



Get the most out of  
**GlasgowLife™**



# ANNUAL REVIEW

AND PERFORMANCE REPORT **2017/18**

*Inspiring Glasgow's citizens  
& visitors to lead richer & more active lives  
through culture, sport and learning.*

# WELCOME FROM OUR CHAIR

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People used to be surprised when Glasgow featured as a top 10 'must visit' destination in travel magazines such as Lonely Planet or National Geographic – nowadays, it's a surprise if our city doesn't regularly make it on to these lists.

Indeed, earlier this year, the New York Times named Glasgow in the top 10 of its 52 global travel hotspots for 2018.

Of course, we can't attract people to visit Glasgow or use our services if they're not performing at their very best, which is why I'm delighted – as I write this introduction – that Glasgow has just been ranked as one of the world's top 10 'most excellent' cities by TripAdvisor.

This latest accolade, from the world's largest travel site, reveals which global destinations have the most recipients of TripAdvisor's coveted Certificate of Excellence and reflects, at a city level, something which Glasgow Life has been committed to since its inception – customer service excellence.

Day in, day out across all of Glasgow Life's venues and programming, our passionate and talented staff, backed by an army of generous volunteers, deliver services at a local level to a world-class standard.

The past year has been no different, proving, yet again, that through culture, sport, learning, heritage and events, we continue to make a real and positive impact on the lives of our citizens and help build wonderful experiences and memories for those people who come to visit.

Over the coming pages you can find out all about the outstanding work delivered by our teams over the last 12 months, which remains firmly at the heart of Glasgow's ambition to continue to grow as a vibrant, creative and healthy city.

Of course, we're not standing still. Change is happening everywhere in Glasgow, and while there are undoubtedly areas where we can say we are world-leaders, our focus remains on providing opportunity for all.

Culture and sport are part of the fabric of our neighbourhoods and communities, and despite significant and ongoing financial challenges in the public sector, we recognise the importance of investing in venues that enhance the health and wellbeing of our citizens.

Work is continuing apace on our £66m transformation and reinterpretation of the Burrell Collection as we move ever closer to its much anticipated reopening in 2020.

We are continuing to engage with our partners at the University of Glasgow, National Libraries Scotland and the Royal Highland Fusiliers to develop the next phase of Kelvin Hall, which will see the creation of a new cultural programming space. This will open up access to spectacular exhibitions of contemporary art and provide a new home for The Hunterian. Working with our partners, it will be an iconic development of which we can all be proud.

These important projects will all help to unlock the ambitious targets of Glasgow's Tourism and Visitor Plan to 2023 and drive further regeneration in the city by strengthening our reputation as a global centre of cultural excellence.

It also demonstrates Glasgow Life's commitment to making sure our world-class collections are safeguarded in state-of-the-art facilities which are destinations in themselves and remain accessible and a source of pride, engagement and enjoyment for all Glaswegians and visitors to the city.

The great work that we do at Glasgow Life, in venues and in every community across the city, is helping to change people's lives for the better and it could not happen without the support of Glasgow City Council, our Board of Directors, funders and partners, our management team, staff and volunteers.

Reflecting on the past year, and looking ahead, I want to thank everyone who has been so instrumental in delivering excellence for the people of Glasgow.



**Councillor David McDonald**  
Chair  
Glasgow Life



# A MESSAGE FROM OUR CHIEF EXECUTIVE

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What we do changes lives. We make life in Glasgow better, not just for the people who live here, but for those who we welcome into the city so many of us call home.

The scale, depth and reach of our programmes together with the deep-rooted connection our venues have on many levels – from local communities and neighbourhoods to the national and global stage – makes me incredibly proud.

We are the custodians of so much of what makes Glasgow so special and I'm always mindful of the great responsibility we have to the people we serve.

On a daily basis, I witness the passion, dedication and conviction of Glasgow Life staff and volunteers who work so hard to provide the highest quality services for people across our great city.

Glasgow Life exists to serve – to provide life-changing services, life-affirming experiences and opportunities which are so rich and fulfilling that they live long in the memory. Every day, it is our staff and volunteers who do this, working with a commitment to public service that I still find truly humbling. My gratitude to them knows no bounds.

As one of Scotland's largest charities, I am also extremely grateful for the generosity of our funders, donors, supporters and sponsors. Their faith in Glasgow Life and their belief in the power of culture and sport to transform lives helps us position the city globally, with the added benefit of helping to create jobs and boost the city's economy. More than this, I know there is a deep understanding from all of our supporters, stakeholders and partners of the invaluable contribution our people, programmes and venues make towards our communities.

Our services are vitally important, but they only work well when they are built with the people who use them, and when we strive to understand, limit and remove the barriers preventing those who can't or don't access our services.

For me, culture and sport fosters and promotes inclusion, trust, understanding and empathy among people with different identities. What we do can help all of us to find new meaning, express and understand ourselves, or simply take time out from our busy lives to enjoy a new experience.

Cities are by their very nature places of diversity and difference. In Glasgow, culture, sport and heritage celebrate our diversity and help make our city unique, a place where people want to live, work, study and visit. Glasgow is a vibrant, valued and treasured place, where people want to be and where companies want to invest and do business in. That does not happen by accident, and I want to thank all of our staff, volunteers and partners for making it possible.

We've enjoyed yet another year of success and I trust you will find that reflected in the pages of this year's Annual Review.

Finally, I want to place on record my gratitude to our Board of Directors for their continued support, wise counsel and guidance. Their vision is one of ambition as we look to the future and how we can deliver even more for the people of Glasgow and beyond.

What we do changes lives. While we can look back with some pride on what we have achieved in the last year, I hope all of you will join me in the weeks and months ahead as we continue to make the very most of Glasgow life.

**Dr Bridget McConnell CBE**  
Chief Executive  
Glasgow Life





# HIGHLIGHTS OF THE YEAR

## Arts and Music

As a UNESCO City of Music (one of only two in the UK), Glasgow is a hotbed of musical creativity across all genres. The city's music scene is one of the most vibrant in the world and 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. Earlier this year Celtic Connections reinforced its position as one of the world's leading music festivals celebrating its 25th year with a record 130,000 visitors and 2,600 artists from 30 countries.

Glasgow Mela, the biggest free multicultural festival in Scotland, presented a vibrant programme of live music, theatre performances, entertainment and more to an audience of over 40,000 resulting in £260,000 of economic impact for the city.

