,621
2012/13	116,112
2013/14	117,351

Source: Cipfa, Public Library Statistics.

**Table 8.3 Glasgow Library Service, issues by category**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14	% diff 07/08 -12/13
	Thousand							
Adult fiction	1,320	1,318	1,226	1,179	1,108	914	917	-30.5
Adult non-fiction	652	697	713	677	658	600	532	-18.4
Adult books	1,972	2,015	1,939	1,856	1,766	1,514	1,449	-26.5
Children's books	693	701	724	699	673	685	606	-12.6
All books	2,605	2,716	2,664	2,555	2,439	2,199	2,055	-21.1
Audio-visual etc	297	305	300	290	304	265	278	-6.4
All issues	2,902	3,021	2,964	2,835	2,743	2,461	2,333	-19.6

Source: Cipfa, Public Library Statistics.

**Table 8.4 Glasgow Library Service, comparison with other library services in Scotland**

	Rank of 32 in Scotland				Rank change
	07/08	11/12	12/13	13/14	07-14
Active borrowers (absolute)	1	1	1	1	-
Visits for library purposes per pop	4	6	4	3	+1
Book stock per population	3	3	3	3	-
Book acquisitions per population	7	8	6	7	-
Staff in post per population	10	16	26	30	-20
Electronic work stations per pop	8	5	5	6	+2
Revenue spend per population	6	11	19	19 <sup>a</sup>	..
Revenue income per population	6	18	14	14 <sup>a</sup>	..
Net spend (excluding capital) per pop	13	8	19	19 <sup>a</sup>	
Audio-visual issues per population	18	10	13	11	+7
Book issues per population	23	21	19	16	+7

Source: Cipfa, Public Library Statistics.

<sup>a</sup> 2012/13 rank; 2013/14 data not available.

**Table 8.5 Glasgow Library Service, user satisfaction [check]**

	% users judging: 'very good'/'good'				Point change 07/08-13/14
	07/08	10/11	12/13	13/14 <sup>a</sup>	
Hours of opening	78	90	91	86	+8
Choice of books	78	82	93	83	+5
Overall quality	93	94	81	98	+5

Source: Cipfa Public Library User Surveys.

<sup>a</sup> Survey undertaken 2012/13.

**Table 8.6 Glasgow Archive Service, use by public**

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	13/14
	Number						
Visitors <sup>a</sup>	7,257	7,834	7,310	7,047	6,648	6,382	6,551
Remote enqs <sup>b</sup>	<u>11,479</u>	<u>10,530</u>	<u>9,461</u>	<u>10,500</u>	<u>11,434</u>	<u>12,564</u>	<u>12,972</u>
User total	18,736	18,364	16,771	17,547	18,082	18,946	19,523

Source: Glasgow Life.

<sup>a</sup> Completers of reader forms.

<sup>b</sup> Post/email/phone.

**Table 8.7 Glasgow Archive Service, activities and attendance**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Number						
Exhibitions	5	4	3	4	4	4	2 <sup>a</sup>
Learner events <sup>b</sup>							
Number	74	36	76	76	68	108	89
Attendance	800	645	1,052	1,110	1,750	1,250	1,174
Web-user visits (k)	..	..	..	..	..	82.0	83.0

Source: Glasgow Life.

<sup>a</sup> Approximately 10,000 visits.

<sup>b</sup> Internal and external.

## 9. TRAINING AND OUTREACH

- 9.1 Glasgow organisations for practical training and education in music, drama, dance, art and design, 2013/14
- 9.3 Glasgow School of Art, student numbers, by domicile and level, 2013/14
- 9.3 Glasgow School of Art, leaver cohort, by subject, 2013/14
- 9.4 Royal Conservatoire Scotland, student numbers, by domicile and level, 2013/14
- 9.5 Royal Conservatoire Scotland, leaver cohort, by subject, 2013/14
- 9.6 National youth organisations based in Glasgow, 2013/14
- 9.7 Glasgow Education Service practical instruction in music, drama and visual arts, by programme and pupil numbers
- 9.8 Glasgow Education Service music ensemble programme
- 9.9 Learning and access programmes in Glasgow provided by performance companies, Glasgow City museums and libraries, number of participations
- 9.10 Learning and access programmes in Glasgow provided by performing arts companies, theatres and halls, number of participations
- 9.11 Glasgow City Museums, learning and access participations, by programme type
- 9.12 Glasgow City Museums, learning and access programmes, sessions and participations, by programme type, 2013/14
- 9.13 Glasgow City Museums, learning and access sessions for Glasgow, by museum, 2013/14
- 9.14 Glasgow City Museums, learning and access sessions for Glasgow learning establishments, by community area, 2013/14
- 9.15 Glasgow Library Service, reader development programmes, participations and sessions



**Table 9.1 Glasgow organisations for practical training and education in music, drama, dance, art and design, 2013/14**

	Orgs (no)	Students (no)
HE specialist insts in creative arts <sup>a</sup>	2	2,896 <sup>b</sup>
National youth organisations	5	14,011
Glasgow Education Service	1 <sup>c</sup>	14,182
Totals <sup>d</sup>	9	31,089

Source: See Tables 9.2, 9.4, 9.6, 9.7.

<sup>a</sup> Glasgow School of Art and Royal Conservatoire Scotland.

<sup>b</sup> In tertiary-level training, 1,973 at GSA and 923 at RCS; additionally, 2,484 school-age students reached by RCS, 294 at the Junior Conservatoire of Music and 790 at its Music Centres and in early years' classes, and 1,400 by outreach provision across various primary schools.

<sup>c</sup> Provides practical singing and instrumental tuition in schools and Glasgow-wide ensemble training out of school; also delivers specialist practical courses in drama and the visual arts out of school.

<sup>d</sup> Figures do not include Knightswood secondary school, which is operated by Glasgow Education Service as Scotland's Dance School; also excluded is Glasgow's Sistema Project, launched in 2013/14.

**Table 9.2 Glasgow School of Art, student numbers, by domicile and level, 2013/14**

	UG	PG	Total	UG	PG	Total
	Number			%		
Scotland	775	120	895	39	6	45
Rest of UK	392	66	458	20	3	23
Rest of EU	180	47	227	9	3	12
Rest of world	255	138	393	13	7	20
Total	1,602	371	1,973	81	19	100

Source: Glasgow School of Art.

**Table 9.3 Glasgow School of Art, leaver cohort, by subject, 2013/14**

	UG	PG	Total	UG	PG	Total
	Number			%		
Architecture	54	87	141	10	16	26
Design	149	78 <sup>a</sup>	227	28	15	43
Fine art	110 <sup>b</sup>	43 <sup>c</sup>	153	21	8	29
Other	-	13 <sup>d</sup>	13	-	2	2
Total	313	221	534	59	41	100

Source: Glasgow School of Art.

<sup>a</sup> Including digital.

<sup>b</sup> Painting and printmaking, sculpture and environmental art, and fine art photography.

<sup>c</sup> Fine art.

<sup>d</sup> Research.

Source: Glasgow School of Art.

**Table 9.4 Royal Conservatoire Scotland, student numbers, by domicile and level, 2013/14**

	UG	PG	Total	UG	PG	Total
	Number			%		
Scotland	402	49	451	44	5	49
Rest of UK	164	32	196	18	3	21
Rest of EU	115	20	135	12	2	14
Rest of world	80	61	141	9	7	16
Total	761	162	923	84	18	100

Source: Royal Conservatoire Scotland.

<sup>a</sup> Includes 20 PhD students.

**Table 9.5 Royal Conservatoire Scotland, leaver cohort, by subject, 2013/14**

	UG	PG	Total	UG	PG	Total
	Number			%		
Music	99 <sup>a</sup>	43	142	34	15	49
Drama <sup>b</sup>	99	47	146	34	17	51
Total	198	90	288	68	32	100

Source: Royal Conservatoire Scotland.

<sup>a</sup> Includes 21 Bed students.

<sup>b</sup> Includes musical theatre and modern ballet.

**Table 9.6 National youth organisations based in Glasgow, 2013/14**

	Ensembles	Students
Nat Yth Orchs of Scot	9	472 <sup>a</sup>
Nat Yth Choirs of Scot	22	2,850 <sup>b</sup>
Ydance	n/a	9,969 <sup>c</sup>
Scottish Yth Theatre	n/a	[680] <sup>d</sup>
Nat Yth Pipe Band	[2]	[40]

Source: Website reports and organisations.

<sup>a</sup> Including 110 in National Youth Orchestra, 85 in NYOS Senior Orchestra, 100 in NYOS Junior Orchestra, and 20 in National Youth Jazz Orchestra Scotland.

<sup>b</sup> Of which, 400 in 7 national choirs, 1,950 in 15 area choirs, and 500 in 9 Mini Music makers.

<sup>c</sup> Total participants in 388 events: courses designed to stimulate interest in dance on the part of children and young people across the education system, included one-off workshops and introductory sessions, as well as sessional courses and leadership sessions for teachers.

<sup>d</sup> Weekly classes operated throughout the country, including in Glasgow, Edinburgh and Aberdeen, over three terms, attracting up to 400 young people; the summer festival ran nine courses, drawing up to [200]; around 80 young people were available for Scottish Youth Theatre productions.

