

Annual Review 2024/25



One of Scotland's biggest charities



Glasgow Life volunteers
donated nearly 25,000 hours
of their time.



Nearly 15 million people
visited our venues,
festival and events.



Events delivered
and supported by
Glasgow Life generated
around £18 million in
economic impact (GVA).



Our services
were used by 76%
of the city's population
in 2024.



We launched Glasgow's new
Culture Strategy, Events Strategy
and Community Learning and
Development Plan.



Contents

Welcome from our Chair	6
A message from our Chief Executive	7
Key highlights	8
Our services	10
Museums	12
Arts and Music	14
Libraries	16
Communities	18
Active Glasgow	20
Events	22
Visit Glasgow	24
Tourism and Conventions	26
Volunteering	28
Our people	32
Supporting the city's priorities	36
Reporting on our performance	44
Income and expenditure	46
Our performance	48
With thanks	50

Welcome from our Chair



Glasgow Life's review of the 2024/25 year demonstrates how our charity is helping people across Glasgow to lead happier, healthier lives, and to realise their potential.

Everything we achieved over the past 12 months is based on the dedication, knowledge, skills and passion of everyone who works for our charity and gives their time to help us through volunteering.

By every measure it has been a year to remember that has been full of some wonderful examples of Glasgow Life meeting the needs of people in the city.

We launched a dedicated

cultural strategy for Glasgow shaped around four core themes: participation; skills development; sustainability; and driving our cultural profile globally.

We also launched a new events strategy, setting out the city's vision for supporting existing events and attracting new events over the next decade, which was developed with the sector, key partners, and major events organisers.

Elder Park Library reopened with new community spaces and improved accessibility, and a new Parkhead Library opened as part of a hub supporting people in the area.

Our Communities Team issued 42,000 National Entitlement Cards in 2024/25, helping more young people aged 5-21 to access free bus travel.

Peat and Diesel became the first band to play a concert at the Emirates Arena as part of Celtic Connections.

Our Convention Bureau, in partnership with the city's academic, business and tourism communities, hosted more than 430 conferences in 2024/25, attracting more than 140,000 delegates who contributed over £153 million to the city's economy.

The Burrell Collection and Provand's Lordship won awards for their refurbishment.

Nearly 15 million people visited our venues, festivals and events.

Each visit represents someone looking to boost their skills, fitness or knowledge or people seeking entertainment or a shared experience that makes their lives better.

Glasgow Life's commitment to improving the city's mental and physical wellbeing is stronger than ever.

Bailie Annette Christie
Chair
Glasgow Life

A message from our Chief Executive



This is the first Annual Review introduction I have written as Chief Executive and I feel privileged to have been asked to lead one of Scotland's most important charities.

This review of the past year shows the positive impact Glasgow Life continues to have in communities across the city as well as the appeal of our programmes, events and experiences to tourists and visitors.

Glasgow Life delivers important, and often life-changing opportunities through the people who choose to work for us, those who work with us, and our incredible volunteers.

Our ability to build successful partnerships is shown in the £350,000 secured from the National Lottery Heritage Fund, to develop the city's ambitious Sauchiehall Street: Culture and Heritage District project.

Working with local communities, businesses, cultural organisations and city stakeholders, the exploration phase is laying the foundations for culture and heritage to shape the long-term future of Sauchiehall Street.

In 2024/25, our Family Finances Key Workers programme supported nearly 700 parents, with over 300 receiving financial support that helped them access £1.8 million, and more than 200 achieving learning outcomes.

The programme, which is delivered with key partners including Jobs and Business Glasgow, the Scottish Childminding Association, and Money Matters, was highly commended in 2024's Scottish Urban Regeneration Awards for removing barriers to employability.

Glasgow's Community Sport Hubs continue to grow with 19 hubs and more than 5,000 coaches across the city supporting more than 35,000 young people and over 31,000 adult members..

Glasgow hosted the Michelin Guide Ceremony for Great Britain and Ireland in February 2025 at Kelvingrove Art Gallery and Museum.

Working with Michelin, the Scottish Government, and Scotland Food and Drink, it marked the first time the event had been held in Scotland and reinforced Glasgow's reputation as an unrivalled events city and destination.

It is hard to imagine another organisation that directly improves the lives of people when they need help the most, while showcasing the best of Glasgow and Scotland to international audiences.

Kay Morrison
Chief Executive
Glasgow Life

Key highlights



Glasgow's Culture Strategy to 2030

We launched Glasgow's new Culture Strategy 2024-30. Co-created with our communities and the city's creative sector, it provides a refreshed framework for Glasgow's cultural priorities and ambitions. Underpinned by an initial two-year action plan, the strategy is shaped around four core themes: participation; skills development; sustainability; and driving the city's cultural profile globally.

Award wins for The Burrell and Provand's Lordship

In November, the Royal Incorporation of Architects in Scotland (RIAS) chose The Burrell Collection as the winner of the prestigious 2024 Andrew Doolan Award, recognising the museum as Scotland's best building. In the same month, Provand's Lordship won the coveted Conservation Award at the Glasgow Institute of Architects' (GIA) Design Awards, with the judges praising the building's thoughtful restoration.

Concert first for Emirates Arena

The Emirates Arena entered an exciting new chapter, hosting its first-ever concert. As a standout highlight of Celtic Connections' 2025 programme, the milestone event featured leading Scots band Peat and Diesel in their biggest indoor show to-date, performing to an energetic audience of 4,500 traditional music fans and marking a dynamic new use of the city's iconic sports venue.

New Parkhead Library opened

Parkhead Library relocated to the new £70 million Parkhead Hub in January 2025. The Hub is an innovative and purpose-built facility bringing together an extensive range of health, social care and community services. Our bright and modern integrated library creates a focal point for visitors, offering improved accessibility alongside a variety of new resources programmes and thousands of books set in relaxing and inspiring surroundings.

Free bus travel for young people

Our Communities Team issued 42,000 National Entitlement Cards in 2024/25 helping more children and young people aged 5-21 to access free bus travel. More than 6,000 pupils in Glasgow now regularly use free bus travel for school, work and leisure activities saving local families £4 million each year and supporting youth independence.

