



WELCOME FROM OUR CHAIR

Not everyone in Glasgow gets to live a great Glasgow life. Everyone should and we're working to make this happen. It's what we do. We deliver for the people of Glasgow.

In the 12 years since the creation of Glasgow Life, we've grown substantially, with attendances increasing by 4.6 million, from 14.3 million in our first year to 18.9 million now – a new record. More people are getting fit and physically active; more people are engaging with, and enjoying, our cultural assets; more people are benefiting from services which are rooted in, and valued by, their local communities.

The numbers matter. We are changing lives – almost 19 million attendances at 171 Glasgow Life managed venues and sites across every part of the city. We manage incredible civic museums, fantastic libraries and community facilities and services, arts and music venues which are second to none and sports venues which are first rate. Across them all, and backed by our support teams, our 2,660 staff and army of more than 850 regular volunteers help more people to enjoy a good Glasgow life. Our debt to our team is huge.

Thanks to hosting spectacular sporting events like the inaugural 2018 European Championships and the 2019 European Athletics Indoor Championships, Glasgow maintained its place as one of the world's top five Ultimate Sports Cities in 2018. Our sports facilities are not just for the elite athletes to compete – the Glasgow Club provides outstanding venues which are being used by people across the city. Membership has grown from 16,000 in 2007 to 45,500 today – with attendances at 6.9 million in the last year.

And we're delivering on our promises. We've welcomed 23 artists and organisations chosen to contribute to our first Creative Communities: Artists in Residence programme. These creative leaders are immersed in local communities right across the city, working creatively with people to co-design art and cultural projects which help improve health, wellbeing, confidence and creativity. Art and culture for all, on your doorstep and free at the point of access.

Glasgow is home to iconic cultural and sporting venues, world-class events and community facilities which make a difference each and every day. We're working to make them even better and ensuring that those assets are fit for purpose in the years ahead is a challenge which we readily accept. Along with our Board, our partners and everyone who shares our ambition to deliver for the people of Glasgow – and guided by our citizens – we will deliver on our promise that everyone can and will lead a good Glasgow life.

Councillor David McDonald
Chair, Glasgow Life



A MESSAGE FROM OUR CHIEF EXECUTIVE

We want everyone to enjoy a rich, loving, healthy, purposeful and long life – all of the things we want for ourselves and those dearest to us. Our burning desire is to make sure as many people as possible can lead richer and more active lives through culture, sport and learning.

The last year was exceptional. From stand-out events such as the Glasgow 2018 European Championships, to bringing Dippy and Leonardo to Kelvingrove, we've worked to provide opportunities which touch the lives of citizens and visitors alike. Our cultural icons and major events are world-class. All of which helps Glasgow and Scotland's visitor and tourist economy and our attractiveness as a place to do business. We now welcome more than 20 million day visitors and some 2.4 million national and international tourists to the city each year and we're working to do more to make Glasgow a vibrant and attractive destination.

But it's not just on home soil where we're wowing audiences. While work gathers pace on the £66 million Burrell Renaissance and its gallery in Pollok Country Park, an international tour is allowing the quality of Sir William Burrell's treasures to be admired and recognised by patrons in exhibitions that thus far include the UK, North America, China, France and most recently Japan. All will come home to be part of the stunning redisplay of the Burrell Collection in its newly refurbished home, unlocking its great potential as an international passport for Glasgow. Thanks to the passion, generosity and leadership of Sir Angus Grossart and others involved in the Burrell Renaissance, fundraising for the project remains exceptionally strong.

On the global stage we excel, but in our communities, the work we do changes lives. Our staff and volunteers are always on hand. Whether it be helping people who are affected by cancer through our pioneering partnership with Macmillan Cancer Support or being the first port of call for those requiring support with financial advice or help with Universal Credit claims or as an adult looking to improve their reading and writing, we are there. If any example were needed, just look at our colleagues at the Mitchell Library who identified vulnerable homeless people and reached out to support them and provide new opportunity and hope – truly life-changing work.

None of this would happen without our staff and volunteers, our Board and our supporters within the city and elsewhere. We all share a common desire, to allow everyone to get the most out of Glasgow life – and with our shared passion and commitment to the people we serve, we will do just that.

Dr Bridget McConnell CBE
Chief Executive, Glasgow Life



HIGHLIGHTS OF THE YEAR

Sport

Operating the largest civic sports network in the UK, Glasgow Sport recorded 6.9 million usages – topping 6 million for the seventh year in a row. Direct debit Glasgow Club membership levels ended the year at a record high of 45,521, up from 43,611 at this time in 2017/18.

Glasgow Life's Sports Development team works with hundreds of clubs and leads countless programmes across the city with the aim of engaging all citizens to get more active, more often. This includes 56,715 attendances at holiday programmes, with 778 hours of free provision for Glasgow residents. Some 5,261 children and 4,560 adults benefited from disability sport opportunities and there were almost 10,000 unique ParkLives attendances between April – September in 11 local parks and green spaces.

Museums

Riverside (5th) and Kelvingrove (6th) retained prominent places within ASVA's top 10 most visited attractions in Scotland, while Scotland Street School Museum recorded a 29% increase in visitors as the country celebrated the 150th anniversary of the birth of the building's architect Charles Rennie Mackintosh.

Glasgow Museums' WW1 centenary commemorations drew to a close with three exhibitions at Kelvingrove Museum and a day of events to mark Armistice Day.

A record-breaking 640,000 people flocked to Kelvingrove to see **Dippy**, the Natural History Museum's iconic dinosaur while he was on tour across the UK, with over 130,000 people also enjoying the incredible *Leonardo da Vinci: A Life in Drawing*.

Communities

The city's 25 community venues saw more than 48,000 lets during 2018/19, the highest level ever recorded, and almost 1.5 million visits recorded citywide.

2018 saw Glasgow Life lead on the city's Community Learning and Development strategic plan, working with partners to deliver more than 330 citywide learning classes for 21,100 young people and adults. Over 2,000 adults were supported on Adult Literacy and Numeracy, and English for Speakers of Other Languages programmes.

More than 850 volunteers donated more than 80,000 hours of their time, contributing to communities citywide.

Libraries

Another fantastic year for Glasgow Libraries with 4.7 million visits recorded.

Book issues rose to nearly 2.5 million, up 4% on 2017/18, with both junior and e-offer issues at their highest recorded levels.

Macmillan @ Glasgow Libraries continues to offer practical and emotional support across the city's 33 libraries, with more than 16,000 attendances since launch in 2012.

Money advice services in libraries have generated £4.7 million in financial improvements for residents since their introduction in 2016. 17 libraries are now Universal Credit Hubs helping 2,500 people apply for and maintain Universal Credit claims.

Visitor Economy

Glasgow Life works to promote Glasgow as a leisure and business tourism destination, positioning the city as the 'Gateway to Scotland'. In 2018, Glasgow attracted 2.3 million visitors contributing £662 million to the city's economy. Last year, the New York Times included Glasgow in the top 10 of its 52 global 'must-visit' cities list and Glasgow was rated as one of the top 10 'most excellent' cities in the world by TripAdvisor. At the same time, Glasgow's Convention Bureau was named the best in the UK for the 13th year in a row and brought conference business worth more than £150 million to the city.