**Table 9.7 Glasgow Education Service practical instruction in music, drama and visual arts, by programme and pupil numbers**

	08/09	11/12	12/13	13/14
Pupils receiving practical instruction in music:				
Instrumental lessons in schools	4,500	4,538	4,796	4,551
Kodaly singing in schools <sup>a</sup>	7,500	8,980 <sup>b</sup>	8,880	8,745
City-wide music ensembles <sup>c</sup> :				
Members	650	723	702	740
Advanced sessional classes:				
Theatre and visual arts <sup>d</sup>	366	243	222	146
Total <sup>e</sup>	13,016	14,472	14,600	14,182

Source: Glasgow Education Service.

<sup>a</sup> Under Youth Music Initiative, Lottery-funded programme.

<sup>b</sup> Across 130 primary schools.

<sup>c</sup> First-Experience Strings and Rare Instruments, String Orchestra, String Ensemble, Training Orchestra, Pipe Band and Rare Instruments, Concert Band, Big Band, Symphony Orchestra, Voice Factory.

<sup>d</sup> Weekly programmes held at Tramway in youth theatre (preparing a major musical) and twice-weekly in visual arts (portfolio-preparation, master-classes and life-drawing); a much admired annual intensive (8-day) in art-and-design takes place in the summer.

<sup>e</sup> Excludes Glasgow Sistema project launched at Govan Hill in 2013/14.

**Table 9.8 Glasgow Education Service music ensemble programme**

	Number			
	08/09	11/12	12/13	13/14
1 <sup>st</sup> exp str & rare instr <sup>a</sup>	47	70	48	54
Training Orchestra	89	86	86	112
String Orchestra	62	55	58	67
String Ensemble	-	28	28	19
Pipe Band	35	12	14	15
Concert Band	61	74	74	67
Big Band	20	20	22	28
Symphony Orchestra	80	89	80	82
Voice Factory <sup>a</sup>	276	295	292	296
Total	650	723	702	740 <sup>b</sup>

Source: Glasgow Education Service.

<sup>a</sup> Part of Youth Music Initiative.

<sup>b</sup> Gave [37] performances in 2013/14.

Note: Rehearsals held weekly in City Halls on Saturdays and Sundays, apart from the Pipe Band and String Ensemble, which meet mid-week in Holyrood and Hyndland secondary schools respectively.

**Table 9.9 Learning and access programmes in Glasgow provided by performance companies, Glasgow City museums and libraries, number of participations**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Thousand						
Performance cos	106.4	120.9	117.6	139.9	152.0	142.8	138.7
City museums	157.0	183.9	210.7	160.7 <sup>d</sup>	164.3	176.1	177.9
Libraries	<u>66.3</u>	<u>76.0</u>	<u>73.1</u>	<u>85.2</u>	<u>98.7</u>	<u>67.1</u>	<u>45.3</u>
Total	329.7	380.8	401.4	385.8	415.0	386.0	361.6

Source: see Tables 9.10, 9.12, 9.15.

<sup>a</sup> Curriculum-related programmes for schools and colleges.

<sup>b</sup> Covers families, young people and talks.

<sup>c</sup> Change in reporting.

<sup>d</sup> Closure of Museum of Transport.

**Table 9.10 Learning and access programmes in Glasgow provided by performing arts companies, theatres and halls, number of participations**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Thousand						
<b>Drama</b>							
Citizens	18.7	21.7	23.9	27.5	24.8	25.0	30.4
Arches	3.2	6.1	3.5	7.7	7.3	7.5	5.1
Tron	[5.3]	5.3	5.9	7.2	8.1	3.8	6.3
NTS	[0.7]	0.7	1.2	1.3	0.8	5.4	5.2
Total drama	27.9	33.8	34.5	43.7	41.0	41.7	47.0
Scottish Ballet	9.0	11.1	15.1	20.4	17.4	25.8	17.0
<b>Music</b>							
Scottish Opera	11.9	13.0	12.9	12.6	16.9	10.2	9.8
RSNO	13.7	13.7	7.0	8.4	9.2	10.0	4.2
BBC SSO <sup>a</sup>	[5.3]	5.3	11.2	10.3	10.4	4.6	4.9
SCO	1.2	[1.2]	0.1	0.4	2.9	1.8	1.3
Celtic Connections	5.0	5.0	7.9	7.9	6.4	6.9	6.1
Glasgow Concert Halls	5.6	8.0	4.0	[3.4]	3.4	7.0	3.0
Total music	33.2	37.6	26.8	25.8	30.7	36.0	29.3
Independent companies <sup>b</sup>	[14.3]	14.3	13.9	14.6	25.0	e25.0	21.1
Tramway, CCA, other centres	15.5	18.5	16.0	23.2	24.2	e14.3	24.3
Total	106.4	120.4	117.6	139.9	152.0	142.8	138.7

Source: Creative Scotland, companies.

<sup>a</sup> Programmes attract broadcast and online participation, amounting to a considerable number, 3.298 million in 2009/10.

<sup>b</sup> In drama, dance and music, by regularly supported companies, including Visible Fictions, Solar Bear, Indepen-dance and Scottish Ensemble; assumes half the programmes take place in the City of Glasgow; Dance House's specialist support programme for dance professionals and its dance classes for adults are not included.

**Table 9.11 Glasgow City Museums, learning and access participations, by programme type**

	09/10	10/11	11/12	12/13	13/14
	Thousand				
Formal	113.3	82.5	73.8	72.7	75.0
Informal:					
Tutor-led	97.4	78.2	71.0	..	52.5
Other <sup>a</sup>	-	-	19.5	..	50.4 <sup>b</sup>
Total	97.4	78.2	90.5	103.4	102.9
All	210.7	160.7	164.3	176.1	177.9

Source: Glasgow Life.

<sup>a</sup> Includes self-directed visits, self-led educational groups and other externally organised tours; counting these participations began in 2011/12.

<sup>b</sup> Of which, 44,592 were either visits to GoMA's "Create Space" or coach-party tours, and 5,818 were self-led groups using bespoke museum resources.

**Table 9.12 Glasgow City Museums, learning and access programmes, sessions and participations, by programme type, 2013/14**

	Sess	Participations	
	No	No	Per sess
Education (formal)			
Early levels	614	13,182	21.5
Primary	1,702	50,402	29.6
Secondary	281	8,424	30.0
Further Ed	88	1,903	21.6
Higher Ed	33	1,120	33.9
Total	2,718	75,031	27.6
Access (informal)			
Family	1,344	82,591	61.5
Early years	174	3,617	20.8
Young people <sup>a</sup>	134	2,349	17.5
Adults <60 yrs	680	13,239	19.5
Adults 60+ yrs	25	406	16.2
Total <sup>b</sup>	2,357	102,202	43.4
Totals	5,075	177,233	34.9

Source: Glasgow Life.

<sup>a</sup> 12-24 years.

<sup>b</sup> Includes self-directed visits, self-led educational groups and other externally organised tours; counting these participations began in 2011/12; 44,592 were either visits to GoMA's Create Space" or coach-party tours; 5,818 were self-led groups using bespoke museum resources; omits small number of unclassified participations.

**Table 9.13 Glasgow City Museums, learning and access participations, by museum, 2013/14**

	Ed (formal)	Access (informal)	Total	%
	Number			
Burrell	8,081	10,778	18,159	10.2
GMRC	5,578	5,416	10,994	6.2
GoMA <sup>a</sup>	3,241	44,285	47,526	26.7
Kelvingrove	22,302	18,807	41,109	23.1
Riverside	12,090	9,900	21,990	12.4
Scotland St School	12,838	3,577	16,415	9.2
People's Palace	7,738	7,405	15,143	8.5
Provand's Lordship	472	1,383	1,855	0.4
St Mungo's	2,691	2,032	4,723	2.7
Total	75,031	102,883	177,914	100.0

Source: Glasgow Life.

<sup>a</sup> Includes 36,913 visits to GoMA's "Create Space".

**Table 9.14 Glasgow City Museums, learning and access sessions for Glasgow learning establishments<sup>a</sup>, by community area, 2013/14**

	NW	NE	S	Total
Learning estabs visiting museums	56	62	92	210
Learning estabs in area	81	111	112	304
Percentage reached	69.1	55.9	82.1	69.1
Number of sessions	320	242	410	975
Sessions per estab visiting	5.7	3.9	4.5	4.6

Source: Glasgow Life.

<sup>a</sup> Learning establishments are Glasgow secondary schools, primary schools, early years centres and ASL schools; these are grouped into 25 local learning communities.

**Table 9.15 Glasgow Library Service, reader development programmes, participations and sessions**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
	Number						
Pre-5 <sup>a</sup>	26,587	32,878	38,901	43,853	62,861	54,384	37,093
Reader development							
School visits	16,775	16,730	14,646	20,365	23,346	2,846	554
Library clubs	12,285	11,700	10,824	10,559	8,247	3,744	- <sup>b</sup>
Other <sup>c</sup>	<u>10,652</u>	<u>6,237</u>	<u>8,712</u>	<u>10,643</u>	<u>4,260</u>	<u>6,142</u>	<u>7,722</u>
Total participations	<u>66,300</u>	76,016	73,083	85,215	98,717	67,116	45,289
Sessions	4,989	3,780	3,651	4,062	3,355	2,038	2,067
Particip per sess	13.3	17.9	20.1	21.0	29.4	32.9	21.9

Source: Glasgow Life.