Dance International, Scotland's leading dance festival took place in Tramway for the second year. Tramway attracted almost 170,000 visitors in 2017/18 and continues to build upon developments made possible through GENERATION and Turner Prize, widening and diversifying audiences while sustaining public engagement activity.

## Communities

The highest ever level of usage across the city's community facilities with over 1.5 million attendances. 38,000 attendances at more than 900 adult learning programmes, supporting over 8,000 adults in the city to further their learning in programmes including Adult Literacy and Numeracy and English for Speakers of Other Languages

35,000 attendances at more than 300 programmes supporting young people's development across the city.

760 volunteers supported our services in local communities donating 36,000 hours

of their time, representing an economic contribution of £313,000.

## Events

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

At the turn of the year Glasgow was ranked fifth in the list of the world's ultimate sporting cities and during the past year there were more than 650,000 attendances at culture and sporting events generating over £34 million in economic benefit to the city.

This year also saw the World Pipe Band Championships celebrate its 70th anniversary, hosting 15 nations, 219 bands and over 8,000 pipers and drummers.

## Glasgow Convention Bureau

Glasgow was named the UK's Best Convention Bureau for a 12th consecutive year at the Meeting & Incentive Travel Awards. Glasgow Convention Bureau has worked with a number of industry-wide partners to deliver over £1.1 billion worth of business to the city since it first won the title in 2007.

Now ranked 4th 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 after climbing 3 places (from 7th position) and increasing its overall score by 16% on last year, becoming Best Improved Destination.

Glasgow Convention Bureau has become the first UK convention bureau to win a Green Tourism Award, the world's largest certification programme of its kind. Glasgow

Convention Bureau was awarded a 'Silver' grading for demonstrating a progressive approach and commitment to sustainability.

## Libraries

Another fantastic year for Glasgow Libraries with 5 million attendances recorded.

There were 2.4 million books issued, 6% more than 2016/17 with issues of books for younger readers at their highest recorded level. At the same time issues from our expanding e-offer more than doubled from last year.

Macmillan Cancer Support continue to deliver support and information services across each of our 33 libraries with 14,000 attendances since the programme started in 2012.

Money advice services have generated £2.2 million in financial improvements for citizens in the city since their introduction in 2016.

## Museums

Glasgow Museums and Collections celebrated a record year in 2017/18 with almost 4 million visits across eight world class venues. In the last year, one in three visits to museums and galleries in Scotland was to a Glasgow museum and one in two Glaswegians visited our venues.

Riverside (4th) and Kelvingrove (5th) retained their place within ASVA's top 10 most visited attractions in Scotland.

Riverside had a record year welcoming over 1.3 million people. Kelvingrove's Frank Quitely; The Art of Comic Books attracted over 52,000 visitors and people flocked to see a rare, long lost 17th century painting by one of history's most influential painters, Peter Paul Rubens.

## Sport

Operating the largest civic sports network in the UK, Glasgow Sport recorded over 6 million visitors for the sixth consecutive year. The Kelvin Hall's first full year of the opening has witnessed over 430,000 usages, quickly becoming the busiest Glasgow Club gym in the city (with 19% of all Glasgow Club gym usages) and the third busiest venue for fitness classes.

Glasgow Club direct debit membership levels ended the year at a record high of 43,611, up from 41,962 at this time in 2016/17.

The number of recorded attendances at sport development programmes has increased to 938,826, a 3% increase on the previous year.

The number of volunteers working in clubs engaged in youth development has increase by 27% in 2017/18. There are now 3,100 volunteers helping to support clubs across the city.

Glasgow is the only destination in the world which can host all four cycling disciplines at competitive level: BMX at the newly developed BMX track at Knightswood; Mountain Biking at Cathkin braes; indoor cycling at the Sir Chris Hoy Velodrome; and road races established routes around and through the city that have been used for local, national and international road races.

# OUR THANKS TO

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.

## Funders and Partners:

A.G. BARR  
Alexander M Stephen  
Annie'sland College  
Artemis Charitable Foundation  
Arts & Business Scotland  
Badminton Scotland Events Limited  
Badminton World Federation  
Baillie Gifford  
BBC Alba  
BBC Radio 2  
BBC Radio 3  
BBC Scotland  
Belhaven  
Big Lottery Fund  
Bòrd Na Gàidhlig  
Boshier-Hinton Foundation  
British Council  
British Cycling  
Caledonian MacBrayne  
Celtic Rovers  
Clyde Gateway  
Clydebuilt LP  
Coca-Cola Great Britain  
Community Safety Glasgow  
Contemporary Arts Society  
Creative Scotland  
Culture Ireland  
D. Porteous  
Department of Culture, Heritage and the Gaeltacht  
Doig's  
Ediston Real Estate  
Encore  
Emirates  
Evening Times  
Event Scotland  
Fraser Suites  
Friends of Glasgow Museums  
Gaelic Books Council  
Gannochy Trust  
Glasgow Clyde College  
Glasgow Dine Around

Glasgow Housing Association  
Harold Hyam Wingate Foundation  
Headley Trust  
Health and Social Care Partnership  
Heritage Lottery Fund  
Historic Environment Scotland  
Holiday Inn Glasgow Theatreland  
Imperial War Museum  
Incredible India  
Indian Council for Cultural Relations  
Jerwood Charitable Foundation  
John Macfarlane & Family  
JP Morgan Chase  
La Bonne Auberge  
Life Changes Trust  
Macmillan Cancer Support  
Merchant Square  
Museums Galleries Scotland  
Nancie Massey Charitable Trust  
National Fund for Acquisitions  
National Heritage  
National Library of Scotland  
National Literacy Trust  
National Theatre of Scotland  
NHS Greater Glasgow and Clyde  
Open University in Scotland  
Playform  
Robert Haldane Smith Charitable Trust  
Rothschild & Sons  
Salix  
ScotRail  
Scottish Amateur Swimming Association  
Scottish Enterprise  
Scottish Football Association  
Scottish Government  
Scottish PLIF  
Scottish Rugby Union  
SCVO  
Sir Angus Grossart  
Sir Charles Fraser  
Sir Robert McAlpine  
Sir William Burrell Trust  
Skills Development Scotland  
sportscotland

Sunday Herald  
Taylor Charitable Trust  
Taylor Family Foundation  
The Dhabba  
The Glenturret  
The Royal Foundation  
The Tannahill Fund  
Trustees of the Hamilton Bequest  
Turcan Connell  
UK Sport Lottery  
UK Steel Enterprise  
Visit Scotland  
W M Mann Foundation  
Waterstones  
Weatherall Foundation Trust  
Wellcome Trust  
West Coast Trains  
Wheatley Group  
Wolfson Foundation

Alison M. Hogg  
John & Erica Kerr  
Rev Pat Lang  
Peter James Lewis  
Dr D. A. Lunt  
Colin Mair  
Dr Joan McDowell  
Kiloran Metcalfe  
Tom & Ann O'Connell  
James Waterton  
Judith Ariadne Witts

And six Silver Patrons who wish to remain anonymous.