2018 was a milestone year for Mackintosh heritage partners in Glasgow and beyond, with a year-long programme of events and exhibitions **celebrating the 150th anniversary of the birth of Charles Rennie Mackintosh**. This was complemented by a marketing campaign run by Glasgow Life in collaboration with Glasgow Mackintosh and Scotrail, with support from VisitScotland. Mackintosh venues and attractions in Glasgow recorded more visitors in 2018 than ever before, with 1.1 million people visiting throughout the year.

Arts and Music

Celtic Connections remains the largest winter music festival of its kind with a record 130,000 visitors and 2,100 artists appearing in 300 events. Over 15,000 school children took part.

Tramway delivered more boundary pushing interdisciplinary work that received critical acclaim and presented international festivals including Take Me Somewhere, a festival of live art, and Dance Unlimited showcasing disability contemporary arts.

Music venues including Glasgow Royal Concert Hall, City Halls, Old Fruitmarket and Kelvingrove Bandstand attracted over 475,000 people.

The Glasgow Mela, the biggest free multicultural festival in Scotland welcomed over 45,000 people while Merchant City Festival was a key part of Festival 2018 that enriched the Glasgow 2018 European Championships.

23 Artists in Residence are now taking up their place within local communities which will allow creative opportunity to flourish for all.

Events

Glasgow is still one of the world's top five SportBusiness Ultimate Sports Cities and scooped the Best Small City award – for cities with a population of less than 1.3 million.

The inaugural 2018 European Championships delivered world-class sport and culture in Glasgow which half a million visitors experienced. We also launched our bid to be the European Capital of Sport in 2023.

The European Athletics Indoor Championships 2019 welcomed around 21,000 spectators from across Europe. Over three days of competition, athletes, officials, and spectators were welcomed by 500 fantastic volunteers, and Glasgow delivered a show-stopping event.

Cultural events such as the World Pipe Band Championships continue to wow and welcomed 8,000 pipers and drummers from 13 nations to be part of an incredible spectacle on Glasgow Green.

OUR THANKS

Glasgow Life would like to thank our individual supporters, corporate partners, and the many trusts and foundations for their continued support. We would also like to thank the large number of sport, cultural, educational and community organisations and governing bodies who contribute to our work.

A E B Charitable Trust
A.G. Barr plc
Abellio ScotRail
The AMW Charitable Trust
Art Fund
Baillie Gifford
Baillie Signs
Ballantynes
Ballast Trust
BBC
Blindcraft Trust Fund
Bòrd na Gàidhlig
British Athletics
British Cycling
Caledonian MacBrayne Limited
Canon
Clarkston Chiropractic
Clyde Gateway
Clydebuilt Ltd
Coca Cola Great Britain
Creative Scotland
Culture and Business Fund Scotland
Digital Xtra Fund
Educational Institute of Scotland
Emirates
Esmée Fairbairn Foundation
Eurovision
EventScotland
The Fidelity UK Foundation
Fiveorsix
Fraser Suites
The Foyle Foundation
Friends of Glasgow Museums
The Gannochy Trust
Glasgow Airport
The Glasgow Dean of Guild Court Trust
Glasgow Museums Patrons Circle
Glenturret Whisky
Le Gruyère
Hampden Sports Clinic
Hamilton Bequest
The Headley Trust
Health and Social Care Partnership
Heineken
Historic Environment Scotland
Holiday Inn
Hugh Fraser Foundation
Incredible India
J P Morgan Chase Foundation
Loganair
The Merchants House of Glasgow
Merchant Square
Mondo
The Mondriaan Fund
Muller
Nancie Massey Charitable Trust
National Fund for Acquisitions
National Library of Scotland
National Lottery Heritage Fund
New Balance
NHS Greater Glasgow and Clyde
Nordic Sport
NOW 14-18
Open University Scotland
Paterson Arran
Paths for All
The PF Charitable Trust
Rothschild & Co
Santander
Scottish Football Association
Scottish Government
Scottish Rugby Union
Scottish Water
Skills Development Scotland
Skipton Building Society Charitable Foundation
SPAR
Sportscotland
Strathmore
Taggarts
Tangent
Taylor Family Foundation
The Times and The Sunday Times Scotland
Toyo Tires
Turtleton Charitable Trust
Turcan Connell
Walker Slater
Waterstones Booksellers
Weatherall Foundation Trust
Wheatley Group
The W M Mann Foundation
The Wolfson Foundation

FINANCIAL PERFORMANCE

Including CIC

Financial Performance

Unrestricted Income & Expenditure

Income	£000	%
Grants & Donations	2,821	2.5%
Community Interest Company	7,292	6.5%
Leisure & Cultural Activities	28,461	25.4%
Interest received	41	0.1%
Service Fee – Glasgow City Council	73,375	65.5%
	111,990	
Costs	£000	%
Governance	367	0.3%
Community Interest Company	7,558	6.8%
Leisure & Cultural Activities	104,045	92.9%
	111,970	
Surplus on unrestricted activities	20	
Reserves brought forward	573	
Reserves	593	

Culture and Sport Glasgow (Trading) Community Interest Company

	£000
Turnover	7,292
Service Fee	1,992
Interest	4
Total Income	9,288
Cost of Sales	(2,602)
	6,686
Operating Expenses	(4,956)
Operating Profit	1,730

18/19 Income Actual v Budget

	FY18/19 Actual £m	FY18/19 Budget £m
Service Fee	73.3	72.7
Community Interest Company	7.3	7.4
Leisure & Cultural Activities	31.3	31.3
	111.9	111.4

PAST PERFORMANCE, FUTURE PROMISE

Our performance management framework monitors our progress with a focus on the city's priorities and our key objectives. To support this approach our focus is underpinned by:

During 2018/19 we agreed to report to Glasgow City Council on these two key areas:

Measure	2018/19 Target	Actual	Status	2019/20 Target
Attendances at Glasgow Life directly managed venues excluding festivals and events	18.2 million	18.9 million		£18 million
Income generated through the company's charity and CIC	£38.7 million £31.3 million (charity) £7.4 million (CIC)	£38.6 million £31.3 million (charity) £7.3 million (CIC)		£39.1 million £32.2 (charity) £6.9 million (CIC)

Performance is reported to Glasgow Life's Board throughout the year across a range of measures including a breakdown of usage of every Glasgow Life service area.

Measure	Target	Actual	Status	2019/20
Glasgow Life directly managed venues, including festivals and events	18,203,470	18,893,087		18,018,392
Community Facilities	1,406,235	1,446,648		1,363,581
Glasgow Arts, Music & Cultural Venues*	1,357,563	1,637,323		1,105,000
Glasgow Libraries	4,853,666	4,659,474		4,703,027
Glasgow Museums	3,655,225	3,826,273		3,519,500
Glasgow Sport	6,503,226	6,941,711		6,888,000
Glasgow Events **	427,555	381,658		427,555

*16,777 Aye Write and Wee Write attendances, the majority of which take place in The Mitchell library and is reported within Glasgow Libraries figures. This would bring Glasgow Arts, Music & Cultural Venues and festival total attendances 1,654,100.
The target for 2019/20 takes into account a number of influencing factors, including the planned closure of venues for maintenance and refurbishment such as the Burrell Collection.