<sup>a</sup> Bounce & Rhyme.

<sup>b</sup> Included in Story Times.

<sup>c</sup> Chatterbook, Triple P, Toddlers' Tales, Story Times.

Note: additional programmes in 2013/14 were Bookbug (18,286 distributions), book clubs (2,900 adults), school library sessions in the Mitchell (544 students from 31 schools and colleges), and homework clubs; Aye Write! and Wee Write! involvement of young readers (14,528 attendance) and of families (3,028 attendance) in 2013/14 is counted within the figures for the festivals shown in Table 12.16.

**10. MARKETS**

- 10.1 Glasgow cultural market, by geographic origin and by sector
- 10.2 Glasgow theatres/halls, bookers at selected venues, by geographic origin, 2013/14
- 10.3 Glasgow theatres/halls, bookers, by geographic origin
- 10.4 Glasgow performances, bookers at selected venues, by geographic origin
- 10.5 Glasgow City museums, percentage visits by residents, day and staying visitors
- 10.6 Glasgow museums and galleries, percentage visits by geographic origin, selected museums, 2012-13
- 10.7 Glasgow museums and galleries, percentage visits by gender and age, selected museums, 2012-13
- 10.8 Glasgow cultural events, percentage attendance by geographic origin and staying visitors, 2012-14
- 10.9 Glasgow cultural events, percentage attendance, by age, 2010-12

**Table 10.1 Glasgow cultural market, by geographic origin and by sector**

	GLA City	Outer GLA	Rest Scot	Rest UK	O/s	% stay vstrs
	Percentages					
Theatres/halls <sup>a</sup>	29	37	27	5	2	8
Museums	41	17	17	11	13	27
Events	44	19	18	7	11	26
Visual arts <sup>b</sup>	49	15	11	11	13	25

Source: see Tables 10.2, 10.5, 10.8.

<sup>a</sup> Estimate using Table 10.2, Citizens patron research (2005) and Theatre Royal/Scottish Opera research (2002).

<sup>b</sup> Estimate using Tables 10.5 and 10.6.

**Table 10.2 Glasgow theatres/halls, bookers<sup>a</sup> at selected venues, by geographic origin, 2013/14**

	GLA City	Outer GLA	Rest Scot	Rest UK
	Percentages			
Citizens	51.1	32.1	13.6	3.2
Tron	45.7	36.6	13.8	3.8
GCH	28.9	41.2	27.3	4.5
King's Theatre	22.1	48.2	26.1	3.7
All <sup>b</sup>	29.7	38.2	27.4	4.7
SSE Hydro <sup>c</sup>	15.0	33.0	49.0	3.0

Source: Cultural Engagement Agency; Glasgow City Marketing Bureau.

<sup>a</sup> Excluding overseas, quick sales and no-data-capture transactions.

<sup>b</sup> Additionally includes Theatre Royal, Arches, Platform.

<sup>c</sup> October 2013 to September 2014.

**Table 10.3 Glasgow theatres/halls<sup>a</sup>, bookers<sup>b</sup> by geographic origin**

	08/09	11/12	13/14	Point change
	Percentages			
Glasgow City	30.0	30.0	29.3	-0.7
Outer Glasgow	42.0	42.8	38.2	-3.8
Rest of Scotland	24.0	24.6	27.4	+3.4
Rest of UK	4.0	2.6	4.7	+0.7

Source: Cultural Engagement Agency.

<sup>a</sup> Citizens, Tron, The Arches, Theatre Royal, King's Theatre, Platform, and Glasgow Concert Halls.

<sup>b</sup> Excluding overseas, quick sales and no-data-capture transactions.

**Table 10.4 Glasgow performances, tickets sold at selected venues**

	Citizens Theatre			Tron Theatre			King's Theatre			Glasgow Concert Halls		
	08/09	11/12	13/14	08/09	11/12	13/14	08/09	11/12	13/14	08/09	11/12	13/14
	Percentages											
GLA City	49	54	51	51	49	46	23	24	22	32	32	27
Outer GLA	36	33	32	36	38	37	45	46	48	40	39	41
Rest Scot	13	12	14	11	12	14	27	28	26	21	26	27
Rest UK	2	1		2	1	3	5	2	4	3	3	5

Source: Cultural Engagement Agency.



**Table 10.5 Glasgow City museums, percentage visits by residents, day and staying visitors**

	2008	2012
	Percentages	
Glasgow city	42	41
Outer Glasgow	21	17
Day visitors	11	15
Staying visitors <sup>a</sup>	26	27
All	100	100

Source: estimations from Lowland, Kelvingrove Visitor Profile Survey (2007); Scotinform, Riverside Museum Visitor Survey (2008 and 2012), Morris Hargreaves McIntyre, Visitor Research at Kelvingrove (2009), Social Marketing Gateway, Burrell Collection Visitor Survey (2012).

<sup>a</sup> Of which, overseas tourists 11% in 2008 and 13% in 2012.

**Table 10.6 Glasgow museums and galleries, percentage visits by geographic origin, for selected museums, 2012-13**

	GLA <sup>a</sup>	Rest Scot	Rest UK	O' seas
	Percentages			
Kelvingrove <sup>b</sup>	41	35	8	16
Burrell <sup>b</sup>	48	25	12	15
GoMA <sup>b</sup>	55	20	11	13
Riverside <sup>c</sup>	47	33	8	14
St Mungo <sup>b</sup>	46	16	10	27
Provand's Lordship <sup>d</sup>	52	13	16	19
People's Palace <sup>c</sup>	45	25	12	17
Scotland St School <sup>d</sup>	54	28	11	6
Tramway <sup>b</sup>	79	20	ø	ø
Trongate <sup>b</sup>	67	29	1	2

Source: visitor research on museums and galleries, commissioned in whole or part by Glasgow Life: Riverside (2012), Provand's Lordship (2013), Scotland St School (2013) and People's Palace (2013) by Scotinform 2012; Kelvingrove, Burrell, GoMA, St Mungo's, Tramway, and Trongate, by Culture Sparks.

<sup>a</sup> Glasgow postcode area; this extends beyond the City into parts of Outer Glasgow and beyond.

<sup>b</sup> April to June.

<sup>c</sup> April to September.

<sup>d</sup> October to November.

**Table 10.7 Glasgow museums and galleries, percentage visits by gender and age, selected museums, 2012-13**

	Gender		Age		
	M	F	16-34	35-54	55+
	Percentages				
Kelvingrove <sup>a</sup>	42	58	27	38	35
Burrell <sup>a</sup>	40	60	12	40	38
GoMA <sup>a</sup>	47	53	35	27	38
Riverside <sup>b</sup>	51	49	30	37	33
St Mungo <sup>a</sup>	40	60	32	26	43
Provand's Lordship <sup>c</sup>	39	59	38	31	31
People's Palace <sup>b</sup>	34	66	21	43	36
Scotland St School <sup>c</sup>	38	62	33	35	32
Tramway <sup>a</sup>	23	77	57	35	7
Trongate <sup>a</sup>	55	45	31	44	25

Source: see Table 10.6.

<sup>a</sup> April to June.

<sup>b</sup> April to September.

<sup>c</sup> October to November.

**Table 10.8 Glasgow cultural events, percentage attendance by geographic origin and staying visitor percentages, 2012-14**

	GLA City	Outr GLA	Rest Scot	Rest UK	O/s	% stay vstr
	Percentages					
World Pipe Band Ch'ship	16	18	27	17	23	..
Celtic Connections	25	35	32	3	5	26
Merchant City Festival	44	20	19	6	11	25
Glasgow International	61	13	13	9	5	..
Glasgow Film Festival	68	12	12	7	1	..
Mela	73	15	8	1	3	..
Weighted average of above	44	19	18	7	11	26

Source: impact studies on events: 2012 Glasgow International by Ekosgen, 2011 Mela by Ashbrook, 2014 Glasgow Film Festival, World Pipe Band Championship, Merchant City Festival and Celtic Connections in Glasgow Major Events Evaluation by Ekos.

**Table 10.9 Glasgow cultural events, percentage attendance, by age, 2010-12**

	16-44	45+
	Percentages	
Glasgow International	65	36
British Art Now	54	46
World Pipe Band Ch'ship	51	49
Celtic Connections	50	50
Mela	58	42

Source: Ekosgen, Glasgow International (2012); Bellerby, British Art Now (2011); Ashbrook, World Pipe Band Championship (2010), Culture Sparks, Celtic Connections (2011).