Record year for conferences

Our Convention Bureau, working in partnership with the city's academic, business and tourism communities, hosted more than 430 conferences in 2024/25. Glasgow welcomed over 140,000 delegates who contributed more than £153 million to the city's economy reflecting a record £10 million increase on the previous financial year.

Anti-racism work at Kelvingrove

A redisplay of Kelvingrove Museum's Conflict and Consequence gallery built on our Glasgow – City of Empire exhibition, deepening our anti-racism work and better addressing the legacies of British colonialism. Informed by public consultation, the changes mark a significant step in historical truth-telling and have been welcomed by visitors as bold, honest and essential.



Glasgow's Events Strategy to 2035

We launched Glasgow's new Events Strategy, which sets out the city's vision for supporting existing events as well as attracting new events over the next 10 years. Developed with the events sector, key partners, and major event organisers, this important framework reaffirms Glasgow's ambition to strengthen the city's position as a world-leading events host, through the delivery of unrivalled visitor experiences and positive benefits for Glasgow's diverse communities.

Our services

Supporting our city's diverse communities to experience the life-changing benefits of taking part in culture and active living.



Glasgow Life Museums

Glasgow Life Museums cares for one of Europe's leading collections, including museum objects, library special collections and archives, totalling over five million items.

Our museums are nationally and internationally significant, and they play a crucial role at the heart of Glasgow's cultural life.

In 2024/25, we welcomed 3.9 million visits across our museums. Today, more than half of all our visits are from people outside the UK.

Our museums are also places of inspiration and imagination, and we continued to stimulate learners of all ages through a dynamic programme of workshops and activities.

There were over 100,000 attendances at our learning programmes in 2024/25, which included 55,000 educational group visitors.



A blockbuster year

The Burrell Collection's first ticketed exhibition, Discovering Degas, welcomed more than 40,000 visitors, making it one of the most popular shows in Scotland last summer.

A blockbuster exhibition of works by one of the world's most influential artists, Edgar Degas, it provided a once in a lifetime opportunity to see all 23 Degas works from Sir William Burrell's collection together in one space. The exhibition also included other world-class Degas artworks on loan from some of the UK and Europe's finest collections.

The Gallery of Modern Art (GoMA) showcased work by artists Sam Ainsley, Scott Myles and Ciara Philips, and premiered John Akomfrah's moving Mimesis: African Soldier film installation, reflecting on the experiences of soldiers from across the Commonwealth in the First World War and the contribution of African, Caribbean and South Asian people.



The landscape surrounding the Riverside Museum was transformed by the city's stunning new Govan-Partick Bridge and the introduction of a new skate park on-site. While inside, our free Galactic Adventures exhibition delighted sci-fi lovers featuring a variety of replica costumes and props from a galaxy far, far away.

Meanwhile, at Kelvingrove Art Gallery and Museum, we refreshed our important Consequence and Conflict gallery, our new acquisition Cowcaddens by Alasdair Gray went on display, and we welcomed back our much-loved Dali, following an international tour to its 'home' in Figueres, Spain, and Vatican City.

More widely, our conservation and collections teams managed over 95,000 object movements, while a Pilgrim Trust grant funded a new stereo microscope, supporting essential conservation work and enhanced public engagement.

Our Special Collections team fielded nearly 29,000 public enquiries and hosted 36 events attracting almost 1,000 attendees, while our Glasgow City Archives team engaged international audiences through two global conferences focused on ancestral tourism. The team also participated in a civic event celebrating historic migration links between Glasgow and Donegal.

Glasgow Life Arts and Music

Over 612,000 people engaged with Glasgow's arts, music and cultural venues and programmes in 2024/25, underlining their vital role in enriching lives, fostering connection, and strengthening local identity.

A highlight came when Glasgow-born artist Jasleen Kaur won the prestigious Turner Prize for 'Alter Altar', her solo exhibition at Tramway (pictured right).

Rooted in her Sikh upbringing in the city's Southside, the work explored memory, identity and everyday life, showcasing the power of personal storytelling in contemporary art.

Tramway also welcomed the National Festival of Korean Dance to Scotland for the first time, offering a compelling programme of international exchange that explored modern life, identity and mental wellbeing through performance.

Celtic Connections, Glasgow's globally loved winter music festival, enjoyed



a sold out run in January 2025. Presenting the world's best traditional, folk and roots music, the festival's 32nd edition captivated an audience of 110,000 people across 18 days.

Around 1,500 musicians from 40 countries took part in 300 events at 24 venues across the city, all celebrating the unifying power of live music and the vibrancy of Glasgow's unrivalled cultural scene.

The 10th edition of Glasgow International, the city's world-renowned biennial art

festival, reaffirmed Glasgow's reputation as a major centre for the production and display of contemporary visual art.

With a focus on collaboration, equity, and sustainability, the festival featured hundreds of exhibitions, performances, projects, workshops, and talks across the city. It continued to strengthen inclusive connections between Glasgow-based and international artists.

At the same time, Kelvingrove Bandstand celebrated its centenary with a programme of live events, Doors Open Day

access and the creation of a new digital archive charting its history. The Summer Nights at the Bandstand concert series also supported the celebrations with a historic 100th gig at the venue.

A new Restoration Fund, centred on a £1.50 per ticket levy, was introduced to sustain and improve the city's cultural venues. With over £111,000 raised, the fund supports accessibility, green infrastructure, and digital innovation, ensuring safe, inclusive, and future-ready spaces for all.

Sauchiehall Street: Culture and Heritage District

Glasgow Life secured £350,000 from The National Lottery Heritage Fund (NLHF) to develop the city's ambitious Sauchiehall Street: Culture and Heritage District project.

Part of the NLHF's £200 million, UK-wide Heritage Places programme, the project represents a bold 10-year plan. It is centred on celebrating the historic importance of one of

Glasgow's most iconic streets and using culture and heritage as a catalyst to support the area's social and economic renewal and the wider regeneration of the city centre.

Working with local communities, businesses, cultural organisations and city stakeholders, the current exploration phase runs until November 2025, laying the foundations for culture and heritage to shape the long-term future of Sauchiehall Street.