## Glasgow Museums Patrons

### Platinum

Bill Goudie  
Moma Mathers  
Steve Matheson  
Anonymous Donor

### Gold

David Allen  
Jim & Audrey Bisset  
Fiona Campbell  
Anne & Zen Chowanec  
Duncan & Katriona Gilmour  
Peter & Alison Harper  
John & Sheila Henderson  
Anne Kerr  
Rod McKendrick  
Sophie McKendrick  
Elaine Moohan

### Silver

Hamed Al Suwaidi  
Stuart Baillie  
Drs Gillian and Alistair Beattie  
Bill & Nan Boyle  
Elizabeth M. Dent  
Sheena Duncan & Bob Winter

# INCOME AND EXPENDITURE

## Financial Performance

### Unrestricted Income & Expenditure (including CIC and Sponsorship)

Income	£000	%
Grants & Donations	1,432	1.3%
Community Interest Company	6,698	6.1%
Leisure & Cultural Activities	27,254	25.0%
Interest received	40	0.1%
Service Fee - Glasgow City Council	73,549	67.5%
	<b>108,973</b>	
Costs	£000	%
Governance	384	0.4%
Community Interest Company	7,141	6.5%
Leisure & Cultural Activities	101,432	93.1%
	<b>108,957</b>	
Surplus on unrestricted activities	554	
Reserves brought forward	16	
<b>Reserves</b>	<b>570</b>	

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

	£000
Turnover	6,698
Service Fee	2,369
Interest	4
Total Income	9,071
Cost of Sales	2,392
	6,679
Operating expenses	4,749
<b>Operating Profit</b>	<b>1,930</b>

### 17/18 Income Actual v Budget

	FY17/18 Actual £m	FY17/18 Budget £m
Service Fee	73.5	73.6
Community Interest Company	6.7	7.4
Leisure & Cultural Activities	28.7	30.7
	<b>108.9</b>	<b>111.7</b>

\*Figures included are draft/unaudited and for Board reference only

# PAST PERFORMANCE, FUTURE PROMISE

Glasgow Life's performance management framework monitors the progress of all our services with a focus on meeting the city's priorities and our charitable objectives. To support this approach our focus is underpinned by:

- Glasgow Life's Business and Service Plan (annual)
- Glasgow City Council's Strategic Plan (2017-2022)
- Commonwealth Games Legacy Framework (2009-2019)

We ensure that SMART measures are adopted when setting targets for performance indicators and we use Audit Scotland's system to demonstrate progress against targets:

- R** More than 5% below targeted performance
- A** 2.5% to 4.9% below targeted performance
- G** Performance between -2.49% and target (or better)

During 2017/18 we agreed to report to Glasgow City Council on these three key areas:

Measure	Target	Actual	Status
The number of attendances at Glasgow Life directly managed venues excluding festivals and events	17.6 million	18.3 million*	<b>G</b>
Income generated through the company's charity and CIC	38.1 million (charity) 30.7 million (CIC) 7.4 million	35.4 million (charity) 28.7 million (CIC) 6.7 million	<b>A</b>
Deliver against key themes set out in the 2014 Commonwealth Games Legacy Framework	Active Theme	On Track	<b>G</b>

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
Total no. of attendances at Glasgow Life directly managed venues, including festivals and events	17,645,409	18,306,442	<b>G</b>
Glasgow Communities	1,321,408	1,500,653	<b>G</b>
Glasgow Arts, Music & Cultural Venues*	845,470	824,087	<b>A</b>
Glasgow Libraries	4,962,574	5,001,378	<b>G</b>
Glasgow Museums	3,422,500	3,928,297	<b>G</b>
Glasgow Sport	6,276,431	6,267,699	<b>G</b>
Glasgow Events **	817,026	784,328	<b>A</b>

\* Excludes attendances at Arts and Music festivals (Celtic Connections, Merchant City Festival, Mela) which accounted for 302,330 attendances in 2017/18. These were recorded by Glasgow Events in line with approved 2017/18 targets. 15,033 Aye Write and Wee Write attendances, the majority of which take place in The Mitchell library, is reported within Glasgow Libraries figures. Including the above, this would bring Glasgow Arts, Music & Cultural Venues and festival total attendances to 1,126,417.

\*\*Also includes BWF Badminton and British Athletics events.

Glasgow Convention Bureau	Year end 2016/17	Target 2017/18	Actual 2017/18	Status
Economic benefit of conferences in the city	133,000,000	100,000,000	123,713,904	<b>G</b>
Actual conference delegate days in the city	372,954	280,000	344,690	<b>G</b>
No. of delegate days for future years	389,197	390,000	390,000	<b>G</b>
Economic value of conference sales won for future years	142,194,482	140,000,000	143,228,607	<b>G</b>

## Glasgow Life has a range of quality measures and standards in place which are used to enhance customer insight and to monitor compliance with corporate accreditation to Customer Service Excellence (CSE)

Quality indicators	Year end 2016/17	Target 2017/18	Actual 2017/18	Status
% of complaints responded to within target	91%	85%	90%	<b>G</b>
Glasgow Libraries and Communities (CSE compliance +)	11		25	<b>G</b>
Glasgow Museums (CSE compliance +)	14		18	<b>G</b>
Glasgow Sport (CSE compliance +)	14		22	<b>G</b>
Glasgow Music, Arts, Cultural Venues (CSE compliance +)	6		15	<b>G</b>
Mystery Visits (average score)	87%		81%	<b>R</b>
Visitors Attraction Scheme (Five Star)	2		2	<b>G</b>
Visitors Attraction Scheme (Four Star)	6		6	<b>G</b>

## Local Government Benchmarking Framework

Local Government Benchmarking Framework (LGBF) indicators are reported as part of our contractual agreement with Glasgow City Council. They are also reported to Glasgow Life's Board.