**11. ATTENDANCE AND PARTICIPATION**

- 11.1 Attendance at cultural events and places of culture in previous 12 months, by Glasgow resident adults, 2007, 2011 and 2013
- 11.2 Attendance at cultural events and places of culture in previous 12 months, by Glasgow and Scotland resident adults, 2013
- 11.3 Participation in cultural activities in previous 12 months, by Glasgow and Scotland adults residents, 2011
- 11.4 Cultural engagement, by Glasgow and Scotland adult residents
- 11.5 Attendance at cultural events, and participation in cultural activities in previous 12 months, Glasgow and Scotland resident adults, by level of qualification, 2013
- 11.6 Attendance at cultural events, and participation in cultural activities in previous 12 months, Glasgow and Scotland resident adults, by gender and by age, 2013
- 11.7 Attendance at cultural events, and participation in cultural activities in previous 12 months, Glasgow and Scotland resident adults, by household income, 2013
- 11.8 Glasgow residents (15+), popular music attendance, UK and London comparison, 2007
- 11.9 Glasgow residents (15+), index of interest in popular music, 2007
- 11.10 Glasgow voluntary organisations in culture, by Glasgow community area and by Outer Glasgow, 2008/09
- 11.11 Glasgow voluntary organisations in drama, by organisation and area, 2008/09
- 11.12 Glasgow voluntary organisations in music, by type and Glasgow community area, 2008/09
- 11.13 Glasgow heritage and history organisations, by field of interest, 2013

**Table 11.1 Attendance at cultural events and places of culture in previous 12 months, by Glasgow adult residents, 2007, 2011 and 2013**

	Glasgow			
	2007	2011	2013	% point diff 07-13
	% attending			
Play, drama, musical theatre	24	26	32	+8
Opera, operetta, classical music	5	6	7	+2
Ballet, contemporary dance	5	5	9	+4
Other live music, inc jazz	27	32	32	+5
Film at cinema	52	55	61	+9
Gallery	21	22	29	+8
Exhibition/art collection	17	18	17 <sup>a</sup>	-
Craft exhibition	6	7	n/a	n/a
Museum	34	41	44	+10
Place of hist./archaeo. Interest	12	16	20	+8
Library	30	28	33	+3
Archive	2	1	1	-1
Writing, book event	5	5	4 <sup>b</sup>	-1
Street arts event	10	10	14	+4
Culturally specific festival	6	8	14	+8
Any of above	74	76	81	+7

Source: Scottish Household Survey.

<sup>a</sup> Includes craft.<sup>b</sup> Book festival or reading group.**Table 11.2 Attendance at cultural events and places of culture in previous 12 months, by Glasgow and Scotland resident adults, 2013**

	GLA	Scot	% point diff
	% attending		
Play, drama, musical theatre	32	32	-
Opera, operetta, classical music	7	7	-
Ballet, contemporary dance	9	10	-1
Other live music, incl. jazz	32	31	+1
Film at cinema	61	56	+5
Gallery	29	20	+9
Exhibition/art collection <sup>a</sup>	17	16	+1
Museum	44	31	+13
Place of hist./archaeo. interest	20	28	-8
Library	33	30	+3
Archive	1	2	-1
Writing, book event	4	5	-1
Street arts event	14	14	-
Culturally specific festival	14	14	-
Any of above	81	80	+1

Sample: Scotland 9,920, of which, Glasgow 910.

Source: Scottish Household Survey.

<sup>a</sup> Includes craft exhibition.

**Table 11.3 Participation in cultural activities in previous 12 months, by Glasgow and Scotland adult residents, 2013**

	GLA	Scot	% point diff
	% participated		
Rehearse/perf/sing b4 audience	3	3	-
Dance	12	12	-
Play musical instrument <sup>a</sup>	10	10	-
Paint, draw, print, sculpt	12	10	+1
Textile, wood, pottery, craft, knit	13	15	-2
Photography as art, video	10	10	-
Use PC for creative work	22	23	-1
Write, stories, plays, poetry	6	6	+1
Read for pleasure	63	68	-5
Any of above	75	78	-3

Sample: Scotland 9,920, of which, Glasgow 910.

Source: Scottish Household Survey.

<sup>a</sup> Includes music composition.

**Table 11.4 Cultural engagement in last 12 months, by Glasgow and Scotland adult residents**

	2007	2009	2011	2013	% point diff
	% attended/participated				
Attended @ any cultural event/place of culture <sup>a</sup> :					
Glasgow	75	74	76	81	+6
Scotland	75	74	76	80	+5
Difference	-	-	-	+1	+1
Participated in any cultural activity <sup>b</sup> :					
Glasgow	71	69	72	75	+4
Scotland	72	71	73	78	+6
Difference	-1	-2	-1	-3	-2

Source: Scottish Household Survey.

<sup>a</sup> Including cinema.

<sup>b</sup> Including reading.

**Table 11.5 Attendance at cultural events, and participation in cultural activities in previous 12 months, Glasgow and Scotland resident adults, by level of educational qualification, 2013**

	No qual	O/A <sup>a</sup> grad	Deg, prof	All
	% attended			
<b>Glasgow</b>				
Attended any cultural event	56	89	96	81
Participated in any cultural activity	60	73	90	75
<b>Scotland</b>				
Attended any cultural event	53	85	92	80
Participated in any cultural activity	60	77	90	78
<b>Glasgow difference</b>				
Attended any cultural event	+3	+4	+4	+1
Participated in any cultural activity	-	-4	-	-3

Sample: Scotland 9,920, of which Glasgow 910.

Source: Scottish Household Survey.

<sup>a</sup> Includes standard grade and higher.

**Table 11.6 Attendance at cultural events, and participation in cultural activities in previous 12 months, Glasgow and Scotland resident adults, by gender and by age, 2013**

	Gender			Age			All
	Male	Fem		16-39	40-64	65+	
	% attended/participated						
Glasgow							
Attended any cultural event	82	81		92	79	58	81
Participated any cultural activity	69	80		80	71	70	75
Scotland							
Attended any cultural event	79	82		90	81	64	80
Participated any cultural activity	73	84		77	79	78	78
Glasgow difference							
Attended any cultural event	+3	-1		+2	-2	-6	+1
Participated any cultural activity	-4	-2		+3	-8	-8	-3

Sample: Scotland 9,920, of which Glasgow 910.

Source: Scottish Household Survey.

**Table 11.7 Attendance at cultural events, and participation in cultural activities in previous 12 months, Glasgow and Scotland resident adults, by household income, 2013**

	<£k 10	£k 10-20	£k 20-30	£k 30+	All
	% attended/participated				
Glasgow					
Attended any cultural event	72	78	84	97	81
Participated any cultural activity	70	74	76	81	75
Scotland					
Attended any cultural event	69	69	71	92	80
Participated any cultural activity	72	77	73	85	78
Glasgow difference					
Attended any cultural event	+3	+9	+13	+5	+1
Participated any cultural activity	-2	-3	+3	-4	-3

Sample: Scotland 9,920, of which Glasgow 910.

Source: Scottish Household Survey.

**Table 11.8 Glasgow residents (15+), popular music attendance, UK and London comparison, 2007**

	GLA	LDN	UK
	% adults attended		
Attended live popular music events	59	43	51
Attended more than once a year	24	15	16

Source: BMRB, TGI.

**Table 11.9 Glasgow residents (15+), index of interest in popular music, 2007**

Percentage of Glasgow adults who:	Index: LDN=100
Love music	115
Buy CDs	124
Listen to new music	145
Attend live music events more than once p.a.	222

Source: BMRB, TGI.

**Table 11.10 Glasgow voluntary organisations in cultural activity, by Glasgow community area and by Outer Glasgow, 2008/09**

	W	N	S W	S E	E	All Glas	Outer Glas
AmDram & youth theatre	17	6	4	8	3	38	[23 <sup>a</sup> ]
Blk/ethnic mins. Arts orgs.	7	1	3	2	-	13	3
Music ensembles/clubs	26	1	7	4	-	38	56
Art clubs/photo socs	2	1	5	3	-	11	..
Heritage	6	1	4	3	2	28 <sup>b</sup>	..
Total	58	10	23	20	5	128 <sup>b</sup>	[107 <sup>c</sup> ]
Dance classes/studios	20	9	9	12	7	57	25
Total	78	19	32	32	12	195	132

Source: see Technical Appendix to GCSD (2009).

<sup>a</sup> AmDram and amateur operatic only.

<sup>b</sup> Includes 12 other heritage organisations with Glasgow-wide interests (eg family history, architecture) not classified by community area.

<sup>c</sup> Excluding youth theatre, art clubs, photo and heritage societies.

**Table 11.11 Glasgow voluntary organisations in drama, by organisation and area, 2008/09**

	W	N	S W	S E	E	All GLA	Outer GLA
NODA members	5	1	-	2	-	8	3
Other AmDram	4	-	2	2	1	9	20
Youth theatre	8	5	2	4	2	21	..
Total	17	6	4	8	3	38	[23]
Of which outreach companies <sup>a</sup>	4	-	-	4	2	10	..

Source: NODA, AmDram, National Association of Youth Theatres, CSG and local informants.

<sup>a</sup> Various operated by the Citizens, Platform, the Arches, the Tron, RSAMD, Scottish Opera.