Glasgow Convention Bureau	Target	Actual	Status	2019/20
Economic value of conferences	£130,000,000	£134,651,368		£130,000,000
Actual conference delegate nights in the city	305,000	394,077		305,000
No of delegate days for future years	370,000	423,709		370,000
Economic value of conference sales won for future years	£130,000,000	£150,198,377		£135,000,000



OUR CONTRIBUTION

Across 171 venues and sites, our 2,660 staff and an army of more than 850 regular volunteers work each and every day to help citizens and visitors to our great city to enjoy a rich and rewarding Glasgow life. What we do contributes to Glasgow's economic growth, reducing inequality in all its guises, and provides opportunity for people to enjoy life-changing and life-affirming experiences on the local and global stage. What we contribute helps Glasgow – and the people we serve – to flourish.



Under Glasgow Life's stewardship Glasgow maintained its place as one of the world's top five Ultimate Sports Cities in 2018 and won the award for the world's Best Small City for hosting sporting events for the second time.

We have taken the strategic lead for the city's ambitious tourism strategy and have built on the success of the Commonwealth Games in 2014 by hosting the inaugural European Championships with Berlin in 2018 and in January 2019 launched the bid to become the European Capital City of Sport 2023, which if successful will be the second time Glasgow has held this honour.



We have grown Celtic Connections to be the world's largest annual winter festival of folk music and the second biggest music festival in the UK with around 130,000 attendees.

As one of only two UK UNESCO Cities of Music, Glasgow's music scene is the third strongest performing music tourism city in the UK, behind London and Manchester, contributing nearly £160 million to the UK's live music economy and an estimated £75 million to Glasgow's economy each year.



In our first 12 years, attendances have increased by more than a quarter, from 14.3 million to almost 18.9 million. We have grown the Glasgow Club from 16,335 to 45,500 members, and the corresponding income generated from Glasgow Sport rose from £7 million in 2007/8 to £22.5 million in 2018/19.

The 20 million day visitors to the city and the 2.3 million national and international tourists that Glasgow attracts on an annual basis have become central to the city's economy. The economic contribution of users and visitors to Glasgow Life venues and events has generated Gross Value Added (GVA) of over £1.5 billion within the Glasgow economy between 2007 and 2017.



A Vibrant City

Glasgow City Council's Strategic Plan 2017–2022 sets out the priority themes and commitments the Council Family will deliver during the lifetime of the plan. Its vision is to create a world-class city with a thriving inclusive economy where everyone can flourish and benefit from the city's success. Glasgow Life leads on the Vibrant City theme to deliver four outcomes:



- Glasgow is a world class destination for tourism, culture, sport, events and heritage
- Glaswegians are active and healthier
- All citizens have access to the city's cultural life and its heritage
- Glasgow acknowledges and promotes its history, heritage and culture

Glasgow is a world class destination for tourism, culture, sport, events and heritage

Highlights of the 2018/19 cultural and sporting programme delivered or supported by Glasgow Life include the Glasgow International Festival of Visual Art, Women's 10K, Glasgow Mela, Friendsfest, Piping Live, World Pipe Band Championships, UDO World Street Dancing Championships, HSBC City Ride, All Scotland Irish Dancing Championships, Great Scottish Run, BBC Proms in the Park, Resonate Total Gaming, Glasgow's Fireworks and the Christmas Lights Switch On.

Through our global marketing programmes we have enhanced Glasgow's reputation and economy by attracting major international events and conferences. The Glasgow Convention Bureau was named the UK's Best Convention Bureau for the 13th year running at the prestigious Meetings and Incentive Travel (M&IT) Awards and, marking the support of the People Make Glasgow Welcome programme in delivering the World Down Syndrome Congress, Down Syndrome International and Down Syndrome Scotland received the prestigious Incredible Impact Award from the International Conference and Convention Association (ICCA).

Reflecting Glasgow's recognition as an international destination, the city was named 8th in **Time Out's list of the Top Ten Best Cities in the World 2019** list (where Glasgow also ranked first for both friendliness and affordability) and was 4th in TripAdvisor's Travellers' Choice Top 10 UK destinations list.

A phenomenal 640,000 people visited Kelvingrove to meet Dippy, the Natural History Museum London's famous dinosaur, more than in any other destination in the tour so far and becoming the most successful temporary exhibition at Kelvingrove Art Gallery and Museum since it reopened following refurbishment in 2006.

Glaswegians are active and healthier

Glasgow Life delivers a range of services that directly or indirectly contribute to ensuring Glaswegians are active and healthier. In 2018, a number of new membership packages were developed, ActivClub, FitClub, FitClubJnr and FitClubGo, to reach a wider audience with a more varied and wider offer. This has resulted in an increase in Glasgow Club memberships and an increase in the activity levels and the range of activity in which members participate. This has been especially evident amongst the younger and older age groups.

Glasgow supports 18 Community Sports Hubs (CSH) across the city. Through a local delivery approach, Glasgow Sport has supported these Hubs to develop local plans which detail growth and development and enable the delivery of sport and physical activity opportunities across the city. The CSH focus on sustainable and community-led approaches which encourage partnership working to develop welcoming, safe and fun environments for sport. Hubs are focused on clubs around sport facilities, community centres, schools, parks or playing fields. Glasgow's 18 Hubs encompass 90 sports clubs and over 10,330 members supported by 1,060 coaches.

Glasgow Sport's Training Academy was launched in October 2018 to provide training and experiences for those furthest from employment. The Training Academy specifically focuses on developing young people by providing them with the skills, qualities, knowledge and experiences required to gain employment, with a particular focus on opportunities within Glasgow Sport, such as Leisure Assistants and Sports Coaches. The individuals receive a nationally-recognised SQA qualification upon completion. In 2019 we delivered 17 contracts on behalf of Skills Development Scotland. The programme saw 17 young people complete the qualification aspect and gain invaluable employment experience. On completing the qualification,

5 have successfully secured employment within Glasgow Life facilities as leisure assistants, with others progressing to other employers and further education.

All citizens have access to the city's cultural life and its heritage

Throughout 2018/19 work has continued with the city's cultural and creative sectors on the development of Glasgow's 25 Year Cultural Plan, with the ambitious target to launch the plan at a proposed second Culture Summit in autumn 2019.

In March 2019, 23 artists and arts organisations were chosen to contribute to the first phase of the Creative Communities: Artists in Residence project – a citywide programme which aims to seek views from local people about how to improve health, wellbeing, confidence and quality of life throughout the city by strengthening local links with arts and culture. In the first phase, artists will be immersed in communities, working creatively with local people and organisations to co-design the second phase of residency activity which will start later in 2019 and run until April 2020.

Mela, the biggest free multicultural festival in Scotland attracted 45,000 attendances in 2018/19 and was again awarded UK Mela of the Year at the UK Bhangra Awards. In 2018, Glasgow International, the city's biennial festival of contemporary art, attracted more than 244,000 attendances across 78 venues; boosting the city's economy by £1.5 million, with many venues reporting their highest GI visitor figures to date. The next Glasgow International, which takes place in April 2020, will once again position the city as a unique major centre for the production and display of contemporary visual art.

Glasgow acknowledges and promotes its history, heritage and culture

The £66 million Burrell Renaissance will see the completion of a full refurbishment and redisplay of the Burrell Collection with the venue re-opening in spring 2021. A key aspect of the Burrell Renaissance is the

international tour, which will raise awareness of the quality of the collection at home and around the world, developing the collection's profile and bringing visitors to city. Key highlights of the tour in 2018/19 included exhibitions across the UK, North America, France and Japan.