The LGBF was developed to help Scottish councils examine and compare performance across a range of services they provide for communities. The culture and leisure framework is built around a set of six indicators that compare the unit costs and customer satisfaction, as shown below.

	Glasgow	Scotland
Cost per attendance at Sports facilities	£ 4.84	£ 2.81
Cost per Library visit	£ 2.12	£ 1.97
Cost per Museums visit	£ 3.67	£ 3.19
% of adults satisfied with libraries	72.0%	74.7%
% of adults satisfied with museums and galleries	81.7%	72.0%
% of adults satisfied with leisure facilities	68.7%	74.0%

LGBF indicators cover the period up to the end of financial year 2016 /17 which is the most up to date available for comparison



## Targets for 2018/19

A target of 18,203,470 has been approved for attendances at Glasgow Life directly managed venues, events and festivals for the financial year 2018/19. This takes into account a number of influencing factors, including the planned closure of venues for maintenance and refurbishment and a planned investment programme for Glasgow Sport, Communities and Libraries.

	Target
Community Facilities	1,406,235
Glasgow Arts, Music, Cultural Venues and Festivals*	1,357,563
Glasgow Events	427,555
Glasgow Libraries	4,853,666
Glasgow Museums	3,655,225
Glasgow Sport	6,503,226
<b>Total</b>	<b>18,203,470</b>

\*Includes attendances at Celtic Connections, Merchant City Festival, Mela and Glasgow International

Glasgow Convention Bureau Targets:

	Target
Economic value of conference sales won for future years	£130 million
Actual economic value of conferences taking place in the city during this financial year	£130 million

Income generated through the company's charity and CIC targets:

Income Generation	Target
Charity	£31.0 million
CIC	£7.4 million
<b>Total</b>	<b>£38.4 million</b>

## OUR CONTRIBUTION

In the ten years since Glasgow Life was created we have contributed to an increase in cultural participation, physical activity, and tourism in the city and contributed to the continued improvements to the city's infrastructure. This has included the refurbishment of the Kelvin Hall and the opening of the Emirates Arena and the Riverside Museum.

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

Across those ten years we have increased participation in our services from 14.3 million to 18.5 million, grown the Glasgow Club from 27,849 to 43,600 members, and the corresponding income generated from Glasgow Sport rose from £7 million in 2007/8 to £21.7 million in 2017/18.

The 20 million day visitors to the city and the two million 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. This is over and above the direct economic impact Glasgow Life makes as a major employer and the economic benefit of our events putting Glasgow on the international map.

### Vibrant City

The Glasgow City Council Plan, approved in November 2017, sets out the priority themes and commitments the Council Family will deliver over the next five years. 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.

To achieve these outcomes Glasgow Life will continue to look for new and innovative partnerships. The challenges Glasgow



faces do not respect geographical or organisational boundaries and some of our most successful partnerships occur when we work with different organisations drawing on the strengths of each, partnerships between the NHS and Macmillan Cancer Support are now operating at the heart of many communities and exemplify the intrinsic value of the arts and the amazing things culture and sport can help achieve.

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

The city's Next Stop Glasgow destination marketing campaign, which is at the heart of Glasgow's Tourism and Visitor Plan, was launched in the UK and internationally by Glasgow Life in 2017/18 and is geared at positioning Glasgow as Scotland's cultural powerhouse and a must-visit city.

Highlight activity in the past year has included a new cinema advert, which has been seen more than three million times in cinemas across the UK and on social media, and the development of six short films showcasing the unique tourism appeal of Glasgow's neighbourhoods.

Filmed across the north, south, east and west of Glasgow, as well as the city centre, they shine a spotlight on more than 120 locations; taking audiences on an inspiring journey through the city's rich cultural and sporting heritage, legendary music scene, diverse restaurants and bars, and unrivalled nightlife. Reflecting a growing trend towards 'neighbourhood experiences' in travel today, each is aimed at encouraging visitors to explore the city and 'live like a local'.

Much of the content was suggested by residents and global fans of Glasgow, following an appeal through the city's People Make Glasgow social media channels to identify the top things for tourists to see and do in each neighbourhood. This was supported by a digital survey, workshop and meetings with local industry, delivered by Glasgow Life, which ensured city partners and businesses could contribute their ideas and really help to

shape the project.

The films support a redesigned 'neighbourhoods' section of the peoplemakeglasgow.com website, which now delves deeper into the history, character, products and experiences to be found across Glasgow's vibrant neighbourhoods, with testimonials from the city's tourism community. Complementary Next Stop Glasgow campaign activity includes a series of brand partnerships, social media advertising, search engine and influencer marketing, which will continue throughout 2018/19.

### **Glaswegians are active and healthier.**

Glasgow Life delivers a range of services that directly or indirectly contribute to ensuring Glaswegians are active and healthier. Initiatives include sessions tailored to specific groups – from walking football for the over 60s, to women only swimming sessions, which are particularly important in communities with large BME groups – and free family fun days with opportunities to give new activities a go. Through our Good Move programme we continue to support and motivate Glaswegians to live more active lives.

Our programmes are designed for people living in Glasgow who are experiencing, or are at risk of, poor health associated with inactivity, and it supports and motivates them to live more active lives. Participants in the programmes have reported significant improvements in their physical ability as well as their confidence. The programmes have also helped reduce feelings of isolation for those taking part. There were more than 88,500 attendances across all programmes during 2017/18.

In November 2017 a Legacy Framework for Glasgow's Sport and Physical Activity was developed and launched with city and national stakeholders. The ongoing legacy from the Commonwealth Games in 2014 brought the World Badminton Championships to the city in 2017, while preparations continued for hosting the inaugural European Championships in 2018.

There has also been a legacy of volunteering across the city - we now have over 3,100 active volunteers giving nearly 19,000 hours of their time to support sport.

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

The £66 million Burrell Renaissance will see a full refurbishment and redisplay of the Burrell Collection. This is a once-in-a-generation opportunity to present the collection in ways which communicate its qualities to regular visitors and to new, growing and diverse audiences locally, nationally and internationally. At the end of 2017/18 over 95% of funding is secure with major donations from the HLF, Wolfson Foundation, Headley Trust, Scottish and UK Governments.