**Table 11.12 Glasgow voluntary organisations in music<sup>a</sup>, by type and Glasgow community area, 2008/09**

	W	N	S W	S E	E	All Glas	Outer Glas
Choirs	13	1	3	1	-	18	17
Orchestras	6	-	-	-	-	6	3
Brass/silver/wind	2	-	1	2	-	5	14
Piping/fiddle/flute	3	-	2	1	-	6	18
Music clubs	2	-	1	-	-	3	4
Totals <sup>a</sup>	26	1	7	4	-	38	56

Source: Enterprise Music Scotland, web listings and local informants.

<sup>a</sup> Excludes choirs and ensembles run by the national youth music organisations, the Royal Conservatoire Scotland and Glasgow Education Services.

**Table 11.13 Glasgow heritage and history organisations, by field of interest, 2013**

	Orgs
Local area societies <sup>a</sup>	16
Architects & architecture <sup>b</sup>	7
Specific buildings <sup>c</sup>	3
Family history <sup>d</sup>	2
History, specialisms <sup>e</sup>	5
Parks & gardens <sup>f</sup>	11
Total	44

Source: DRS within GCC, Glasgow Library Service, websites.

<sup>a</sup> Carmunnock, Castlemilk, Dennistoun, Drumchapel, Glasgow West, Gorbals Heritage, Govan, Greater Easterhouse, Knightswood, Greater Pollok, Merchant City, Pollokshaws, Pollokshields, Provanhall, Strathbungo, Tronra.

<sup>b</sup> Alexander Thomson, Charles Rennie Mackintosh, Architectural Heritage Society of Scotland, Glasgow Institute of Architects, Glasgow Architecture Committee, Old Glasgow Club, New Glasgow Society.

<sup>c</sup> Glasgow Cathedral, Glasgow Necropolis, Govan Old Parish Church.

<sup>d</sup> Garngad Irish Heritage, Glasgow and West of Scotland Family History.

<sup>e</sup> Glasgow Archaeological Society, Glasgow Police, Glasgow Transport, Glasgow Tree Lovers, Historical Association Glasgow and West of Scotland.

<sup>f</sup> Bellahouston, Botanic, Dawsholme, Glasgow Green, Kelvingrove, Kinning, Linn, Ruchill, Springburn, and Tollcross Path.



## 12 TOURISM

- 12.1 Glasgow tourism, trips and value
- 12.2 Glasgow tourism as percentage of Scotland total tourism, by trips and value
- 12.3 Glasgow hotel occupancies and projected value of conference bookings
- 12.4 Hotel occupancy in Glasgow and comparator cities
- 12.5 Glasgow tourism, trips, traffic types in percentages, domestic and overseas
- 12.6 Glasgow tourism, overseas trips, by top markets
- 12.7 Top five UK cities staying visits by overseas visitors, by traffic type
- 12.8 Glasgow hotel rooms within two miles of SECC, by rating, 2013
- 12.9 Glasgow accommodation growth, by number of hotels and rooms
- 12.10 Glasgow tourist and leisure visitors, main influences on planning visit
- 12.11 Glasgow tourist and leisure visitors, main activities undertaken during visit
- 12.12 Glasgow staying visitors, cultural tourism engagement, 2008
- 12.13 Glasgow City museums and historic buildings, percentage attendance by quarter of year
- 12.14 UK cities with most top-hundred busiest concert venues, by number of venues and performances, 2011
- 12.15 UK cities outside London with most attendance at accredited museums, 2012
- 12.16 Glasgow festivals, attendance
- 12.17 Glasgow events, attendance

**Table 12.1 Glasgow tourism, trips and value**

	2007	2008	2009	2010	2011	2012	2013
Trips (k)							
Inbound	755	629	623	551	475	521	515
Domestic	<u>1,712</u>	<u>1,342</u>	<u>1,508</u>	<u>1,657</u>	<u>1,728</u>	<u>1,691</u>	<u>1,363</u>
Total	2,467	1,971	2,131	2,208	2,203	2,212	1,878
Value (£m)							
Inbound	247	208	211	230	192	176	186
Domestic	<u>380</u>	<u>318</u>	<u>299</u>	<u>338</u>	<u>385</u>	<u>302</u>	<u>284</u>
Total	627	526	510	568	577	478	470

Source: Visit Scotland, from IPS and UKTS.

**Table 12.2 Glasgow tourism as percentage of Scotland total tourism, by trips and value**

	2007	2008	2009	2010	2011	2012	2013
Glasgow trips as % of Scotland total							
Inbound	27.1	25.4	24.3	23.5	20.2	23.4	21.1
Domestic	<u>13.0</u>	<u>11.0</u>	<u>12.1</u>	<u>13.4</u>	<u>12.9</u>	<u>13.3</u>	<u>11.2</u>
Total	15.5	13.2	14.2	15.0	14.0	14.8	12.9
Glasgow tourism value as % of Scotland total							
Inbound	18.0	16.9	15.5	15.8	12.9	12.6	11.1
Domestic	<u>13.4</u>	<u>11.3</u>	<u>10.9</u>	<u>12.9</u>	<u>12.7</u>	<u>10.4</u>	<u>9.8</u>
Total	14.9	13.0	12.5	14.0	12.8	11.1	10.3

Source: Visit Scotland, from IPS and UKTS.

**Table 12.3 Glasgow hotel occupancies and projected value of conference bookings**

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
Room occupancy (%)	77.1	73.8	74.7	74.6	75.4	77.5	81.0
Meetings benefit (£m)	150.7	131.1	102.3	105.2	120.0	152.7	275.8 <sup>a</sup>

Source: Lynn Jones Research Ltd, Glasgow City Marketing Bureau.

<sup>a</sup> Some 200 international and UK conventions confirmed at January 2015.

**Table 12.4 Hotel occupancy in Glasgow and comparator cities**

	% occupancies				% diff 11-14
	2011	2012	2013 <sup>a</sup>	2014 <sup>b</sup>	
Glasgow	74.6	75.8	78.5	83.2	+11.5
London	82.1	80.6	82.3	83.3	+1.5
Edinburgh	80.0	77.3	80.4	81.7	+2.1
Belfast	65.5	74.0	74.8	77.5	+18.3
Manchester	74.9	73.6	74.9	78.5	+4.8
Liverpool	70.3	68.4	70.1	74.3	+5.7
Birmingham	67.6	67.0	69.6	70.9	+4.9

Source: STR Global.

<sup>a</sup> Year to September 2013.

<sup>b</sup> Year to September 2014.

**Table 12.5. Glasgow tourism trips, traffic types in percentages, domestic and inbound**

	2007	2008	2009	2010	2011	2012	2013	% point diff 07-13
	Percentages							
Domestic								
Holidays	53	56	57	47	37	54	56	+3
Business	28	29	27	35	34	27	29	+1
Visiting frnds & rels	13	12	14	13	27	14	13	-
Study/other	6	3	2	5	3	5	2	-4
Overseas								
Holidays	45	46	44	50	53	57	51	+6
Business	16	16	21	19	19	17	17	+1
Visiting frnds & rels	29	29	28	26	22	22	28	-1
Study/other	10	9	7	5	6	4	4	-6

Source: Visit Scotland.

**Table 12.6 Glasgow tourism, inbound tourist trips, by top markets**

	2010	2011	2012	2013
	Thousands			
Europe				
Germany	60	63	65	51
France	59	59	35	32
Spain	49	38	31	18
N'lands	14	22	28	26
Ireland	52	19	16	19
Italy	26	27	14	15
Rest of world				
USA	60	63	65	77
Canada	35	31	36	37
Australia	34	41	30	32

Source: Visit Scotland.

**Table 12.7 Top five UK cities<sup>a</sup> staying visits, by inbound tourists, by traffic type**

	2010	2011	2012	2013	% change 10-13
	Thousands				
Holiday					
Edinburgh	895	900	818	838	-6.5
Glasgow	275	252	295	262	-4.7
Liverpool	145	188	173	195	+34.5
Manchester	184	211	215	222	+20.7
Birmingham	130	148	116	158	+21.5
Business/CFR/students/other					
Edinburgh	410	442	438	465	-1.2
Glasgow	276	224	226	253	-8.3
Liverpool	307	357	377	367	+19.5
Manchester	627	723	717	766	+22.2
Birmingham	610	585	597	783	+28.6
Totals					
Edinburgh	1,305	1,342	1,256	1,303	Ø
Glasgow	551	475	521	515	-6.5
Liverpool	452	545	550	562	+24.3
Manchester	811	934	932	988	+21.8
Birmingham	740	733	713	941	+27.2

Source: Visit Britain.

<sup>a</sup> Excluding London, with 14,006k overseas trips in 2010, 15,289k in 2011, 15,461k in 2012, and 16,784k in 2013, when 8,501k were on holiday.

**Table 12.8 Glasgow hotel rooms within two miles of SECC, by rating**

	2013	2015
	No of rooms	
1*	290	290
2*	159	159
3*	2,786	2,980
4*	2,854	2,763
5*	713	713
Total	6,802	6,905 <sup>a</sup>

Source: Glasgow City Marketing Bureau.

<sup>a</sup> Student accommodation provided a further 3,941 rooms, and B&B/guesthouses 795, making the total of available rooms within the City 11,641; a further 4,560 hotel rooms lay outside the City, within the 20-mile radius of the SECC.