As part of the city's Mackintosh 150 celebrations, a major retrospective exhibition of Mackintosh's life, *Charles Rennie Mackintosh Making the Glasgow Style* was presented in Kelvingrove's temporary exhibition space attracting 60,000 visitors. The exhibition is touring to National Museums Liverpool and then on to four venues in the United States.

Contribution to other Council Plan themes:

Excellent and inclusive education

Glasgow Life has the strategic leadership role for learning in producing and implementing the Community Learning and Development Plan for the city and chairing Glasgow Community Learning and Development Strategic Partnership. Glasgow's Community Learning and Development Plan 2015/18 has been concluded and the city's new CLD Plan 2018/21 was published in September 2018.

A Healthier City

Glasgow Libraries was recognised with a national Libraries Change Lives Award for In-Reach, an innovative project tackling homelessness and debt, developed in partnership with Glasgow Central Citizen's Advice Bureau (CAB). In-Reach offers targeted support to library-users identified by staff as vulnerable or homeless. The awards, run by the Chartered Institute of Libraries and Information Professionals (CILIP), champion excellence and innovation in UK libraries.



Ian MacNicol, Getty Images

GLASGOW 2018 EUROPEAN CHAMPIONSHIPS



Byn Lennon, Getty Images

The Glasgow 2018 European Championships were a truly spectacular celebration of sport and culture.

The inaugural multi-sport event, which will take place every four years, took place from 2nd – 12th August in Glasgow and Berlin. Glasgow 2018 was the second biggest event Glasgow and Scotland has ever staged following the Commonwealth Games in 2014. The event was delivered through a partnership between the Scottish Government and Glasgow City Council. Scotland hosted Aquatics, Cycling, Golf, Gymnastics, Rowing and Triathlon, with Athletics being staged in Berlin, Germany.



Dan Istitene, Getty Images

Twelve venues in Scotland hosted events, including several Glasgow Life venues: Track Cycling took place in the Emirates Arena, Tollcross International Swimming Centre hosted Swimming, a temporary pool was built in Scotstoun Sports Campus for the Synchronised Swimming, BMX was staged at the only new venue which was built for the event, the Glasgow BMX Centre and Riverside Museum was the starting point for the Cycling Time Trials.



As well as ticketed sporting events there were opportunities to see elite sport for free: Mountain Bike at Cathkin Braes, the Cycling Road Race and Time Trial events in the streets of Glasgow and the surrounding metropolitan area, Open Water Swimming against the stunning backdrop of Loch Lomond and Rowing and Triathlon at Strathclyde Country Park.

Over 3,000 athletes from 279 teams representing 48 countries competed in the event. There were a further 4,000 accredited officials and delegates in attendance.



The total attendance at the Glasgow 2018 European Championships was over 565,000 across sport and festival venues, including:

- 135,000 attending George Square
- 116,000 attending 'GO LIVE! at the Green' at Glasgow Green
- 100,000 attending Merchant City Festival

Glasgow was once again on the global stage with substantial national and international exposure for this new event, in broadcast, online and social media. Highlights include:



- TV audience of 1.4 billion reached by the 2018 European Championships across Glasgow and Berlin
- PR value of £256 million for Glasgow and Scotland from broadcast, online and social media
- £197 million brand exposure value gained in total for the Glasgow 2018 event branding along with city and national brands, People Make Glasgow and Scotland Is Now.

Festival 2018

In addition to the sporting action, Festival 2018 featured live music, circus, dance, theatre and much more. George Square was the focal point with stage shows and a live link to Berlin, complemented by the 2018 edition of the Merchant City Festival. Many cultural and sporting partners benefitted from funding, opportunities and exposure, with cultural and creative sectors reporting new ideas, contacts and increased exposure for their work.

There were three strategic themes across the different strands: Year of Young People 2018, Berlin collaborations, and Movement (using physical activity to 'blur the lines' between sport and culture).

There were at least 1,700 cultural activities including:

- 730 performances
- 30 exhibitions
- 460 workshops
- 430 cultural, sporting and community events

The Festival Fund projects were selected via an open call to Glasgow and Scotland's cultural and creative sectors including:

- 58 Festival commissions covering strategic themes, signature projects (in George Square and Merchant City Festival) and enabling commissions (at cultural venues and locations across the host local authorities)

Our Place community fund supporting a range of neighbourhood-based cultural and community activities. In Glasgow £60,000 was disbursed to 18 projects using participatory budgeting, responsibility in other areas was devolved to the relevant local authority, and 53 projects took place outwith Glasgow.

GO LIVE!

The 'GO LIVE!' concept was the focal point of Glasgow 2018's efforts to deliver lasting benefits in sport and culture. Glasgow Green was the main venue for 'GO LIVE!' activity and was free to enter and open every day of the Championships. The site combined a number of features and attractions including hosting the Cycling Road Race and Time Trial events and also functioning as a more traditional live site with big screens showing sport. 'GO LIVE!' took the innovative approach of complementing this with a comprehensive programme of opportunities to discover, see and participate in sporting, cultural, community and health-related events and activities. There were 116,000 attendances at Glasgow Green over 11 days against a target of 100,000.

There were three main strands: Sport and Fitness; Festival 2018; and Health and Wellbeing.

Volunteers

There were over 10,000 applications from people wishing to join Team 2018, 5,648 of whom took part in the skills matching process. A final volunteer team of 3,310 helped deliver the Championships making the programme Scotland's second biggest ever after the Glasgow 2014 Commonwealth Games. Glasgow 2018 worked with Volunteer Scotland to establish a ground-breaking approach which provided additional support to volunteers, particularly where this was needed to overcome barriers like the need for British Sign Language interpreters or to meet carer and childcare costs. Funding was subject to eligibility criteria to ensure it was targeted at those most in need of support.

50% of volunteers stated they planned to do more volunteering and 91% met new people through the experience.



GLASGOW ARTS, MUSIC AND CULTURAL VENUES



Glasgow Arts, Music & Cultural Venues achieved 1.4 million attendances in 2018/19, 845,000 at our venues and 517,000 at festivals.

Celtic Connections cemented its position as the largest winter music festival of its kind and the UK's premier celebration of Celtic music with 2,100 artists, 300 events and over 130,000 attendees.



Merchant City Festival 2018 was a key part of Festival 2018 that enriched the Glasgow 2018 European Championships, presenting high profile commissions and events blending culture and physical activity.

Tramway's visual arts programme featured critically acclaimed exhibitions by Samara Scott, Cecile B Evans, Jamie Crewe and co-commissions with Glasgow International. We presented international festivals including Dance Unlimited showcasing disabled contemporary artists.



Glasgow International had its 8th edition in 2018 which took place over 20 days and featured 90 exhibitions in 78 venues across the city with 133 public events, talks and performances. Highlights included Lubaina Himid at Kelvingrove, Mark Leckey at Tramway and Mick Peter and the Young Regenerators.

Glasgow Mela, Scotland's biggest free multicultural festival, presented a vibrant programme of music, dance and performance to an audience of 45,000.

Aye Write! returned in March and welcomed authors writing across a huge range of topics – 18,000 tickets were sold, at a value of £177,000.