A key highlight of the Burrell Renaissance is an international tour, which will raise awareness of the quality of the collection at home and around the world, developing the profile of the significance of the collection, reinforcing Glasgow's cultural credentials, with the aim of bringing visitors to city. Key highlights of the tour thus far include exhibitions across the UK, Japan and North America.

Charles Rennie Mackintosh Making the Glasgow Style is the latest major temporary exhibition to take place at Kelvingrove Art Gallery and Museum. It is one of the highlight events in a year-long celebration throughout 2018 entitled Mackintosh 150 and is co-ordinated by Glasgow Life and Mackintosh heritage partners.

### **Glasgow acknowledges and promotes its history, heritage and culture.**

In September 2017 Glasgow's Culture Summit took place with over 200 people in attendance. The summit addressed the City Government's cultural commitments including the development of a 25 year Cultural Plan in partnership with the sector and establishment of a regular Cultural Forum chaired independently by the Lord Provost, including thematic work stream groups led by the cultural sector.

In partnership with DRS and LES we are developing Pollok Country Park as an improved visitor destination alongside the investment taking place at The Burrell, creating an integrated heritage and greenspace visitor experience.

This will transform the park into a world class city destination, celebrate the vibrancy of the south side through heritage, culture and sport, and ensure that the park can be enjoyed by the citizens of Glasgow alongside our visitors.

## **Our contribution to wider Council outcomes**

Glasgow is Scotland's largest and most diverse city and as an organisation managing public buildings, programmes and activities at a significant scale, Glasgow Life makes a substantial contribution to the other Council Strategic Plan Themes. Glasgow Life has a key role to play in addressing the effects of poverty, deprivation and inequality and the impact that it has on the health of Glasgow citizens.

Glasgow Life works in partnership with Glasgow City Council's Financial Services to develop a service enabling digital access to benefits for citizens. Customers can access 625 public PCs across 33 libraries. Three Universal Credit Hubs are live at Anniesland, Gorbals and Shettleston libraries with Money Advice partnerships now live at 11 libraries, generating nearly £2 million in financial gains for citizens since their introduction in 2016. The Council's Revenues and Benefits service is live at two locations – Pollokshaws and The Bridge libraries – with a further five locations to be rolled out. Jobs and Business Glasgow now offer employability support services at 25 of our libraries and three of our community facilities.

In 2017/18 the Kelvin Hall won a Gold Award from the Green Tourism Business Scheme for its sustainability practices - it is also the first Glasgow Life managed building to achieve the Gold Award.

# GLASGOW ARTS, MUSIC AND CULTURAL VENUES



**Glasgow Arts, Music & Cultural Venues recorded 1,126,000 attendances during 2017/18.**

Celtic Connections celebrated its 25th anniversary with record attendances and a major new commission with the GRIT Orchestra at the Hydro, and showcasing a critically-acclaimed, eclectic, and exciting mix of musical genres from Celtic countries around the world.

The innovative programme of contemporary visual art, performance and engagement at Tramway included work by Stephen Campbell and Tschabalala Self while our commitment to developing contemporary dance delivered the second five-star reviewed Dance International Glasgow festival.

Our Area Arts education and community programme remained varied and popular, including the Community Pantomime 'Ricky McWhittington' which toured 16 community venues around the city, attracting over 4,500 people with several sold-out performances.

The Merchant City Festival flourished with street performances and arts, music, incorporating the launch of Scotland's first ever Street Band Encontro festival, plus dance, comedy and design alongside children and family activity.

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

Glasgow Royal Concert Hall, City Halls and Old Fruitmarket attracted over 400,000 commercial attendances at 1,300 events with global acts including Gregory Porter, Simple Minds, Kraftwerk, Jake Bugg and Jessie Ware, and hosted full seasons of live performances and world class recordings and broadcasts from our strategic partners, the Royal Scottish National Orchestra and the BBC Scottish Symphony Orchestra.

Kelvingrove Bandstand is firmly established as a highly prized venue with a special place in the hearts of artists and audiences. Brian Wilson, the Pixies, Chic, Sir Tom Jones and Van Morrison appeared for sell-out shows in our 2017 Summer season.

Our four iconic public halls, Couper Institute, Langside Hall, Partick Burgh Hall and Woodside Hall attracted 200,000 visits across 8,000 lets for community based activities.

We maintained our membership of the UNESCO Creative Cities Network as a UNESCO City of Music. Through this we created a wide range of partnership projects to strengthen the international reputation of Glasgow's music sector, enhance opportunities for young people, promote our music heritage to citizens and visitors, music education, and widening access. A new Arts, Music and Diversity Manager role was created to maximise diversity in work by Arts, Music and Cultural Venues.



**Over 1,126,000 attendances**  
to Arts, Music and Cultural venues and festivals  
**Over 824,000 venue attendances**  
**c£29.8m in economic benefit to the city**  
**Over 300,000 festival attendances**  
**c£6.8m in economic benefit to the city**



**MERCHANT CITY  
FESTIVAL**

130,000 attendances

£1m of economic impact to the city of Glasgow  
95% customer satisfaction rating

Website traffic tripled on last year and Facebook impressions increased by 50%.

**TRAMWAY**

168,000 attendances

Delivered Dance International, Scotland's leading dance festival for the second year

**Glasgow, UNESCO  
City of Music**

Promoted the export of Glasgow music and musicians at WOMEX, the world's biggest gathering of international talent buyers; 2,600 Music professionals, 90 countries, 1,400 companies.

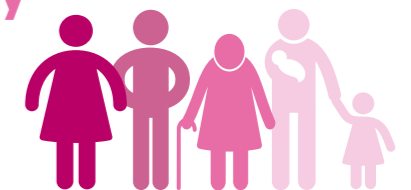
Appointed our first Artist in Residence, a composer and sound artist based in Glasgow working with a range of community groups and choirs across the city to create a new film and choral work investigating the different accents in Glasgow today.