**Table 12.9 Glasgow accommodation growth, by number of hotels and rooms**

	Hotels	Rooms
2000-02	17	1,854
2003-05	3	525
2006-08	4	407
2009-11	6	651
2012-14	5	719

Source: Glasgow City Marketing Bureau.

**Table 12.10 Glasgow tourist and leisure visitors, main influences on planning visit**

	08-10 <sup>a</sup>	10-12 <sup>a</sup>	13/14
	Percentages		
Museums in City	40	40	43
Friends & relatives in City	35	35	[35]
Historic City	32	34	28
Art galleries	30	31	27
Shopping	21	22	24

Source: Lynn Jones Research Ltd.

<sup>a</sup> Two-year averages.

**Table 12.11 Glasgow tourist and leisure visitors, main activities undertaken during visit**

	08-10 <sup>a</sup>	10-12 <sup>a</sup>	13/14
	Percentages		
Museum visit	70	66	66
Shopping	63	66	64
Walking around City	69	70	58
Pubs, bars, restaurants	59	60	56
Art gallery visit	59	52	49

Source: Lynn Jones Research Ltd.

<sup>a</sup> Two-year averages.

**Table 12.12 Glasgow cultural tourism engagement, by UK and inbound leisure visitors, 2008**

	% Visiting <sup>a</sup>		Cult visits per trip	
	UK	O/s	UK	O/s
Museums	88	81	1.81	2.01
Historic buildings	34	54	1.48	1.61
Theatre, concerts	17	18	1.21	1.19
Any of above	92	89	2.50	3.03

Sample: 1,240 Visitrack online; mainly leisure visitors, January-December 2008.

Source: Lynn Jones Research Limited, Glasgow Visitor Survey Cultural Tourism Analysis (2010).

<sup>a</sup> During stay in Glasgow.

**Table 12.13 Glasgow City museums and historic buildings, percentage attendance by quarter of year<sup>a</sup>**

	Jan-Mar	Apr-Jun	Jul-Sept	Oct-Dec	
Museums <sup>b</sup>	22.0	28.1	30.2	19.6	100
Historic buildings <sup>c</sup>	18.0	27.7	34.5	19.7	100

Source: Glasgow Life, Charles Rennie Mackintosh Society.

<sup>a</sup> 2008 and 2009 averages

<sup>b</sup> Glasgow City museums.

<sup>c</sup> Mackintosh Church.

**Table 12.14 UK cities with top-hundred busiest concert venues, by number of venues and performances, 2011**

	Venues	Perfs
London	29	4,533
Glasgow	7 <sup>a</sup>	1,061
Manchester	5 <sup>b</sup>	813
Birmingham	4 <sup>c</sup>	821
Bristol	3 <sup>d</sup>	445

Source: Performing Right Society.

<sup>a</sup> King Tut's, Royal Conservatoire for Scotland, Royal Concert Hall, Glasgow O2 Academy, City Halls, SECC, Kelvingrove.

<sup>b</sup> Royal Northern College of Music, Bridgewater Hall, Band in the Wall, Ruby Lounge, Manchester Apollo.

<sup>c</sup> O2 Academy, HMV Institute, Symphony Hall, Birmingham Town Hall.

<sup>d</sup> Colston Hall, O2 Academy, St George's.

Note: Other Scottish venues in UK top 100, by performances: Edinburgh Queen's Hall 164, Edinburgh Usher Hall 89, Inverness Eden Court 83, Aberdeen Music Hall 85.

**Table 12.15: UK cities outside London with most attendance at accredited museums**

	2012	2013	% diff
	Attend (k)		
Edinburgh	4,238	4,230	-0.2
Glasgow <sup>a</sup>	3,782	3,659	-2.0
Liverpool	4,041	3,569	-11.7
Manchester	2,080	2,197	+5.6

Source: Association of Large Visitor Attractions, Visit Britain, Glasgow Life, annual accounts and reports of museums.

<sup>a</sup> FY.

**Table 12.16 Glasgow festivals, attendance**

	08/09	09/10	10/11	11/12	12/13	13/14
	Thousand					
Theatre						
Glasgow I'national Comedy	72	75	82	82	74	e75
Dance						
New Moves <sup>a</sup>	3	3	3	n/a	n/a	n/a
Music						
Celtic Connections <sup>b</sup>	68	68	82	84	84	107
Piping Live	25	25	29	32	28	[28]
World Pipe Band Ch'ship	40	40	42	32	39	35
Glasgow I'national Jazz <sup>b</sup>	25	27	30	12	15	23
Total	158	160	183	160	166	193
Visual arts						
Glasgow International	89	-	153	-	205 <sup>c</sup>	-
Writing						
Aye Write!	25	26	27	25	27	30 <sup>d</sup>
Film						
Glasgow Film Festival	21	25	30	34	35	46
Heritage						
Doors Open <sup>e</sup>	[54]	54	64	61	66	81
Community						
Glasgay	28	28	17	7	7	14
West End <sup>b</sup>	164	140	165	126	94 <sup>e</sup>	127 <sup>e</sup>
Mela <sup>d</sup>	20	20	28	[28]	39	35
Merchant City <sup>d</sup>	55	56	66	79	90	100
Total community	267	244	276	240	230	276
Total	686	587	818	602	803	701

Source: Glasgow City Marketing Bureau, Glasgow Life.

<sup>a</sup> Closed 2011.

<sup>b</sup> Includes unticketed admissions.

<sup>c</sup> Generated by 33,945 individuals.

<sup>d</sup> Includes Wee Write!

<sup>e</sup> No parade.

**Table 12.17 Glasgow events, attendance**

	08/09	12/13	13/14
	Thousand		
Great Scottish Run	19	23	29 <sup>a</sup>
Women's 10k	12	12	7
Glasgow River <sup>b</sup>	87	n/a	n/a
Fireworks	60	50	55
Christmas Lights	16	13	13 <sup>c</sup>
Hogmanay	8	9	n/a
Skating	n/a	50	53
Total	202	157	157

Source: Glasgow City Marketing Bureau, Glasgow Life.

<sup>a</sup> Of which 6k juniors and school participants.

<sup>b</sup> Closed 2011.

<sup>c</sup> Some 125k requested tickets.

### 13. RESOURCES

- 13.1 Public revenue funding of culture in Glasgow, by source and domain, 2013/14
- 13.2 Glasgow City Council, revenue expenditure on culture
- 13.3 National funding of culture by Scottish Government and Creative Scotland, in Glasgow, Edinburgh and rest of Scotland, 2013/14
- 13.4 Revenue funding to Glasgow cultural organisations, projects and artists, from Glasgow City Council, Scottish Government, and Creative Scotland
- 13.5 Glasgow cultural grants (from City Grants Programme), by category of organisation and number, 2013/14
- 13.6 Glasgow Life, income and expenditure
- 13.7 Glasgow City Council, net public expenditure per head of population on culture, by area, Scotland average comparison, and top authorities, 2012/13
- 13.8 Selected Glasgow institutions, income by type
- 13.9 Glasgow performance organisations, turnover and staff, 2013/14
- 13.10 Glasgow multi-arts centres and visual arts and audio-visual organisations, turnover and staff, 2013/14
- 13.11 Glasgow libraries, archives and literature, turnover and staff, 2013/14
- 13.12 Glasgow museums and historic buildings, turnover and staff, 2013/14
- 13.13 Glasgow cultural support organisations and general festivals, 2013/14
- 13.14 Glasgow practical education and training, 2013/14
- 13.15 Glasgow members of talent unions
- 13.16 Persons (aged 16-74) employed in creative occupations, Glasgow 2011
- 13.17 Persons (aged 16-74) employed in creative occupations, Glasgow
- 13.18 Persons (aged 16-74) employed in creative occupations, by main cities and rest of Scotland
- 13.19 Persons (aged 16-74) employed in creative occupations, by employment status, Glasgow
- 13.20 Persons (aged 16-74) employed as visual artists, by employment status, Glasgow
- 13.21 Persons (aged 16-74) employed in creative occupations, by Glasgow, Outer Glasgow, Edinburgh, and rest of Scotland, 2011
- 13.22 Persons (aged 16-74) employed in creative occupations in Glasgow, by industry, 2011

**Table 13.1 Public funding of culture in Glasgow, by source and domain, 2013/14**

	GLA City <sup>a</sup>	Scot Govt <sup>b</sup>	Total
	£m		
Arts, music, venues	10.7	49.4	60.1
Museums& heritage	16.7	-	16.7
Libraries/archives	7.9	-	7.9
Total	35.3	49.4	84.7

Source: Glasgow Life, Creative Scotland, Scottish Government.

<sup>a</sup> For detail see Table 13.2.

<sup>b</sup> For detail see Table 13.3.

<sup>c</sup> Glasgow City Council spends additional amounts on practical instruction on music and art within the school system (£2.8 million excluding premises and overheads), and on support to film and the creative industries.

<sup>d</sup> Excludes funding provided by Scottish Higher Education Funding Council for the Glasgow School of Art and the Royal Conservatoire Scotland, by the BBC for the BBC Scottish Symphony Orchestra, and by Scottish Enterprise in support of the creative and cultural industries.