The first phase of Glasgow's Creative Communities – Artist-in-Residence programme is under way with artists developing plans for each of Glasgow's 23 wards.



Glasgow Arts/Glasgow Music's programme featured Family Ceilidhs, Dementia Concerts, Big Music for Minis, Gaelic Arts and the much-loved Christmas pantomime.

Attendance at cultural venues increased. Our concert halls attracted over 428,000 attendances at 1,500 ticketed and other commercial events. Kelvingrove Bandstand once again presented a host of live music from international and local acts alongside our Family Festival with free events for the local community.



While Langside Hall was closed for renovation for most of 2018/19, our other three public halls attracted 171,000 visits across more than 7,000 community lets.

We maintained our membership of the UNESCO Creative Cities Network as a UNESCO City of Music.



1,362,000 attendances to Arts, Music and Cultural Venues and Festivals

845,00 venue attendances
517,000 festival attendances
126,000 attendances at Glasgow Arts & Music Programmes



Mela

Biggest free multicultural festival in Scotland presenting a vibrant programme of music, dance and performance

45,000 attendances – highest recorded for a one-day festival

85% of attendees likely to attend again

Tramway

197,000 attendances

The visual arts programme featured acclaimed exhibitions by Samara Scott and Tai Shani, (a 2019 Turner Prize nominee as a result of her Tramway exhibition)

Presented international festivals Take Me Somewhere and Dance Unlimited



Celtic Connections

130,000 attendances generated £1.5 million ticket sales

Held over 18 days at 20 venues with 2,100 artists appearing in 300 events across the city, including a programme of school concerts, workshops and exhibitions

Kelvingrove Bandstand

47,000 attendances at 47 performances

Presenting a host of live music from international and local acts alongside our Family Festival with free events for the local community



Merchant City Festival

100,000 attendances

A key part of Festival 2018 supporting the Glasgow 2018 European Championships

92% customer satisfaction rating

Glasgow International 2018

244,000 attendances at 90 exhibitions

136 Glasgow-based artists

34 countries represented with over 1,000 accredited professionals



GLASGOW COMMUNITIES



Glasgow Communities create opportunities for the people of Glasgow to participate in a range of cultural and sports activities on their doorstep, whilst supporting their learning aspirations.

Levels of attendance remain high with over 1.4 million visits at the 25 community centres located in the heart of communities across the city. This year the work of the St Francis Centre was recognised with the award of the Best Cultural Venue at the 4th annual Glasgow Awards, a ceremony celebrating the successes and achievements of the people and businesses that work to make a difference to their communities.



The learning aspirations of Glasgow's diverse communities are supported by the Community Learning and Development Plan, which sees Glasgow Life working closely with Education Services to support the city's approach to the Learning Improvement Challenge. 2018 saw Glasgow Life lead on the creation of the city's Community Learning and Development (CLD) Strategic Plan for 2018 to 2021. This plan builds on the outcomes and achievements of the 2015 to 2018 CLD plan.



Glasgow Life continues to lead the city's Learning Partnership Adult Learning Group, working closely with partners to steer planning and developments in line with the city's CLD priorities. **Adult learning provision**, including Literacy, Numeracy and English for Speakers of Other Languages classes, in local venues throughout Glasgow saw 13,600 attendances in 2018/19.

Glasgow's ambition is to have a vibrant, thriving Gaelic community, open to all. Glasgow Communities offers sessions for adults that range from introducing learners to basic vocabulary to becoming more adept at interaction in Gaelic concerning personal interests or current events and saw 4,300 attendances last year.



Work with young people across the city also continues to be a major focus for Glasgow Communities. Nearly 7,500 attendances were recorded at specially designed programmes for young people, including the Duke of Edinburgh Award Scheme, Prince's Trust XL and the John Muir Award, alongside school-based initiatives that support intervention and personal development for young people identified as experiencing behavioural or emotional difficulties.

Many of Glasgow Communities' programmes and activities are supported by **Glasgow Life's volunteering programme**. Glasgow Life works in partnership with Volunteer Glasgow to offer opportunities to volunteer which are meaningful, build resilient communities and enhance the lives of Glaswegians. Volunteering remains a key focus for Glasgow Life, with 850 volunteers donating over 80,000 hours of their time to cultural, sporting and learning programmes.



Glasgow Communities creates opportunities for the people of Glasgow to participate in cultural and sporting activities on their doorstep, whilst supporting their learning aspirations

1.4 million visitors
at our 25 community facilities



Adult Learning

13,600 attendances at adult learning programming in communities across the city

Supporting over 2,000 adults to further their learning

Programmes include Adult Literacy and Numeracy and English for Speakers of Other Languages



Volunteering

850 volunteers in 2018/19 donating 80,000 hours of their time. This represents an economic contribution of over £680,000



Community Facilities

Increasing usage with 48,000 lets across the year

Highest ever level of available time booked at our facilities across the city

49,000 sessions of use of our free WiFi in Community Facilities

Glasgow's Community Learning Plan

The learning aspirations of Glasgow's diverse communities are supported by Glasgow's Community Learning Plan, which sees Glasgow Life working closely with Education Services to support the city's approach to the Learning Improvement Challenge

2018 saw Glasgow Life lead on the creation of the city's Community Learning and Development Strategic Plan for 2018 to 2021

Young Glasgow

A wide range of activities and programmes helping develop skills, abilities, creativity and confidence encouraging 7,500 attendances at programmes including the Duke of Edinburgh Award Scheme, Prince's Trust XL and the John Muir Award



GLASGOW LIBRARIES



Glasgow Libraries are committed to developing and delivering world class library, learning and information services for the people of Glasgow, working collaboratively with strategic partners to support citizens' social, cultural and economic needs.

The service is underpinned by the Vision for Glasgow Libraries. The Vision, developed in consultation with 3,000 residents and industry professionals, articulates how Glasgow Libraries contribute to the city's aspirations; placing venues at the heart of vibrant communities and inspiring a love of reading, learning and discovery city-wide.



During 2018/19, there were 4.7 million visits to Glasgow Libraries. Book issues rose to nearly 2.5 million, including 682,000 issues of children and teenage literature, up nearly 20,000 on last year. The Tesco Bank Summer Reading Challenge saw 3,900 children taking part with a new record high of 60% of children taking part completing the challenge by reading 6 or more books over the summer.

Cardonald and Castlemilk Libraries were given a new lease of life as part of Glasgow City Council's Community Asset Fund investment of £10 million into 30 community buildings. Both libraries welcomed back their members in 2018 with celebrations marking their reopening.



Aye Write! Glasgow's Book Festival, returned with over 200 events at the Mitchell Library and the Glasgow Royal Concert Hall, attracting its highest level of attendance with 16,000 attendances, up 7% on last year.

Glasgow Libraries continue to develop their digital offer to allow users to interact with their libraries in a variety of ways. There were more than 355,000 issues from our eOffer, a record high, whilst the introduction of self service terminals in 14 libraries has encouraged 136,000 issues.



Developing key partnerships remains a priority for Glasgow Libraries, with focus on building relationships to increase opportunities for co-location and collaboration with co-located financial services in libraries generating £4.7 million in financial improvements for the people of Glasgow.