Later this year, a further bid will be submitted to NLHF to support a 24-month proof of concept phase, prior to a multi-million pound bid to support activity through until 2035.



Glasgow Life Libraries

Glasgow Life Libraries delivers world-class library, learning, and information services for the people of Glasgow and visitors to the city.

Reflecting the strategic goals of our refreshed Vision for Glasgow Libraries, we continued to respond to the needs of our diverse communities throughout 2024/25, through the delivery of a wide programme of co-located services and essential support.

This included working in partnership with Jobs and Business Glasgow, the Citizens Advice Bureau, and Cancer Support Scotland, among others, to help people maximise their income, achieve their aspirations, and improve their health and wellbeing.



In 2024/25, Glasgow Life Libraries helped nearly 2,000 people to access Universal Credit, with almost 20% of those having translation needs. We also supported nearly 600 people to engage with Council Tax and Housing Benefit services, and we worked with over 300 pre-release prisoners in Barlinnie Prison.

Macmillan @ Glasgow Libraries continued to provide vital support and information to people and families affected by cancer, with 145

volunteers contributing 2,500 hours. And we increased and improved access to online information with the launch of Press Reader, which provides access to over 7,000 digital publications in 60 languages.

In total, there were four million visits to Glasgow Life Libraries last year. Of these, 2.2 million were made in person and 1.8 million were virtual. We issued 1.8 million books, which included more than 600,000 from our e-offer, and our in-library PCs were used more than 327,000 times.



Refurbishment of Elder Park Library

Elder Park Library and Community Hub reopened in June 2024 following a £4 million transformation of the A-listed facility, delivered in partnership with Elderpark Housing Association.

The stunning restoration has created a modern and sustainable library building,

featuring a new community kitchen, more bookable spaces and improved accessibility. The project's success was recognised at the national Library EDGE conference in 2025, when it won the Physical Award for design excellence.

Since reopening, collaborative efforts with local partners have strengthened community

connections and broadened engagement and inclusivity.

New partner programmes include Impact Arts, helping people build confidence through creative expression; Urban Roots, an environmental charity; and Glasgow Eagles Sports Club, which introduces sports like table tennis and boccia to people with disabilities.



Glasgow Life Communities

Our Communities Team supports families, young people and adults across the city through inclusive learning, wellbeing and community development programmes.



In 2024/25, our Family Finances Key Workers programme supported nearly 700 parents, with over 300 receiving financial support that helped them access £1.8 million, and

more than 200 achieving learning outcomes. The programme, which is delivered with key partners including Jobs and Business Glasgow, the Scottish Childminding Association, and Money Matters, was highly commended in 2024's Scottish Urban Regeneration Awards for removing barriers to employability.

At the same time, our Family Learning team continued to expand our adult learning programmes. Providing more in-person and online opportunities for people to participate in literacy and English for Speakers of Other Languages (ESOL) courses helped communities improve their speaking, listening, reading and writing skills.

The team also worked to upskill local educational colleagues, earning recognition from Education Scotland as an exemplar of best practice.

Youth initiatives in 2024/25, focussed on STEM, numeracy, mental health, school transition and expanded play



provision, as well as support for children with additional needs and young carers.

All of which helped children and young people in communities across the city to learn and develop, improve their confidence and make friends, while building capacity with partners to enhance local services and providing vital support and respite for families.

Our digital offer continued to grow, with our CoderDojo and Assisted Digital programmes helping more young people to improve their digital skills and more residents access Council services.

And our BeWell programme expanded citywide, offering drop-in activities and taster sessions to support community health and wellbeing. Community engagement



remained central to our work, empowering local people to influence service delivery and shape their communities.

Community Learning and Development Plan 2024-27

Our Communities Team coordinates the work of Glasgow's Strategic Partnership for Community Learning and Development.

Working with Glasgow City Council, Glasgow Council for the Voluntary Sector, Glasgow Colleges, the city's Health and Social Care Partnership, Skills Development Scotland, and many others, we developed and launched an updated CLD Plan for 2024-27, building on the successes of the previous plan from 2021-24.

This collaborative approach was recognised in December 2024 when Glasgow became Scotland's first city to be awarded UNESCO Learning City status.

Glasgow's CLD Plan prioritises literacy, numeracy, digital skills, employability, and improved wellbeing. It also has a strong focus on youth development, family learning, and financial inclusion as key approaches to reducing poverty, inequality and empowering communities.

Professor Anne Anderson, Chair of the UK National Commission for UNESCO, said: "Glasgow's coordinated, multi-agency approach to lifelong learning across the spectrum of society is paying dividends and the city is now recognised as a model for others across the world."

Glasgow Life Active Glasgow

Glasgow Life is committed to ensuring everyone can access the transformative benefits of physical activity and sport.

Throughout 2024/25 we continued to invest in our leisure venues, introducing more state-of-the-art equipment across our Glasgow Club gyms and refreshing our fitness and spin studios.



We reopened Drumchapel Pool in September 2024 after completing a £1.2 million refurbishment project, and Bellahouston Pool remains on track to reopen in August 2025 following significant improvement works; ensuring both venues will continue to serve the needs of their communities for years to come.

More than five million attendances were recorded across our indoor and outdoor leisure facilities in 2024/25, reflecting a 6% increase on the previous year.

We are also dedicated to making physical activity and sport a force for good, supporting communities

across the city to lead healthier and more active lives.

The launch of our new Disability Activity Days has significantly improved access to physical activity for disabled adults. Developed in partnership with Glasgow's Health and Social Care Partnership (HSCP), this programme was carefully designed to provide fun, sociable, and inclusive opportunities.

23 Community groups, clubs, and local associations across Glasgow continue to benefit from our commitment to innovative physical activity projects. Through the Wheels in Motion Fund,

£150,000 was awarded to successful applicants to develop creative ways to encourage cycling, skateboarding, roller-skating, and scootering.

Glasgow's sports clubs and Community Sport Hubs continue to grow each year with 19 hubs and clubs across the city supporting over 31,000 adult members, more than 35,000 young people and over 5,200 coaches actively supporting clubs.