**Table 13.2 Glasgow City Council, revenue expenditure on culture**

	08/09	11/12	12/13	13/14
	£m			
Glasgow Life direct operation <sup>a</sup>				
Arts, music, venues	2.9	4.6 <sup>b</sup>	5.2 <sup>b</sup>	5.8
Museums	12.6	13.2	12.4	12.1
Libraries/archives	15.2	12.8	9.9 <sup>c</sup>	5.7 <sup>c</sup>
Total direct	30.7	30.6	27.5	23.6
Corporate support <sup>d</sup>	6.5	9.8 <sup>e</sup>	10.9 <sup>e</sup>	9.0
Grants to ind orgs				
Glasgow theatres	0.6	0.7	0.7	0.8
Glasgow Cult Ent'pse	2.2	n/a	n/a	n/a
Other orgs	3.0	2.2	2.1	1.9
Total grants	5.8	2.9	2.8	2.7
Total	43.0	43.3	41.2	35.3

Source: Glasgow Life (previously Culture and Sport Glasgow); JM analysis.

<sup>a</sup> Net spending, including staff, buildings and programme.

<sup>b</sup> Includes phased transfer of Concert Halls from Glasgow Cultural Enterprises to Glasgow Life.

<sup>c</sup> Phased transfer of community libraries to "Communities".

<sup>d</sup> Allocated proportional to gross spend of service departments.

<sup>e</sup> As a result of service reform, various functions transferred from service departments to corporate support services.



**Table 13.3 National funding of culture by Scottish Government and Creative Scotland, in Glasgow, Edinburgh and rest of Scotland, 2013/14**

	GLA	EDN	Rest Scot	Total
	£m			
Scottish government				
National performing cos.	21.4 <sup>a</sup>	2.2	n/a	23.6
National museums	n/a	38.4 <sup>b</sup>	n/a	38.4
Creative Scotland <sup>c</sup>				
RFO <sup>d</sup> core grant	9.2	12.4	8.6	30.2
RFO <sup>d</sup> other grants	2.9	5.3	4.3	12.5
Other organisations <sup>e</sup>	<u>15.9</u>	<u>10.5</u>	<u>21.8</u>	<u>48.2</u>
Total	49.4	68.7	34.7	152.8
% distribution				
2013/14	32.3	45.0	22.7	100.0
2012/13	32.9	44.7	22.4	100.0
2011/12	32.8	44.6	22.6	100.0

Source: Creative Scotland, accounts of National Museums.

<sup>a</sup> Based in Glasgow City.

<sup>b</sup> National Galleries of Scotland and National Museum of Scotland and their outstations based outwith Edinburgh; includes £5.7 million capital grant.

<sup>c</sup> Grant-in-Aid and Lottery, which includes capital funding.

<sup>d</sup> Regularly funded organisations.

<sup>e</sup> Includes film grants.

**Table 13.4 Revenue funding to Glasgow cultural organisations, projects and artists, from Glasgow City Council, Scottish Government, and Creative Scotland**

	08/09	11/12	12/13	13/14
	£m			
Glasgow City Council	43.0	43.3	41.2	35.3
Scottish Government				
National Perf Cos	22.0	21.4	21.4	21.4
Creative Scotland				
Grant in Aid	10.0	11.9	13.0	14.4 <sup>a</sup>
Lottery <sup>a</sup>	3.0	6.9	7.7	10.6
Total	78.0	83.5	83.3	81.7

Source: Glasgow Life, Scottish Government, Creative Scotland.

<sup>a</sup> Excluding capital, which in 2013/14 amounted to £2.97 million, of which £2.20 million was from GiA and £0.77 million from the Lottery.

**Table 13.5 Glasgow cultural grants (from City Grants Programme), by category of organisation and number, 2013/14**

	£k				Number			
	08/09	11/12	12/13	13/14	08/09	11/12	12/13	13/14
RFOs <sup>a</sup>	1,303	1,364	1,291	1,196	14	26	27	23
NPCs <sup>b</sup>	173	140	129	96	4	4	4	4
Other	1,544 <sup>c</sup>	553	579	580	117	43	35	36
Dev funding	n/a	98	79	75	n/a	38	39	[28]
Totals	3,039	2,155	2,069	1,947	147	111	105	91

Source: Glasgow Life.

<sup>a</sup> Creative Scotland's regularly funded organisations.

<sup>b</sup> Scottish Government's National Performing Companies.

<sup>c</sup> Includes other organisations designated "core" by Culture Sport Glasgow.

**Table 13.6 Glasgow Life, income and expenditure**

	£m			
	08/09	11/12	12/13	13/14
<b>Income</b>				
Glasgow CC	69.53	78.15 <sup>a</sup>	78.15	78.10
Earned <sup>b</sup>	15.40	22.12	23.44	27.86
External grants	8.30	8.03	10.87	15.16
Interest & other	0.62	2.95	0.24	0.14
Charitable transfer <sup>c</sup>	0.50	1.67	1.66	2.09
Total	94.35	112.92	114.33	123.34
<b>Expenditure</b>				
Arts & museums	17.70	17.25	16.40	16.05
Music	n/a	5.83	2.48 <sup>d</sup>	2.55
Libraries/comm halls	18.06	17.33	16.08	13.42
Sport & events	34.28	36.55	41.53 <sup>e</sup>	45.97
Social renewal	8.35	8.25	11.21	16.05
Support services <sup>f</sup>	14.31	28.13 <sup>g</sup>	23.92 <sup>h</sup>	27.25
Total	92.70	113.34	112.30	119.59
Surplus/deficit	+1.65	-0.42	+2.03	+3.75 <sup>i</sup>

Source: Glasgow Life, statutory accounts.

<sup>a</sup> Glasgow City Council service fee increase reflects Glasgow Life's extended responsibilities, including Glasgow Concert Halls (previously operated by Glasgow Cultural Enterprises), the new Riverside museum and various extra athletics facilities.

<sup>b</sup> Comprises income from leisure charges, Glasgow Club, Glasgow Concert Halls, and Tramway.

<sup>c</sup> Transferred surplus arising from Glasgow Life's trading subsidiary, covering, among other things, retail operations, catering supplier, vending machines, Mitchell Theatre commercial activities, and sponsorship; turnover of £6.80 million in 2013/14.

<sup>d</sup> Cultural venues transferred to libraries/community halls.

<sup>e</sup> Includes newly opened Emirates arena.

<sup>f</sup> Includes governance and other corporate costs.

<sup>g</sup> Increase arises from service reform (entailing transfer of administration clerical support, facilities repair, and learning support to central services), and expansion in scope of activities (including box office operation).

<sup>h</sup> Reduction result of end-of year pension adjustment.

<sup>i</sup> Reduced to £0.7 million after transfers to pension and other designated funds.

**Table 13.7 Glasgow City Council, net public expenditure per head of population on culture, by area, Scotland average comparison top authorities, 2012/13**

	GLA £ per head			GLA rank <sup>a</sup>			12/13 top authority
	08/09	11/12	12/13	08/09	11/12	12/13	
Sport	35.41	37.80	54.29	7	4	1	Glasgow
Community	10.33	21.64	5.90	10	3	3	W Lothian
Parks & open space	51.01	39.62	38.69	1	2	3	W Lothian
Arts	15.74	13.82	12.30	2	4	4	E Ayrshire
Museums & heritage	22.01	27.79	32.48	1	1	1	Glasgow
Libraries	19.87	24.56	18.61	19	3	13	Edinburgh
Tourism	19.27	9.37	11.08	1	1	1	Glasgow
All	177.60	191.26	181.67	1	1	1	Glasgow

Source: Cipfa, Cultural Statistics in Scotland 2012/13.

<sup>a</sup> Of 29 non-island local authorities; six authorities did not respond.

**Table 13.8 Selected Glasgow institutions, income by type**

	Sales	Prvte	Grant
	%		
Producing theatres <sup>a</sup>			
08/09	53	4	43
11/12	53	4	43
12/13	58	4	39
13/14	59	3	38
Music <sup>b</sup>			
08/09	28	11	61
11/12	24	13	63
12/13	24	14	62
13/14	25	14	61
National lyric <sup>c</sup>			
08/09	16	8	76
11/12	17	8	75
12/13	21	6	73
13/14	20	7	73
Receiving theatre			
08/09	90	1	9
11/12	92	1	7
12/13	91	1	8
13/14	93	Ø	7
Glasgow Life <sup>d</sup>			
08/09	16	2 <sup>e</sup>	82
11/12	20 <sup>f</sup>	4 <sup>e</sup>	76
12/13	19 <sup>f</sup>	2 <sup>e</sup>	79
13/14	25 <sup>f</sup>	3 <sup>e</sup>	72

Source: Creative Scotland, Glasgow Life, companies.

<sup>a</sup> Citizens, Tron and Arches; excludes NTS.

<sup>b</sup> RSNO, Scottish Ensemble, Theatre Cryptic, Paragon and SMIC.

<sup>c</sup> Scottish Opera and Scottish Ballet.

<sup>d</sup> Includes sport and social renewal as well as performing and visual arts, museums and libraries.