The Mitchell Library won the **Libraries Change Lives Award** for their project tackling homelessness and debt. The awards, run by the Chartered Institute of Libraries and Information Professionals, champion excellence and innovation in UK libraries, with the Mitchell team recognised for their project, In-Reach. Developed with the Citizens Advice Bureau, the project offers counselling, support and advice to library users who staff have identified as vulnerable or homeless.



The partnership with **Macmillan Cancer Support** continues to offer a network of support and information services across each of the city's libraries with more than 16,000 attendances recorded since its launch.

Glasgow is home to Scotland's largest public network of library and information services

32 community libraries plus the Mitchell Library
29 school libraries
24 hour online library service

4.7 million visitors

including 900,000 virtual visits



2.5 million Book Issues

4% more issues than last year

Issues of books for younger readers at their highest recorded level. The Summer Reading Challenge saw 3,900 children taking part

Issues from the eOffer continue to grow with 355,000 issues, our highest level

137,000 issues across our 29 school libraries



Macmillan @ Glasgow Libraries

A support and information service in each of our 33 libraries

16,000 attendances since the start of the project in 2012

115 volunteers donating over 7,000 hours last year



2.8 million usages of PCs and WiFi

Free access to WiFi and PCs available across all 33 of the city's libraries with more than 2.8 million sessions of use

1,300 attendances at Digital Learning Classes

40 drop-in sessions per week at Glasgow Code Learning, an accredited digital and employability skills pathway in partnership with JP Morgan

Around 1,000 young people attending Coding Clubs

Co-located Services

Money Advice Services have generated £4.7 million in financial improvements since 2016

17 libraries are now Universal Credit Hubs helping 2,500 people to apply for and maintain Universal Credit claims

Jobs and Business Glasgow now available in 28 libraries helping unemployed residents with employability and development advice

Learning and Events

51,000 attendances at Bookbug – free, fun and friendly events for babies, toddlers and their families to enjoy

Aye Write! had a record year with more than 16,000 tickets sold, its highest ever level

The Every Child a Library Member programme has seen 12,500 newborns signed up for their first library card since 2015



GLASGOW EVENTS



Glasgow Life Events deliver events across a breadth of size, scale, budget and profile.

The calendar of events delivered and supported by Glasgow Life Events includes annual and one off events and is bursting with international sporting spectacles, together with an exciting cultural offering. Glasgow continues to be one of the leading world class destinations for events as evidenced by the city maintaining its place as one of the world's top five Ultimate Sports Cities.



Events supported by Glasgow Life are projected to generate almost £22 million of economic benefit to the city in 2018/19.

Annual events delivered in 2018 included the Great Women's 10K, the **Glasgow Mela**, the Bank of Scotland Great Scottish Run, Glasgow's Fireworks and the city's Christmas Lights Switch On.



In August, Glasgow once again became the world's capital of piping with Glasgow Green playing host to the **World Pipe Band Championships**. The 15th edition of Piping Live! took place in various venues including the Glasgow Royal Concert Hall and Drygate with pipe band showcases in Buchanan Street. This was followed by the World Solo Drumming Championships in October 2018 at Glasgow Caledonian University attracting 186 competitors from top pipe bands from around the world.

Glasgow Events continued its support for the Whyte and Mackay Glasgow International Comedy Festival; Glasgow International Festival of Visual Arts; BBC Proms in the Park; HSBC Let's Ride; Resonate Total Gaming and the Glasgow Film Festival, with the Film Festival recording its highest attendances to date of over 44,000.



The city also hosted two international dance championships – the UDO World Street Dance Championships, held at the SEC and the All Scotland Irish Dancing Championships, held at the Glasgow Royal Concert Hall.

2018 also saw Glasgow Life provide support to three new events: FriendsFest in Victoria Park – this was the first time the event had been staged in Scotland; the inaugural ATP Challenger tennis event, the Glasgow Trophy, at Scotstoun Sports Campus and the RAF 100 centenary celebrations which took place at the Glasgow Science Centre.



In March 2019, the European Athletics Indoor Championships were held at the Emirates Arena – the first time the Championships had been held in Glasgow since 1990.

Events such as these ensure that Glasgow continues to be a vibrant city for residents and visitors.

Glasgow is one of the world's leading destinations for events. With an events calendar celebrating world class cultural and sporting events in state of the art venues, both citizens and visitors to the city can enjoy events all year round

Over 675,000 attendances recorded at Glasgow Life events



World Pipe Band Championships

The annual event is the 'jewel in the crown' for the piping community with bands travelling from all over the world to compete for the title of World Champions

214 pipe bands brought around 8,000 pipers and drummers to Glasgow Green to compete with over 30,000 people attending the event over 2 days. Bands from 14 nations including New Zealand, Canada, Oman and Zimbabwe, took part with Field Marshal Montgomery Pipe Band from Northern Ireland being crowned the 2018 champions

Great Scottish Run

The Great Scottish Run took place on 29 and 30 September starting with 3,000 runners taking part in the Schools Challenge. Super Saturday saw 300 toddlers, 800 junior runners and 1,000 family runners start their races in George Square. 10,000 runners took part in the 10k and 12,500 signed up to take part in the half marathon



Glasgow Fireworks & Christmas Lights Switch On

Glasgow's flagship firework display is non-ticketed and free to attend and attracted an audience of 55,000. Hosted at Glasgow Green, it included a pre-show followed by a pyrotechnic display choreographed to music

Later that month the Christmas Lights Switch On took place in George Square with 13,500 people attending

European Indoor Athletics Championships

The event attracted over 20,500 spectators with 637 athletes from 49 countries across three competition days. It was broadcast across 31 countries and reached 245 million viewers globally

The event also included multiple historic sporting moments, not least Britain's medal haul of 12 including Laura Muir's two gold medals in the 3000m and 1500m



GLASGOW MUSEUMS AND COLLECTIONS

Glasgow Museums continues to promote the city both nationally and internationally.

As part of the city's Mackintosh 150 celebrations, a major retrospective exhibition, *Charles Rennie Mackintosh Making the Glasgow Style* ran at Kelvingrove from March to August. The exhibition attracted over 60,000 visits, exceeding target by 9%. The legacy of Mackintosh will be shared outside of the city through a major tour of this successful exhibition, first to National Museums Liverpool and then on to four venues in America.

Glasgow Museums continues to work to be a more inclusive service and attract hard to reach audiences.

Glasgow Museums Resource Centre and the Open Museum successfully introduced a new training programme for care workers who work with older adults. Developed in consultation with older adult groups, 64 people have been trained on how to effectively use objects from the Museum's collection to do reminiscence and support people living with dementia. 95% of participants rated the session as "very good" or "excellent".

A new permanent display, *New Scots* opened in June at St Mungo's Museum of Religious Art and Life, a major outcome of a year-long community engagement project with groups of refugees and asylum seekers who have settled in Glasgow over the past 20 years. The project involved 50 individuals including family groups, with ages ranging from 2 to over 70 and has since been enjoyed by many visitors. One participant said: "We feel we were part of it."

Following a pilot in three venues, Glasgow Museums have continued with the development of their Autism Friendly programme. This is now being rolled out to all nine museum venues with staff training, the introduction of venue visual storyboards and the development of sensory kits underway for each venue.

Riverside Museum presented a number of new displays including *Looking at Locomotives*, which explores more than 200 years of Glasgow's train building heritage. A vintage BSA S31-10 Sloper motorcycle also made its first public appearance in 33 years on the Motorbike Wall.