Through these programmes and partnerships, we continue to harness the power of physical activity and sport to enhance lives and strengthen communities across Glasgow.

Glasgow Club celebrated its 25th anniversary

Glasgow Club celebrated its milestone 25th anniversary in February 2025.

Scotland's largest health and fitness network has played a pivotal role supporting Glasgow's wellbeing over the past quarter of a century, encouraging and enabling thousands of people of all ages and abilities to boost their physical and mental health.

With more than 36,000 members, over 1,000 weekly classes, and flexible, affordable memberships, Glasgow Club is at the heart of our commitment to helping communities across the city to lead healthier, more active lives.



Long-standing regulars Karen Pirie, Nan Keenan, and Carol Bauld – who all attend Glasgow Club Bellahouston – typify the connection and friendships that membership can forge.

Karen said: "I've been going to Bellahouston since about 1990 and I'm there almost every day now. The teachers are fabulous and getting together with my gym buddies is great fun. The friendliness makes it a lovely community."

Nan said: "It's brilliant value for money. Other gyms are much more expensive and don't offer everything Glasgow Club gives me. Being a member feels like being part of one big family; I've made lifelong friendships."

Carol added: "I had treatment for cancer a few years ago and being able to continue with classes helped my recovery and mental health massively. Being a Glasgow Club member has been a lifesaver really."

Glasgow Life Events

Glasgow continued to provide a diverse and exciting programme of events throughout 2024/25.

Our Events Team ensured the successful delivery of an outstanding portfolio of annual cultural and sporting events, reinforcing the city's visitor appeal and reputation as a world-class events destination.

The much-loved Glasgow Mela, Scotland's largest celebration of South Asian heritage and multiculturalism within Kelvingrove Park, attracted 40,000 attendances.

With performances from global and local artists, the popular event championed creativity, inclusion and community pride.

Similarly, the Merchant City Festival again showed why it's one of the most popular events in Glasgow's calendar, attracting 35,000 visits to the city's cultural district across a weekend of live music and dance, comedy, street theatre, food and market stalls.

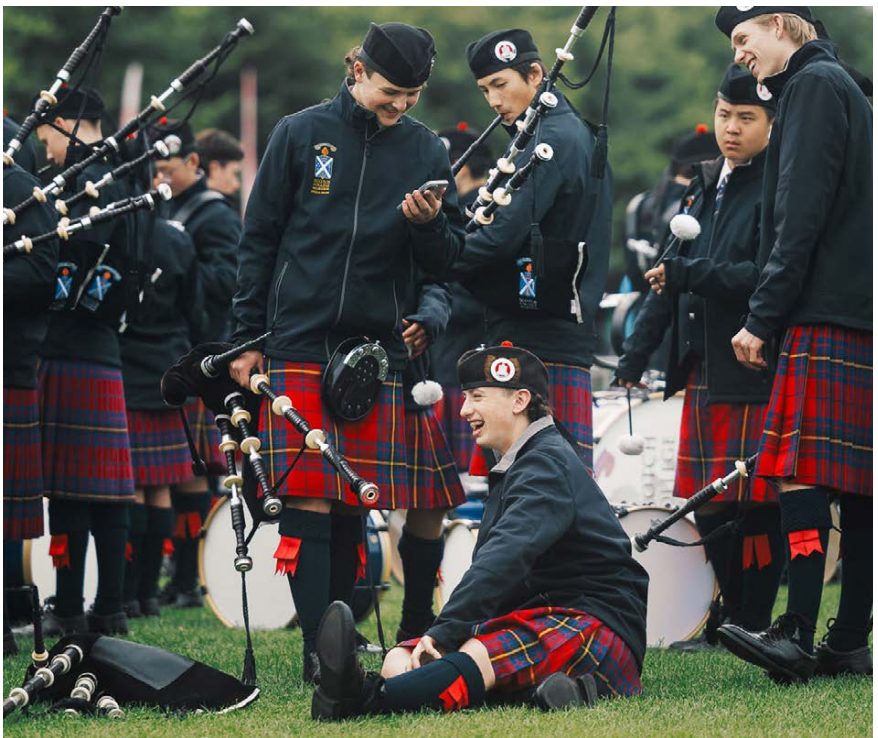
Around 35,000 attendances were recorded at the spectacular World Pipe Band

Championships on Glasgow Green. Featuring over 200 bands and more than 7,000 pipers from 13 countries, a global TV audience of more than 150,000 also tuned in to view this iconic event.

The Championships are the culmination of Glasgow's week-long Piping Live! festival, which also enjoyed one of its most successful editions last year, attracting 27,000 visits across more than 150 events.

The Great Scottish Run proved a huge success attracting a record-breaking 30,000 runners – an increase of more than 40% on the previous year.

Glasgow Life also supported the city's wider programme of core events, including



'Stargyle' Street

We transformed Argyle Street into 'Stargyle Street' with the installation of Europe's largest star tunnel, the first of its kind in the UK.

The 80ft-long LED attraction proved popular with residents and Christmas shoppers as part of the city's winter events programme.

the Glasgow Film Festival and Glasgow International Comedy Festival. And we marked the 10th anniversary of Glasgow's hosting of the 2014 Commonwealth Games, celebrating the Games' legacy of increased physical activity and sports participation across the city over the past decade.

At the same time, the city was announced as host of the 2026 Commonwealth Games, with three Glasgow Life venues – the Emirates Arena, Scotstoun Stadium and Tollcross International Swimming Centre – set to support the delivery of a slimmed down 10-sport programme.

Glasgow 2026 will introduce a future-focused, more sustainable and inclusive model for the Games, paving the way for a new era of Commonwealth sport.

And we again welcomed Host City, the world's largest meeting of destinations and leaders in cultural, sporting and business events.

Featuring two days of engaging discussion with major event owners, organisers, industry and government, it provided the opportunity to showcase Glasgow's event credentials and build powerful knowledge and networks for the city.

Michelin Guide Ceremony 2025

Glasgow hosted the Michelin Guide Ceremony for Great Britain and Ireland in February 2025 at Kelvingrove Art Gallery and Museum, followed by an afterparty at the Old Fruitmarket.