<sup>e</sup> Includes interest and charitable transfer from trading company.

<sup>f</sup> Includes earnings from Glasgow Concert Halls.

**Table 13.9 Glasgow performance organisations, turnover and staff, 2013/14**

	Orgs (no)	Turn over (£k)	Staff FTE
Theatres <sup>a</sup> , halls	14	45,787	694
Drama	21	19,438	312
Dance	10	8,656	113
Music & opera	18	30,280	400
Total	63	104,155	1,519

Source: Creative Scotland, Glasgow Life, companies.

<sup>a</sup> Three receiving theatres under 'drama'.

**Table 13.10 Glasgow multi-arts centres and visual arts and audio-visual organisations, turnover and staff, 2013/14**

	Orgs (no)	Turn over (£k)	Staff FTE
Multi-arts c'trs & proj	10	5,275	77
Visual arts	23	8,457	126
Audio-visual	3	3,175	38
Total	42	16,907	241

Source: Creative Scotland, Glasgow Life, companies.

**Table 13.11 Glasgow libraries, archives and literature, turnover and staff, 2013/14**

	Orgs (no)	Turn Over (£k)	Staff FTE
Libraries	33	9,002 <sup>a</sup>	[144] <sup>b</sup>
Archives	1	469	11
Literature	11	1,263	19
Total	45	10,734	[174]

Source: Glasgow Life, companies.

<sup>a</sup> Includes central support allocations.

<sup>b</sup> Excludes library staff transferred to Community Teams.

**Table 13.12 Glasgow museums and historic buildings, turnover and staff, 2013/14**

	Orgs (no)	Turn Over (£k)	Staff FTE
City museums	10	18,354 <sup>a</sup>	335 <sup>a</sup>
Other accredited	5	4,126	[106]
Historic buildings <sup>b</sup>	11	6,094	68
Total	26	28,574	[509]

Source: Glasgow Life, companies.

<sup>a</sup> Includes central support allocations.

<sup>b</sup> Includes stand-alone heritage attractions and support organisations, ie Glasgow Building Preservation Trust, Glasgow City Heritage Trust, Charles Rennie Mackintosh Society and Civic Trust.

**Table 13.13 Glasgow cultural support organisations and general festivals, 2013/14**

	Orgs (no)	Turn over (£k)	Staff FTE
Support bodies <sup>a</sup>	9	6,677	99
Festivals <sup>b</sup>	4	766	10
Total	13	7,443	109

Source: Creative Scotland, Glasgow Life.

<sup>a</sup> General support organisations are Glasgow Life, Creative Scotland (Glasgow Office), Cultural Engagement Agency (previously Culture Sparks), Cultural Enterprise Office, Creative Scotland (Screen/Digital Office), Glasgow Film Office, Film City, Goethe Institute and Alliance Francaise; there are some eight specialist support organisations within the various art-form domains.

<sup>b</sup> General and community festivals only; art-form festivals within art-form domains.

**Table 13.14 Glasgow practical education and training, 2013/14**

	Orgs (no)	Turn over (£k)	Staff FTE
Specialist HE	2	47,784	683
Nat. youth cos.	5	4,900	55
GLA Ed. Service <sup>a</sup>	<u>1</u>	<u>2,758</u>	<u>84</u>
Total	8	55,442	822

Source: Glasgow City Council, companies.

<sup>a</sup> Excludes support overheads in schools and local authority.

**Table 13.15 Glasgow members of talent unions**

	2008	2013
Equity		
Glasgow City	516	527
Outer Glasgow	248	253
Total	764	780
Musicians' Union <sup>a</sup>		
Glasgow City	652	603
Outer Glasgow	230	212
Total	882	815
All		
Glasgow City	1,168	1,130
Outer Glasgow	478	465
Total	1,646	1,595

Source: Equity, Musicians' Union.

<sup>a</sup> Members include semi-professional, second-career, and amateur performers.

**Table 13.16 Persons (aged 16-74) employed in creative occupations<sup>a</sup>, Glasgow, 2011**

	Total	Self- empl	Empl oyee	Percentages	
				Self	Empl
Actor, entertainer	560	140	420	25	75
Dancer, choreographer	162	86	76	52	48
Musician	738	594	184	80	20
Visual artist	593	509	84	86	14
Producer, broadcaster	1,076	454	622	42	58
Photog'r, video, AV	783	216	337	43	57
Author, writer	556	364	192	65	35
Journalist, editor	772	219	553	28	72
Public rels prof	393	55	338	14	86
Graphic designer	650	220	430	34	66
Prod/clothing designer	461	21	461	32	68
Architect	703	167	536	24	76
Libr'n, archivist, curator	<u>353</u>	<u>7</u>	<u>346</u>	<u>2</u>	<u>98</u>
Total	7,800	3,712	4,088	48	52

Source: Census 2011.

**Table 13.17 Persons (aged 16-74) employed in creative occupations, Glasgow**

	2001	2011	% change
Actor, entertainer	351	560	+59.5
Dancer, choreographer	56	162	+189.3
Musician	461	738	+60.1
Visual artist	243	593	+144.0
Producer, broadcaster	887	1,076	+21.3
Photog'r, video, AV	464	783	+68.7
Author, writer	286	556	+94.4
Journalist, editor	714	772	+8.1
Public rels prof	374	393	+5.1
Graphic designer	606	650	+7.3
Prod/clothing designer	335	461	+37.6
Architect	541	703	+29.9
Libr'n, archivist, curator	<u>369</u>	<u>353</u>	<u>-4.3</u>
Total	5,687	7,800	+37.2

Source: Census 2011.

**Table 13.18 Persons (aged 16-74) employed in creative occupations<sup>a</sup>, by main cities and rest of Scotland**

	2001	2011	% change
	Number		
Greater Glasgow			
GLA City	5,687	7,800	+37.2
Outer GLA	<u>5,480</u>	<u>6,250</u>	+14.1
Total GLA	11,167	14,050	+25.5
Edinburgh	6,750	8,050	+19.3
Rest of Scotland	16,539	19,872	+20.2
Scotland	34,456	41,972	+21.2

Source: Census 2011.

**Table 13.19 Persons (aged 16-74) employed in creative occupations<sup>a</sup>, by employment status, Glasgow**

	2001	2011	% change
	Number		
Employed	3,653	4,088	+11.9
Self-employed	<u>2,034</u>	<u>3,712</u>	+82.5
Total	5,687	7,800	+37.2

Source: Census 2011.

**Table 13.20 Persons (aged 16-74) employed as visual artists, by employment status, Glasgow**

	2001	2011	% change
	Number		
Employed	73	84	+15.1
Self-employed	<u>170</u>	<u>509</u>	+199.4
Total	243	593	+144.0

Source: Census 2011.

**Table 13.21 Persons (aged 16-74) employed in creative occupations, by Glasgow, Outer Glasgow, Edinburgh and rest of Scotland, 2011**

	Number					Percentages				
	Glasgow		EDN	Rest Scot	All	Glasgow		EDN	Rest Scot	All
	City	Outr				City	Outr			
Actor, dancer, musician	1,460	976	973	2,487	5,886	25	17	17	42	100
Visual artist	593	303	580	2,022	3,498	17	9	16	58	100
Producer, broadcaster	1,076	503	760	959	3,298	33	15	23	29	100
Photo, AV	783	735	760	2,218	4,496	18	16	17	49	100
Author, writer	556	435	925	1,727	3,643	15	12	25	48	100
Journalist, pub rels	1,115	1,021	1,337	2,738	6,211	18	16	22	44	100
Des, graph/product	1,101	1,249	1,238	3,981	7,569	15	16	16	53	100
Architect	703	645	994	2,122	4,463	16	14	22	48	100
Libr/archiv/curator	<u>353</u>	<u>383</u>	<u>652</u>	<u>1,520</u>	<u>2,908</u>	12	13	22	52	100
Totals	7,800	6,250	8,050	19,872	41,972	19	15	19	47	100

Source: Census 2011.

**Table 13.22 Persons (aged 16-74) employed in creative occupations in Glasgow, by industry, 2011**

	Act, Danc, Mus	Vis art	Prod Br'dcst	Photo, AV	Auth -or	Journ PR	Des -igner	Archi -tect	Libr Archiv Curate
	Percentages								
Manufacturing, utilities, construction, mining, ag&fish	1.0	2.9	1.3	4.0	4.0	1.8	16.1	3.8	1.2
Retail, wholesale, accommodation, transport	5.7	3.7	2.1	4.5	3.1	8.8	11.4	0.4	1.0
Information, finance, communications	9.5	10.6	64.8	33.1	20.0	53.8	15.3	1.2	4.0
Public admin, professions, science	3.0	6.7	4.4	34.9	39.7	16.7	46.7	92.4	6.5
Education	14.1	7.3	2.5	4.1	5.5	3.7	3.0	0.8	32.5
Health	1.5	3.3	1.9	1.8	7.2	3.9	1.2	0.7	5.0
Cultural services and others	65.3	65.6	23.0	17.6	20.5	11.3	6.2	0.6	49.9
Totals	100	100	100	100	100	100	100	100	100

Source: Census 2011; JM analysis.