GoMA once again partnered with Glasgow International to deliver the biannual GI Festival, which opened in April 2018 with the large group exhibition *Cellular World* at GoMA, as part of the Director's Programme. Further exhibitions throughout the year including *Inner City*, *Jack Knox* and *Margaret Tait* continued to cement GoMA's reputation as a leading institution for modern art. The *Queer Times* exhibition held in Gallery 3 is particularly notable for its innovative public programme and engagement with the LGBTI+ community.



Glasgow Museums and Collections is an internationally renowned, award-winning museum service and an essential element of the citizen experience and tourism offer in the city

Circa £41 million in economic impact to the city
95% satisfaction rating

3.8 million visits
9 world class venues

6.5 million objects across Museums, Archives and Special Collections



Collections

100% of our museums collections are publicly accessible

City Archives delivered 155 events, attended by 2,660 people

Special Collections supported 124 events for over 1,500 attendees

The Open Museum loaned 1,057 kits, enjoyed by 18,725 people



Visitors

30% of visits to museums and galleries in Scotland in 2018 was to a Glasgow Museum

59% of Glaswegians visited a Glasgow Museum

22% of our Scottish visitors and 27% of our Glasgow visitors are drawn from the most deprived 20% of the population

70% of visitors to Glasgow visited a Museum or Gallery, compared to 45% of visitors to Scotland overall



Exhibitions, Events and Programming

Dippy on Tour at Kelvingrove attracted more than 640,000 visitors across its full run

Leonardo da Vinci: A Life in Drawing at Kelvingrove to mark the 500th anniversary of the artist's death achieved 134,000 visits

181 people attended autism friendly family workshops across Museums

Learning and Volunteering

179 active volunteers donating over 14,000 hours of their time, equating to an economic contribution of £123,506

Almost 60,000 school pupils took part in an educational visit
98% of teachers rated their visit as "very good" or "excellent"



GLASGOW SPORT



Glasgow maintained its place as one of the world's top five Ultimate Sports Cities of 2018 and won the award for the world's Best Small City for hosting sporting events for the second time. Glasgow operates the largest civic sports network in Scotland with 21 gyms and 12 swimming pools.

Attendances at the city's sports facilities topped the six million mark for the sixth successive year (6.9 million), and **Glasgow Club** direct debit membership levels ended the year at a record high of 45,500.



The Business Improvement Strategy target is to secure services for all communities (including those on low incomes, benefits and with significant barriers to physical activity), while committing to having quality facilities across the city which are accessible for all. We have:

- Extended opening hours at Scotstoun, Gorbals, Bellahouston, Emirates Arena, Tollcross, Springburn and Kelvin Hall
- Refurbished and created a new Gymnastics Academy at Palace of Art, with a new participation programme
- Introduced a new membership product for 5–11 year olds to complement the other junior membership products launched earlier last year aimed at 12–21 year olds



Our Sports Development team is currently working with hundreds of clubs and leads countless programmes across the city with the aim of engaging all Glasgow citizens to help them get more active, more often. This includes:

- 57,000 attendances at holiday programmes, with 778 hours of free provision for Glasgow residents
- 5,300 children and 4,500 adults benefited from **disability sport** opportunities
- Almost 10,000 unique ParkLives attendances between April – September in 11 local parks and green spaces



The hard work of the Swim Participation Team was recognised by Scottish Swimming when they won the 2018 National Learn to Swim Provider of the Year Award.

A new citywide **Gymnastics Programme** was launched including our second Gymnastics Academy at the Palace of Art. The initial response from our existing members has been extremely positive with an additional 850 new members joining the programme since its launch.



Glasgow School of Sport is Scotland's only school dedicated to sporting excellence. The School of Sport is celebrating 20 years as a National Centre of Excellence. The school is proud to have supported 320 pupils who have represented Scotland, as well as numerous Olympic and Commonwealth medallists.

Glasgow Sport operates the most extensive leisure operation in Scotland

with 21 gyms and 12 pools
facilities include Emirates Arena,
Tollcross International Swimming Centre and Kelvin Hall

6.9 million usages



45,500 Glasgow Club direct debit members

A record number signed up as members, including 3,150 junior memberships

15,000 pay as you go members

The Glasgow Club membership comprises 45% from households in the Scottish Index of Multiple Deprivation 20% most deprived areas



Volunteering and Learning

Support in excess of 3,500 volunteers involved in sport clubs, schools, community and local, national and international events across the city

236 coach education courses with 3,800 attendances in 2018/19



145,000 attendances at free sport provision

77,000 attendances at free outdoor tennis

42,000 attendances at free bowls

15,000 attendances at free five-a-side football happy hour

Glasgow School of Sport

Celebrated its 20th anniversary

Good Move

Innovative series of programmes specifically designed for people who are inactive

72,000 attendances

101 volunteers donating over 5,300 hours last year

Events with over 100,000 spectators

European Athletics Indoor Championships 2019
Glasgow 2018 European Championships
Bank of Scotland Great Scottish Run
HSBC City Ride
Scottish Open Snooker
World Boxing Super Series
Guinness Pro14 Final



GLASGOW CONVENTION BUREAU



Glasgow Convention Bureau plays a vital role in securing conferences for the city, contributing to Glasgow's local economy.

Glasgow is one of the world's leading conference destinations and, today, business tourism contributes significantly to the city's economy. In the 2018/19 financial year, Glasgow hosted 160,000 delegates attending 538 conferences, worth £150 million to the local economy. 2018/19 was Glasgow's most successful year for conference business. In addition, Glasgow Convention Bureau, working with city partners, has secured 600 new international and UK conferences through to 2024 worth £134 million.



In 2018, three major international medical conferences were hosted in Glasgow: the World Federation of Hemophilia World Congress; World Down Syndrome Congress and the International Symposium on ALS/MND. Glasgow Convention Bureau partnered with Glasgow Welcomes and VisitScotland to offer free educational sessions as part of the People Make Glasgow Welcome programme. This was designed to help taxi drivers, staff at the transport hubs, Scottish Event Campus, hotels, restaurants and visitor attractions better understand the requirements of the delegates who arrived in Glasgow.



The World Down Syndrome Congress was recognised as a leading example of excellence within the global meetings industry thanks to the success of its Commissioner Programme which was first developed when Down Syndrome Scotland and Glasgow began bidding to host the congress. The programme placed three local young people with Down Syndrome – Sam, Andrew and Stuart – at the very heart of Glasgow's campaign to bring the congress to Scotland and subsequently put them at the forefront of the conference itself. The Congress really helped to raise public awareness for the community and has left a lasting legacy on the city benefitting both Glaswegians and tourists living with Down Syndrome.



Reflecting the work of the People Make Glasgow Welcome programme, in support of the delivery of the World Down Syndrome Congress, Down Syndrome International and Down Syndrome Scotland received the prestigious Incredible Impact Award from the International Conference and Convention Association (ICCA) – the world's leading conferencing body – at the 2018 ICCA Congress in Dubai.

Glasgow Convention Bureau was awarded the UK's Best Convention Bureau 2018 for the 13th consecutive year at the prestigious Meeting and Incentive Travel (MI&T) Awards.



Glasgow also ranked 7th on the 2018 Global Destination Sustainability Index. Throughout 2018/19 Glasgow hosted 25 energy, sustainability and low carbon industry-related conferences, delivering nearly 21,200 delegate days and boosting the city's economy by more than £75 million.