Working with Michelin, the Scottish Government, and Scotland Food and Drink, it marked the first time the prestigious event has been held in Scotland. It also reinforced Glasgow's reputation as an unrivalled events city and our growing international profile for culinary excellence.

Glasgow Life Visit Glasgow



Our Destination Marketing team works to promote Glasgow as a world-class and first choice leisure and business tourism destination.

The team had a dynamic year throughout 2024/25, engaging with local and national partners and the city's tourism and events sectors to deliver creative and impactful marketing communications campaigns targeted at our key domestic and international audiences.

Positioning Glasgow globally as a vibrant, culturally rich city with a unique, year-round visitor experience and unrivalled customer service, our campaigns focussed on Glasgow's thriving music scene, diverse food and drink offer, world-class museums, galleries and attractions, outstanding events and festivals, and ease of access.

Working in partnership with Expedia, Skyscanner, Avanti West Coast, VisitScotland, Glasgow Airport, and

Sustrans, among others, our campaigns generated more than 50 million digital impressions last year at home and abroad.

Targeted activity included Glasgow's primary international visitor markets, the US and Germany, as well as London and the south-east, and the north of England. The team also worked with leading package tour provider, CIE Tours, on a campaign targeted at US travel bookers.

Over the past year, consumer public relations has been a priority focus. Our Destination Marketing team engaged with and welcomed media and influencers from across the UK, US, Germany, France and Italy, generating more



than 100 pieces of consumer travel coverage showcasing Glasgow's visitor appeal.

The team also provided PR support for the city's hosting of high-profile events, including the prestigious Michelin Guide Great Britain and Ireland Awards, which took place in Glasgow, and Scotland, for the first time in February 2025. Working with our team, Michelin achieved more than double the volume of positive media coverage of previous host cities.

Media Getaway 2024

More than 100 leading travel journalists and content creators from across the UK and Ireland, alongside 70 travel and tourism brands from around the world, gathered in Glasgow in June 2024 for Media Getaway, an energetic three-day event highlighting the breadth and quality of Glasgow's visitor experience.

Organised by Travel Connection Group and

hosted jointly by Glasgow Life, Glasgow Convention Bureau and the city's Radisson Blu Hotel, the event represented Media Getaway's biggest and most successful event to date.

Our Destination Team managed 11 themed tours with a variety of city partners, engaging with journalists from key outlets including National Geographic, Time Out, The Telegraph and The Independent, which generated significant consumer media coverage.



Travel Connection Group Managing Director, Howard Salinger, said: "We couldn't have asked for a better partner for Media Getaway 2024. We had incredible support from Team Glasgow and our delegates enjoyed a brilliant visit to the city and great Glaswegian hospitality. All in, it was a resounding success."

Glasgow Life Tourism and Conventions

Recognised as a world-leading business events destination, Glasgow was named the Best Convention Bureau in the UK for a record 18th consecutive year in 2024.

The importance of conferences to Glasgow's economy was also underlined in 2024/25 as the city achieved record-breaking spend by conventions delegates.

Glasgow Convention Bureau, working in partnership with the SEC and the city's academic community and tourism sectors, hosted more than 430 conferences and welcomed over 140,000 delegates who contributed more than £153 million to Glasgow's economy – reflecting a record £10 million increase on the previous year.



In addition, the Bureau and city partners won 412 new conferences for future years, which will bring over 120,000 delegates to Glasgow and boost the city's economy by £145 million.

At the same time, our Tourism and Conventions team continued to build on the city's commitment to sustainability. Glasgow Convention Bureau achieved a coveted gold award from Green Tourism, the international certification

programme recognising excellent sustainability practice.

And Glasgow ranked 12th on the Global Destination Sustainability Index (GDSI) of over 100 leading tourism and events cities worldwide – one of only two UK cities to be included alongside Belfast.

Our Tourism and Conventions team welcomed more than 170 conference clients across 65 site visits and hosted four travel trade visits for UK and international buyers.



The team also delivered four in-person Glasgow Life member events for over 300 attendees, held a variety of online educational sessions for the city's tourism

and events industry, and represented Glasgow at a variety of tradeshow; connecting with travel trade intermediaries to promote Glasgow's leisure offer.

International Congress of Infant Studies 2024

The International Congress of Infant Studies (ICIS) took place in Glasgow in July 2024, providing an opportunity for more than 1,100 of the world's leading developmental neuroscientists to exchange research and explore potential advancements in the field of early learning in children aged 0-3.

The event sought to enhance global child welfare development by providing parental and carer advice from the visiting experts.

Glasgow Convention Bureau led the delivery of a series of important community outreach and public engagement events aimed at ensuring the Congress left a positive and long-lasting impact on families with young children in Glasgow.



Volunteering

Our volunteers provide an invaluable contribution to supporting people and communities across Glasgow.

Making a difference

As one of Scotland's largest charities, we offer diverse volunteering opportunities for people of all ages and abilities.

Our volunteers play a vital role in helping us to connect local communities with culture, learning and active living. They are a source of support, information and inspiration for people across Glasgow and we are deeply grateful for their passion, commitment and impact.

Throughout 2024/25, more than 1,600 volunteers

supported our services, programmes and events, collectively donating nearly 25,000 hours of their time. Those volunteering hours had a value of around £410,000. Since Glasgow Life's formation, the broader contribution of our volunteers to the city's economy is estimated at just over £11 million.

From delivering our Home Library Service to people unable to visit their local library in person, and supporting audiences at Celtic Connections, to leading our Health Walks, and offering



Macmillan @ Glasgow Libraries

For more than a decade, our Macmillan @ Glasgow Libraries volunteers have donated their time to ensure people affected by cancer have access to a listening ear, emotional support and quality assured information.

This year, the service reached a major milestone of 20,000 attendances, which is testament to the dedication and compassion of our volunteers, who have given over 50,000 hours to date.



a friendly welcome to our museums, our volunteers are at the heart of so much of what we do.

During the 40th anniversary of National Volunteers' Week in June 2024, we recognised the contributions of our volunteers through a series of celebratory events across our venues.