Biggest free multicultural festival in Scotland

40,000 attendances

56% attendance from BAME communities

Awarded UK Mela of the year



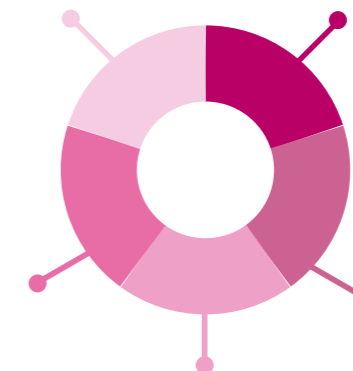
*Celtic*  
**CONNECTIONS**

Delivering £4 million in economic impact to the city

A record 130,000 attendances, 8 days, 300 events

£1.7m in ticket sales  
Extensive BBC and media coverage

7,000 attendances at school concerts and 3,000 children at school workshops  
+42% on the previous year







# 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 were high for a third consecutive year in 2017/18 with more than 1.5 million visits across the 26 community venues.

The learning aspirations of Glasgow's diverse communities are supported by the city's 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. 2018/19 will see Glasgow Life leading the Glasgow Community Learning and Development Partnership in the creation of the city's new Community Learning and Development Plan for the next 3 years.

Adult learning provision, including Literacy, Numeracy and English for Speakers of Other Languages classes, in local venues throughout Glasgow saw more than 38,000 attendances in 2017/18.

Work with young people across the city also continues to be a major focus for Glasgow Communities. More than 35,000 attendances were recorded at over 300 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.

Glasgow Communities actively promote and encourage young children to play as part of the city's Play Strategy with more than 5,000 attendances at 50 play clubs in community facilities across the city last year.

Many of Glasgow Communities' programmes and activities are supported by Glasgow Life's volunteering programme. Volunteering remains a key focus for Glasgow Life, with more than 760 volunteers donating over 36,000 hours of their time to cultural, sporting and learning programmes. This year Glasgow Life will contribute to the development of Glasgow's Strategic Volunteering Framework for 2018 and beyond.

Glasgow Communities continues to focus on building relationships with key partners to make the best use of community assets with all programmes designed to meet the ever-changing needs of Glasgow's diverse communities. Clyde Gateway work in partnership with the Communities team to deliver Future Families programming from community facilities and libraries in the East of the City whilst Glasgow Clyde College deliver English for Speakers of Other Languages programming in our community facilities.



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

**1.5 million visitors** at our 26 Community Facilities, growing visitor levels for the third consecutive year



### Adult Learning

38,000 attendances at more than 900 adult learning programmes across the city

Supporting over 8,000 adults to further their learning in programmes including Adult Literacy and Numeracy and English for Speakers of Other Languages



### Community Facilities

Increasing usage with 51,000 lets across the year

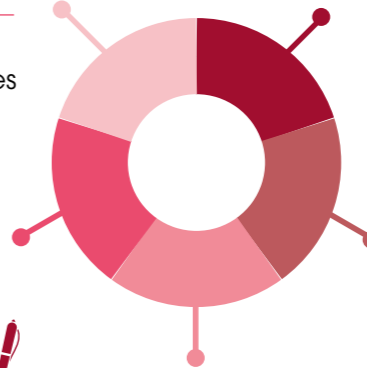
Highest ever level of available time booked at our facilities across the city

27,000 sessions of use of our free WiFi by nearly 8,000 users, a record level

### Glasgow's Community Learning Plan

Glasgow Communities, Libraries and Learning team is the lead partner in the implementation of the citywide Community Learning and Development Plan and the development of the 2018-21 plan

The services continue to work closely with Education Services to support the city's approach to the Learning Improvement Challenge



### Volunteering

760 Volunteers in 2017/18

Donating 36,000 hours of their time

This represents an economic contribution of over £313,000



### Young Glasgow

A wide range of activities and programmes helping develop skills, abilities, creativity and confidence

35,000 attendances at over 300 programmes

37,000 Glasgow Kidz card holders aged 5-11

60,000 Glasgow Young Scot and National Entitlement card holders aged 12-18





# 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 2017-18, there were 5 million visits to Glasgow Libraries. Book issues rose to over 2.4 million, including 662,000 issues of children and teenage literature, up 1,500 on 2016-17. The Tesco Bank Summer Reading Challenge saw its highest levels of participation with more than 4,000 children across the city taking part.

The expanding digital offer, including a new website and improved eOffer, attracted 1.2 million virtual visits. 340,000 issues of e-Stock were recorded throughout 2017/18, an increase of 170%.

There were 155,000 active library members in 2017/18, 5% of whom returned to using a library as a result of Glasgow Libraries' retention campaign, aimed at re-engaging members who had stopped using a library.

Delivered in partnership with the City Registrars, Every Child a Library Member aims to sign up all new-borns and their families as library members whilst registering their birth. Since its launch in September 2015 this programme has seen over 10,000 new-borns register for their first library card.

Aye Write! Glasgow's Book Festival, returned with over 200 events and at more venues than ever attracting almost 15,000 attendances in 2017/18, up 7% on last year.

Developing key partnerships remains a priority for Glasgow Libraries, with focus on building relationships to increase opportunities for co-location and collaboration with successful partnerships currently in place with services such as Macmillan Cancer Support, Jobs and Business Glasgow and Citizens Advice Bureau.

Glasgow Libraries rolled out a range of access technology in all 33 libraries citywide during the Royal National Institute for the Blind's (RNIB) awareness fortnight Make a Noise in Libraries (5th – 18th June) supporting visually impaired library users across the city.



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

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

### 5 million visitors

Including 1.2 million virtual visits



### 2.3 million usages of PCs and Wi-Fi

### 2.4 million book issues

6% more issues than last year

Issues of books for younger readers at their highest recorded level

A record breaking year of participation in the Summer Reading Challenge with over 4,000 children taking part

Issues from the expanding eOffer have more than doubled from last year

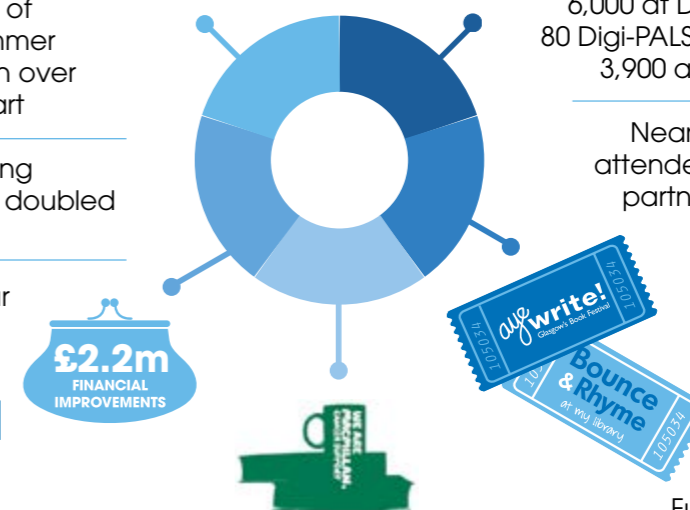
147,000 issues across our 29 school libraries