GLASGOW CONVENTION BUREAU

In the last financial year Glasgow won
600 new conferences through to 2024
worth £134 million

160,000 delegates
540 conferences
Over £150m in economic benefit

“ ”

Testimonials

“One of the top comments from the feedback we had about the Conference was ‘how the friendly the people were in Glasgow’. They couldn’t believe how much everyone, no matter where they were, would try and help them. Every venue received positive feedback and the City Chambers definitely had the ‘wow’ factor for the Gala Dinner.”

Euro Handball

“I’m based in Glasgow so already a big fan of the city.

It was great to be able to showcase Glasgow to our delegates, most of whom had never been to Glasgow or Scotland before. The conference was a success and delegates were very impressed and I think a lot of that is down to the beauty of the university and the city, and the helpfulness of the people they came into contact with.”

China Urban Development

“We had the highest number of countries participating at the event ever with Glasgow seen beforehand as an attractive city to hold an event. Once participants arrived, Glasgow welcomed our event and those taking part warmly. The support we received as organisers was first class – really supportive and helpful throughout the process. Looking forward to bringing another event here soon!”

**International Electrotechnical Commission
Wind Meetings**



Awards and Accolades

Best UK Convention Bureau (M&IT Awards)

Named as the UK’s Best Convention Bureau for the 13th consecutive year

People Make Glasgow Welcome

Reflecting the work of the People Make Glasgow programme in support of the delivery of the World Down Syndrome Congress, Down Syndrome and Down Syndrome Scotland received the prestigious Incredible Impact Award from the International Conference and Convention Association (ICCA) – the world’s leading conferencing body – at the 2018 ICCA Congress in Dubai

Best Improved Destination

Now ranking number 7 in the world, Glasgow has been recognised as one of the world’s leading cities for sustainable business tourism by the Global Destination Sustainability Index



FUTURE PLANS

Our priority for the year ahead is to maintain Glasgow's reputation as a world class city for heritage and events. We have a proven track record as a world class destination for sport, tourism, heritage and culture. We need to compete internationally to maintain and grow the city's reputation as one that can deliver. We also need to ensure that our own citizens can benefit from the sporting, heritage and cultural life in the city.

We are committed to city priorities that support citizens to be active and healthier and we will continue to ensure everyone in the city enjoys a great Glasgow life.



Glasgow 2018, Getty Images

Community Hubs

We are focusing on strengthening local development and delivery models for culture, sport and learning services which impact on health and productivity through community empowerment and a focus on developing a network of fit for purpose community hubs.



Cultural Plan

We are leading on the development of the city's Cultural Plan. Our activities ensure the plan both reflects and engenders the sector's diversity. The strategy will be published in draft form for further engagement during 2019 and will further embed culture and cultural expression within the fabric of our communities and as an integral component of the projection of the city's image globally.



Vision for Glasgow Libraries

Implementation of the Vision for Glasgow Libraries will continue to 2020. This will also include participating in the development of a masterplan for the Mitchell Library.

Sport and Physical Activity Legacy Framework

Outlining plans for partners, including the NHS, Clyde Gateway, HSCPS, Sportscotland and others to work collaboratively to deliver a shared city vision for sport, physical activity and population health, the Framework details an approach to address the inequality of access and participation with a focus on preventative and early intervention opportunities.



Burrell Renaissance

The £66 million refurbishment of the Burrell Collection is scheduled for completion with the new museum opening in 2021. A key component of the Burrell Renaissance project has been the international tour raising awareness of the quality and depth of the collection and promoting Glasgow and Scotland internationally.



Kelvin Hall

The next phase of Kelvin Hall is based on developing partnerships amongst the wide variety of cultural organisations. This will create a new cultural programming space in the interim. We have an ambitious long term vision and masterplan which will open up access to contemporary art and the Hunterian Collection. It also involves prototyping deepening partnerships with National Galleries of Scotland and the University of Glasgow. The prototype project will focus on the creation of shared gallery/museum spaces and supporting infrastructure, to be programmed by the joint Curatorial Development Group.

Glasgow's Tourism and Visitor Plan to 2023

We continue to lead on the delivery of the ambitious goals for the city's Tourism and Visitor Plan. The greatest opportunity for growth is in leisure tourism and we will continue to position Glasgow's cultural tourism offer in key UK and international markets, with a particular focus on heritage, Charles Rennie Mackintosh, music, events and Glasgow as the Gateway to Scotland.

Major Events' Strategy

Glasgow's new Major Events' Strategy will be launched in 2019 and will provide significant focus over the coming years ensuring the city continues to maintain its international reputation for excellence in hosting events. The ambitions set out in the strategy will showcase Glasgow as a key global events city, sustaining the sport and cultural legacy from the Glasgow 2014 Commonwealth Games and the Glasgow 2018 European Championships. This will drive the delivery of a year-round, multi-layered portfolio of the best festivals and events in the world, creating economic impact, encouraging civic pride and attracting tourists and visitors to the city.

2023 UCI Cycling World Championship

Glasgow Life continues to prepare for the delivery of the 2023 UCI Cycling World Championship. This massive new event will be the first time 13 existing individual cycling world championships have been combined and securing this represents a major coup for Glasgow and Scotland. Existing venues will be used including the Sir Chris Hoy Velodrome and the new international BMX facility at Knightswood along with parks and public spaces.

Building on previous success, Glasgow will also, once again, weave together the event with an associated cultural and community programme to create a festival atmosphere in the city animating key sites, engaging diverse communities and working with partners in Glasgow and across Scotland to deliver a range of policy objectives around participation and active travel.

Glasgow Life is one of Scotland's largest and most successful charities and what we do changes lives for the better. In 2019/20 we will promote this through stories which demonstrate the value and worth of our work. We will work with our partners, highlighting where outcomes can be better achieved by working together, maximising our efforts and producing better results for individuals and communities.

KEY FACTS

Almost 18.9 million attendances at venues, events and festivals delivered by Glasgow Life – a new record

Operating the largest civic sports network in the UK, there were more than 6.9 million attendances at sports facilities last year

Glasgow Life Events generated almost £22 million in economic benefit to the city in 2018/19

In the last financial year, Glasgow Convention Bureau and its partners won 583 new conferences through to 2024 worth £134 million

In recognition of this, Glasgow was awarded Best UK Convention Bureau at the M&IT Awards for the 13th consecutive year

Over 1,362,000 attendances to Arts, Music and Cultural venues and festivals with Celtic Connections now the world's largest annual winter festival of folk, traditional and world music

Over 4.7 million visits to Glasgow's Libraries, including 900,000 virtual visits

Almost 2.5 million books issued – 4% increase on last year

Over 2,000 adults supported with learning needs across Literacy and Numeracy classes and helping new Glaswegians to learn English

3.8 million visits to our award winning, world-class civic museums

Over 2.6 million visitors to Kelvingrove & Riverside Museums, both 5 star visitor attractions

70% of visitors to Glasgow visit a museum or gallery and satisfaction ratings by citizens are at 95%

Over 1.4 million visitors to our 25 community facilities



Glasgow Life is funded by and delivers services on behalf of Glasgow City Council.

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This document is also available on request in large print, audio and community languages.
To request, please call 0141 287 3554.

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