In 2024/25, 98% of our volunteers said they felt valued. More than half reported making new friends and gaining skills, while one in three said volunteering with Glasgow Life had improved their physical or mental health.

Volunteering can also be a pathway into employment.

Erin began volunteering with our Saturday Art Club at the Gallery of Modern Art (GoMA). She said: "My experience helped me gain practical skills, including working as part of a team, designing and delivering sessions, and engaging with people from all walks of life. My time as a volunteer ultimately helped me to secure a Learning Assistant role with Glasgow Life."



Our people

Creating a positive and purposeful culture in our charity.



Our people

Sean's Journey: A Glasgow Life Training Academy success story

Sean Campbell's path from early school leaver to full-time Glasgow Life colleague reflects our charity's commitment to people development.

After leaving school in second year, Sean struggled to find a career path that inspired him. Returning in fifth year to catch-up on qualifications he had missed, the prospect of another year in traditional education left him feeling uncertain about his future.

That changed in August 2024, when he connected with Glasgow Life Sport's Training Academy, through Jobs and Business Glasgow, and our Training for Work programme – a unique pathway requiring no exam results.

Despite initial nervousness about the coursework,

Sean thrived thanks to our inclusive approach, which includes alternative assessment methods like voice recordings. His subsequent placement at Glasgow Club Gorbals proved transformative.

Sean embraced training, completing the SQA Certificate of Work Readiness, STA Pool Lifeguard qualification, and SFA Coaching Badges – a testament to his commitment and to our strategy of building employability through targeted skills development.

His progress earned him a place on Jobs and Business Glasgow's Intermediate Labour Market (ILM) Programme with Glasgow Life as his host. During a six-month contract he gained essential work experience and performed meaningful duties that supported our customers.

In January 2025, Sean secured a full-time Glasgow Life Assistant role at Glasgow Club Gorbals.



Sean said: "During my time as a trainee I picked up important skills and qualifications that ultimately led to me getting my job as a lifeguard with Glasgow Life Sport. I've had incredible support from my colleagues, and I have a real career ahead of me now."

Sean's journey shows how Glasgow Life unlocks potential through structured, supportive training, creating real pathways into employment.

My Wellbeing

Feedback from our annual colleague survey highlighted the importance of supporting colleague wellbeing. In response, we created a dedicated Wellbeing Strategy and Forum in July 2024.

'My Wellbeing' offers support to all Glasgow Life colleagues with the aim of reducing absence and helping to retain and attract high-performing employees. This reflects our commitment to creating a positive working environment where people can thrive, and aligns with our mission, vision, values, and behaviours.

Our new Wellbeing Strategy is structured around six core pillars: environmental, emotional, financial, mental, physical, and social wellbeing.

The My Wellbeing portal on our website has recorded 7,500 visits and we have collaborated with partners including the NHS, SAMH, Alzheimer Scotland, Glasgow Credit Union, and Beatson Cancer Charity.

The portal offers comprehensive support across diverse monthly themes, from mental health to financial advice. Colleagues can also take



advantage of free online and in-person wellness classes, workshops and challenges.

My Wellbeing has received positive feedback from colleagues, our trade unions, and external partners, and other organisations are now exploring similar approaches.

Pictured below are some of our My Wellbeing team colleagues.





Supporting the city's priorities

Ensuring our contribution to the
economic and social life of Glasgow.

Supporting the city's priorities

Glasgow City Council's Strategic Plan for 2022–2027 was updated in November 2024 to reflect the Council's emerging commitments.

The plan details four Grand Challenges facing the city and sets out how they will be addressed by the Council family, including Glasgow Life, over the five-year period.



Our charity contributes to meeting all four Grand Challenges through our four strategic priorities.

These priorities are underpinned by our charitable mission – to inspire every citizen and visitor to become engaged

and active in a city globally renowned for culture and sport.

They also reflect Glasgow Life's role as policy and development lead for the core city plans and strategies highlighted below, which are aligned to local and/or national strategies.

Throughout 2024/25, we prioritised activity aimed at raising awareness and strengthening the understanding of the positive impact of these city strategies on the social and economic wellbeing of our city as well as Glasgow's identity and international reputation.

City plans and strategies

The refreshed Vision for Glasgow Libraries – May 2023

Glasgow's Culture Strategy – July 2024

Glasgow's Community Learning and Development (CLD) Plan – March 2025



Glasgow City Council's Strategic Plan 2022-27

Glasgow City Council's Grand Challenges			
Grand challenge 1	Grand Challenge 2	Grand Challenge 3	Grand Challenge 4
Reduce poverty and inequality in our communities.	Increase opportunity and prosperity for all our citizens.	Fight the climate emergency in a just transition to a net zero Glasgow.	Deliver services in a sustainable, innovative and efficient way for our communities.

Glasgow Life's four strategic priorities			
Advance culture and sport in Glasgow.	Improve the health and wellbeing of local communities.	Support the vibrant city economy.	Reinvest income to achieve our vision.

Glasgow Life's vision is to inspire every citizen and visitor to become engaged and active in a city globally renowned for culture and sport.

Expansion of our Live Well Community Referral service

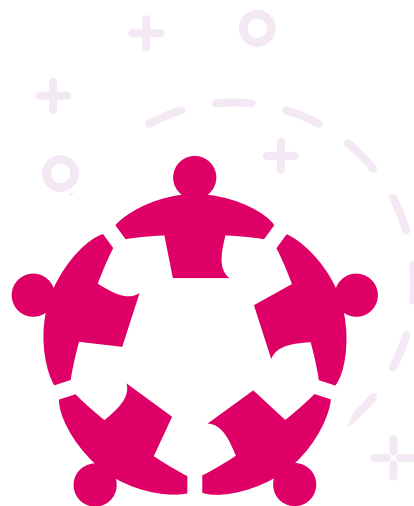
Established to help combat health inequality in Glasgow, our Live Well Community Referral service continues to go from strength to strength. With £1 million funding from Glasgow City Council to embed the programme across the city by spring 2027,

our work over the past year has focused on preparing for the expansion of Live Well to 10 priority areas in the city, those with the highest levels of health inequality. Live Well has shown that by working with partners and communities, it is possible to remove barriers and help people access local services and activities that can improve their mental and physical health and wellbeing.