WiFi available across all 33 of the City's libraries with more than 1.5 million sessions of use

6,000 at Digital Learning Classes  
80 Digi-PALS volunteers supporting 3,900 activities across the city

Nearly 1,000 young people attended Coding Clubs run in partnership with CoderDojo



### Co-located services

Money Advice Services have generated £2.2 million in financial improvements since their introduction in 2016

Jobs and Business Glasgow now available in 25 libraries helping unemployed residents with employability and development advice

Govan Law Centre operate out of 3 venues offering free legal and housing advice

### Macmillan @ Glasgow Libraries

A support and information service in each of our 33 libraries.

Nearly 14,000 attendances since the start of the project.

More than 120 volunteers donating nearly 7,000 hours last year

### Learning & Events

34,000 attendances at Future Families including the popular Bounce & Rhyme

Aye Write! sold nearly 15,000 tickets, 7% more than last year

The British Library's Harry Potter: A History of Magic exhibition was launched across the UK in October with the Mitchell Library hosting the only exhibition in Scotland



# GLASGOW EVENTS

The annual calendar of events delivered and supported by Glasgow Events is bursting with international sporting spectacles, together with a world class cultural offering, ensuring Glasgow is a vibrant city for residents and visitors.

Glasgow Events generated almost £34 million in economic benefit to the city.

In 2017 Glasgow's annual home-grown running events, the Simply Health Women's 10k and The Bank of Scotland Great Scottish Run attracted 32,000 entries, whilst the 2017 TOTAL BWF Badminton World Championships took place at the Emirates Arena, with a spectator attendance of almost 30,000.

Events such as these helped Glasgow maintain its place as one of the world's top five Ultimate Sports Cities for hosting sporting events.

Glasgow is the world's capital for piping with more than 8,000 pipers, drummers and performers from across the world descending on the city in August. Piping Live! Glasgow International Piping Festival featured over 150 events throughout the week and The World Pipe Band Championships saw 225 bands compete at Glasgow Green for the title of World Champions. Together, both events attracted over 78,500 attendances with an economic impact of nearly £8.5million.

Working in partnership with the Glasgow Arts team, Glasgow Events deliver the city's much-loved events including Glasgow Mela, Merchant City Festival and Glasgow's Christmas Lights Switch On. In addition, during 2017/18 the annual Fireworks display was attended by 60,000 people at Glasgow Green.

Glasgow hosted a number of top international dance championships. The World Irish Dancing Championships, All Scotland Irish Dancing Championships and UDO World Street Dancing Championships all took place in the city this year.

Supporting established city events enables them to develop and build on their audiences. This year, Glasgow Events supported Glasgow Film Festival, Glasgow International Comedy Festival, BBC Proms in the Park, Resonate Total Gaming and brought back Andy Murray Live for the second year.



**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 654,000 attendances

recorded at Glasgow Life events



### World Pipe Band Championships



The World Pipe Band Championships celebrated its 70th Anniversary attracting over 30,000 attendances and generated over £5 million of economic benefit to the city. The spectacular sights and sounds of over 8,000 pipers and drummers was not to be missed as the Scottish band, Inveraray and District Pipe Band brought the trophy back to the renowned home of piping.



### World Irish Dance Championships

Dancers from across the globe descended on Glasgow as the city played host to the World Irish Dance Championships for the fifth time. The Worlds are the internationally admired centrepiece of Irish Dance culture, running for eight consecutive days of competition. Over 50,000 attendances were generated from visitors and competitors, which is expected to result in over £8 million economic benefit. Following a successful bid in 2017, this prestigious event will return to the city in 2024.



### TOTAL BWF Badminton World Championships



The TOTAL BWF Badminton World Championships took place in the Emirates Arena with seven days of action packed sports from 21st – 27th August 2017. The championships is one of the most prestigious tournaments for this sport, rivalled only by the Olympic Games. The event showcased 363 of the top ranked singles and doubles players from 41 countries, and attracted 29,579 spectators over the seven days, generating an economic impact to the city of almost £2 million.



### HSBC Let's Ride

In 2017, HSBC UK became the lead partner of British Cycling. HSBC Let's Ride saw over 12,000 people take part in the event in Glasgow on 27th August 2017. The event is secured in the city for another seven years and aims to invite families to revisit the joys and benefits from cycling. Cycling successes on the world stage have been an inspiration to millions around the country and cycling is now the fastest growing sport in the UK.





# GLASGOW MUSEUMS

This was a record year for Glasgow Museums – almost 4 million visits across eight world-class venues.

Kelvingrove's *Frank Quitely: The Art of Comics* attracted over 52,000 visitors. Also drawing crowds were a long-lost 17th-century painting now attributed to Rubens and new work by Scottish artists of African descent took centre stage in our redisplayed Cultural Connections gallery.

Riverside welcomed over 1.3 million visits to an array of new and refreshed displays. *Blue Light* was confirmed as a must-attend family day out and exciting new acquisitions included a landmark electric Tesla car.

Renowned for tackling challenging subjects, GoMA opened *Stones Steeped in History*, a new permanent display contributing to our understanding of the role slavery played in Glasgow's past and *Marlie Mul's Cancelled* which tackled the question of why we show art.

The Burrell Collection refurbishment received £15 million from The Heritage Lottery Fund, with other fundraising securing 95% of the total cost of the project, with more to come.

*GlaswegAsians* at Scotland Street School Museum, a collaboration with Colourful Heritage, welcomed almost 16,000 visits while The People's Palace displayed three portraits of Billy Connolly commissioned by the BBC to mark his 75th birthday.

Community-created exhibitions, facilitated by the Open Museum, included *Barlinnie*

*Special Unit* – A way out of a dark time; a second display about Scottish footballers who participated in the 2016 Homeless World Cup; and a world first, the powerful *Darkness into Light: The story of Alcoholics Anonymous in Scotland*.