Baillieston Community Hub progress

We are continuing to drive forward the £15.68 million development of the new Baillieston Community Hub, which is set to transform James Lindsay Park. Community involvement has been pivotal in the planning process, with extensive public consultation throughout 2024/25 helping to shape the design to meet residents’ needs. The hub will include a relocated library as well as a state-of-the-art gym, dance studios, and flexible community spaces supporting community engagement and learning.



Transforming the People’s Palace

We closed the People’s Palace to the public in summer 2024, with the collection safely moved to Glasgow Museums Resource Centre (GMRC) and the Kelvin Hall. Since then, work has continued apace on

our ambitious plans for the £35.9 million refurbishment and redisplay of this iconic and much-loved museum. A successful application to the National Lottery Heritage Fund (NLHF) secured initial development funding of £850,000, paving the way to a second £6.825m application to the NLHF,

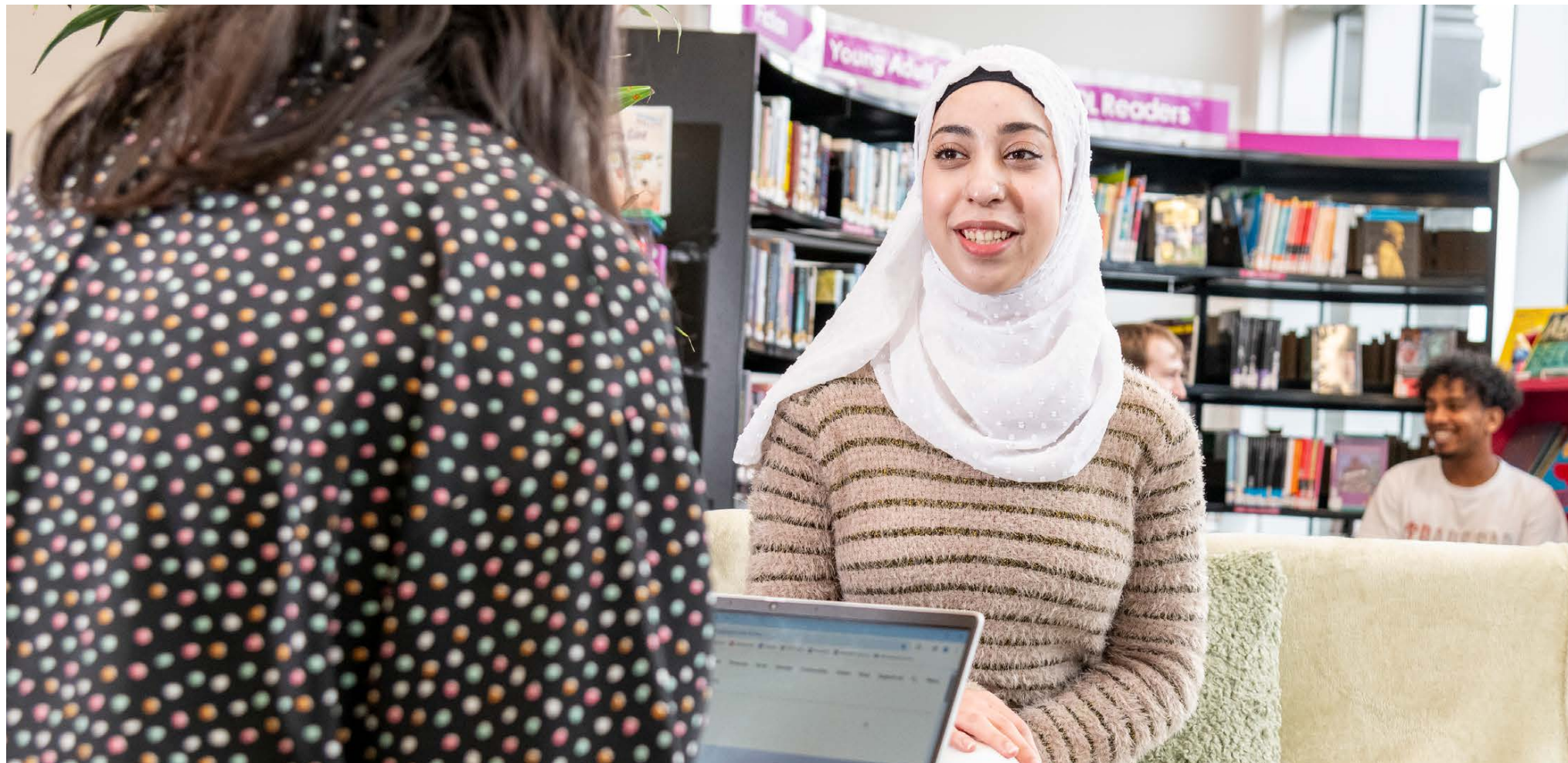
which we are working to submit in 2025/26. Public consultation and collaboration remains at the heart of our planning, with the people of Glasgow helping to create a dynamic and internationally significant local museum that will be more sustainable and accessible.

Equality, Diversity and Inclusion

In March 2024 we published our Equality, Diversity and Inclusion Strategy to 2028, and throughout the past year we have been progressing the commitments within our strategy Action Plan.

This has included mainstreaming EDI activities across our charity, with an initial focus on improving workplace experiences for colleagues from underrepresented groups, improving the experience and welcome for underrepresented communities across our venues, and identifying positive EDI outcomes enabled by our services and programmes.

We also developed our first ever equalities monitoring survey, to be launched in 2025/26, aimed at better understanding the diversity of our workforce.



Our digital future

Across 2024/25, we completed a major modernisation, integration and rationalisation programme across our website and social media estate. We also commenced a customer journey mapping project, which will simplify how the people of Glasgow and visitors to our city engage with Glasgow Life across our broad range of services, venues and social platforms.

Sustainability success

We are committed to embedding environmental sustainability across our charity and supporting the city's climate goals.

Since 2010/11 we have invested around £9 million in successful energy efficiency projects, which have delivered energy and carbon savings to-date of 46 million kWh and nearly 10,000 tonnes of CO2 across our property estate.

A major project completed in 2024/25 focussed on reducing

carbon emissions and lowering energy consumption at Glasgow Museums Resource Centre (GMRC). This included replacing the gas boilers with air source heat pumps, installing solar panels and new windows, and upgrading the building management system. These improvements are projected to yield carbon savings of more than 150 tonnes of CO2 annually.

The £1.9 million initiative, in partnership with CBRE and Salix Finance, was largely funded through a £1.5 million grant from the Scottish Public Sector Heat Decarbonisation Fund.



Reporting on our performance

Our work enhances Glasgow's mental,
physical, and economic wellbeing.



Income and expenditure

Financial performance including Community Interest Company (CIC)

Extract of unrestricted income and expenditure (including CIC)

Income	£000	%
Grants & Donations	3,572	2.60%
Community Interest Company	5,977	4.35%
Leisure & Cultural Activities	37,555	27.34%
Interest received	2,681	1.95%
Service Fee - Glasgow City Council	87,572	63.75%
	137,357	
Costs	£000	%
Community Interest Company	(6,425)	4.98%
Leisure & cultural activities	(130,944)	95.32%
	(137,369)	
Surplus on unrestricted activities	(12)	
Reserves brought forward	2,037	
Total Reserves	2,025	

Culture and Sport Glasgow (Trading) Community Interest Company (CIC)

	£000
Turnover	6,699
Service fee	1,669
Interest	492
Total income	8,860
Cost of sales	(2,056)
Operating expenses	6,804 (5,141)
Operating profit	1,663

The 2024-25 target for income generated through the company's charity and CIC is as follows:

Income generation 2025/26	Target
Charity	£ 30.1 million
CIC	£ 7.9 million
Total	£ 38.0 million

Our performance

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:

- Glasgow Life's Business and Service Plans
- Glasgow City Council's Strategic Plan (2022-27)

We use the Glasgow City Council family RAG rating system to demonstrate progress against targets:

<div>R</div>	<div>A</div>	<div>G</div>
-5% or lower	-2.5% to-4.9% below	-2.49% or higher

During 2024/25 we agreed to report to Glasgow City Council on the following key area:

	2024/25			2025/26
Measure	Actual	Target	Status	Target
The number of attendances at Glasgow Life directly managed venues including festivals and events	14.8 million	14.7 million	<div>G</div>	14.2 million

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.

	2024/25			2025/26
Measure	Actual	Target	Status	Target
Attendances at Glasgow Life directly managed venues, including festivals and events	14,818,349	14,749,492	<div>G</div>	14,226,247
Glasgow Life Museums	3,874,806	3,542,386	<div>G</div>	3,490,365
Glasgow Life Arts and Music	480,683	530,000	<div>R</div>	530,000
Glasgow Life Libraries	4,023,024	4,153,587	<div>A</div>	3,866,500
Glasgow Life Community Facilities	913,142	796,644	<div>G</div>	802,477
Glasgow Life Active Glasgow	5,034,674	5,237,544	<div>A</div>	5,267,109
Glasgow Life Events	499,415	489,331	<div>G</div>	269,796

	2024/25			2025/26
Destination Glasgow	Actual	Target	Status	Target
Economic value of conferences	£153 million	£120 million	<div>G</div>	£125 million
Economic value of conference sales won for future years	£145 million	£120 million	<div>G</div>	£149 million



With thanks

To the people, organisations and
businesses who make our work possible.

With thanks

Our sincere thanks go to the partners, funders, individuals and organisations who have so generously supported our charity in 2024/25, including those who chose to give anonymously. Every single donation helps people to enjoy a great Glasgow life.

A E B Charitable Trust
AMW Charitable Trust
ALT
Art Fund
Bloomberg
Bòrd na Gàidhlig
Caledonian MacBrayne Limited
Celtic FC Foundation
The Chester Civic Trust
The Colin Weir Charitable Foundation
Creative Scotland
Culture Ireland
The Dugald M Lindsay Charitable Trust
The Dunclay Charitable Trust
The Educational Institute of Scotland (EIS)
Energy Saving Trust
European Commission
EventScotland
FCC Communities Foundation
Fèisean nan Gàidheal
The Fidelity UK Foundation
The Finnis Scott Foundation
The Foyle Foundation
Friends of Glasgow Museums
Friends of the Nations' Libraries
The Gannochy Trust

Glasgow City Council
The Glasgow Dean of Guild Court Trust
Glasgow Health and Social Care Partnership
The Gordon Fraser Charitable Trust
The Headley Trust
Historic Environment Scotland
The Hugh Fraser Foundation
Innis & Gunn
The James Thom Howat Charitable Trust
Jobs and Business Glasgow
JSMMcN Charitable Trust
The Leche Trust
Lyon & Turnbull
The Matheson Todd Charitable Trust
Merchant Square
McLay Dementia Trust
Mr and Mrs William Donalds Memorial Trust
The Murdoch Forrest Charitable Trust
Museums Galleries Scotland
The Nairn Family Trust
Nancie Massey Charitable Trust
National Fund for Acquisitions
The National Lottery Heritage Fund
NHS Greater Glasgow and Clyde
Paths for All
Parkinson's UK

The PF Charitable Trust
The Pilgrim Trust
PRS Foundation
RBC Brewin Dolphin
Salix
Scottish Government
Scottish Football Association
The Scottish Library and Information Council
Scottish Power Foundation
Sir William Burrell Trust
The Social Hub
sportscotland
The Tay Charitable Trust
The Taylor Family Foundation
Tilda Ltd
The Turtleton Charitable Trust
UK Government

UKSE
The W A Cargill Fund
The W M Mann Foundation
The Weatherall Foundation Trust
The William Syson Foundation
The Wolfson Foundation





**For Glasgow.
For Life.**



Glasgow Life

38 Albion Street

Glasgow G1 1LH

Phone 0141 287 4350

E-mail info@glasgowlife.org.uk

Web www.glasgowlife.org.uk

Glasgow Life, registered as Culture and Sport Glasgow, is a Scottish Charity (No SC037844) regulated by the Scottish Charity Regulator (OSCR)