Underpinning this is the work of our Collections Management and Conservation teams. Completion of the Burrell Collection and Maryhill stores decant means Glasgow Museums' collections are now housed in purpose-built, environmentally controlled accessible storage at GMRC and Kelvin Hall. MWeb, a comprehensive publicly accessible online database was launched.

Glasgow City Archives worked in partnership with diverse community groups to improve work skills in young people and create oral history podcasts. Together with Special Collections at The Mitchell Library they loaned 80 items to the Getty Museum for *Thomas Annan: Photographer of Glasgow*. The Archives team have supported Glasgow City Council responses to the National Child Abuse Inquiry involving a mammoth discovery exercise.

Continuing our long history of publishing, Glasgow Museums published a catalogue of Sir William Burrell's tapestry collection and an exhibition publication *Deep in the Heart of Your Brain: notes from an exhibition* following Jacqueline Donachie's successful 2016 solo exhibition at GoMA.



## Over 3.8 million visitors

A record year for our 8 world class venues

70% of visitors to Glasgow visit a museum or gallery

100% of our collection of 5 million objects are publicly accessible



### Visitors



One in three visits to museums and galleries in Scotland was to a Glasgow Museum

One in two Glaswegians visited a Glasgow museum

70% of visitors to Glasgow visited a museum or gallery, compared to 45% of visitors to Scotland overall

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



### Displays, Events and Exhibitions

*Frank Quitely: The Art of Comics* at Kelvingrove attracted over 52,000 visitors

*GlaswegAsians* in Scotland Street School Museum, in collaboration with Cultural Heritage, attracted almost 16,000 visitors

*Blue Light* and food and drink festival at Riverside attracted 47,000 visits over 4 days



### Collections



Collections Management care for 5 million objects across Museums, Archives and Special Collections

Special Collections delivered 96 learning and engagement events to almost 1,000 participants.

Archives Facebook page launched in April 2017 with 4.9million impressions and 79,600 engagements, all of which were organic

The Open Museum issued 1,154 loans to 21,664 individuals, many of which would not otherwise engage with Glasgow Museums

### Learning and Volunteering

568 active volunteers donating 15,500 hours of their time

Over 49,000 children attended almost 2,000 school visits, an increase of 6% on the previous year



### Awards and commendations

Within top 10 most visited attractions in Scotland; Riverside 4th Kelvingrove 5th,

Within top 25 most visited attractions in the UK; Riverside 22nd Kelvingrove 24th

Full Museums Accreditation by Museums and Galleries Scotland was awarded in October 2017 for all Glasgow Museums venues



# 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 22 gyms and 13 swimming pools.

Attendances at the city's sports facilities topped the six million mark for the sixth successive year (6,267,699), and Glasgow Club direct debit membership levels ended the year at a record high of 43,611. Ongoing programme of extensive refurbishment and renovation projects including:

- **Gorbals:** £1.5m refurbishment project which included refurbished gym, new changing facilities, creation of new health and fitness studios, and bespoke brand new health suite
- **Bellahouston:** Renovated dance studio, refurbished gym and functional training area
- **Tollcross:** New changing facilities, refurbished gym and structural improvement work
- **Scotstoun:** Renovated dance and group cycle studios, refurbished gym, and new changing facilities

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

- 28,500 attendances at holiday8 programmes, with 778 hours of free provision for Glasgow residents

- 4,664 children and 3,760 adults benefited from disability sport opportunities
- 8,800 unique ParkLives attendances between April-September in 11 local parks and green spaces
- 3,100 active volunteers registered on our Glasgow Sport Volunteer Bureau supporting a variety of projects from major sporting events to local clubs across the city

Last year also saw Glasgow launch A Legacy Framework for Glasgow's Sport and Physical Activity, a plan to support and encourage involvement in both sport and physical activity across the city.

During 2017/18 we have seen a remarkable increase in the numbers attending our Learn to Swim programme, we now have over 6,500 participants with over 46,000 sessions delivered annually. The LTS programme also achieved the SwiMark Plus Award from Scottish Swimming, quality aquatic development programme for clubs.

Glasgow School of Sport is Scotland's only school dedicated to sporting excellence. The Sports Performance Team continues to put Glasgow on the map with 13 ex-pupils competing in the Gold Coast 2018 Commonwealth Games, and 11 of those representing Scotland.



## Glasgow Sport operates the most extensive leisure operation in Scotland

22 gyms and 12 pools  
Facilities include: Emirates Arena, Tollcross International Swimming Centre and Kelvin Hall

**6.3 million usages**  
**70,399 Glasgow Club Members**  
**323,000 usages at free sport provision**

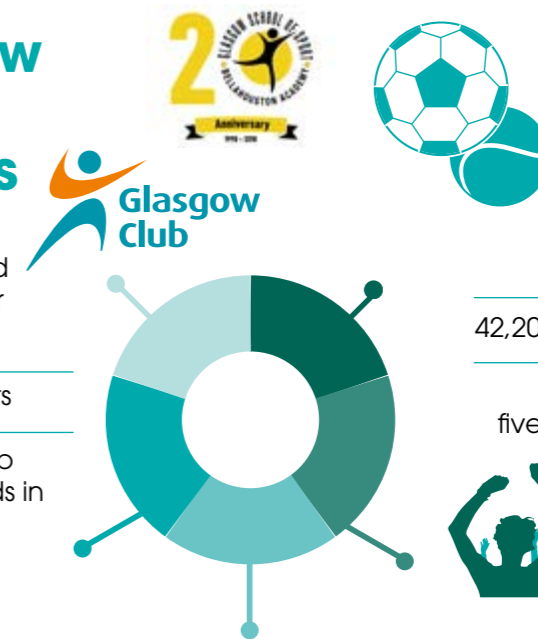


**43,611 Glasgow Club direct debit members**

Glasgow Club direct debit members end year at a record high (includes over 5,000 junior memberships)

26,788 pay as you go members

The Glasgow Club membership comprises 41% from households in the Scottish Index of Multiple Deprivation 20% most deprived areas



**323,000 attendances at free sport provision**

57,191 attendances at free outdoor tennis

42,203 attendance at free bowls

1,540 attendances at free five-a-side football happy hour



**Events: over 100,000 spectators**

- TOTAL BWF Badminton World Championships, 2017
- British Athletics Grand Prix
- Revolution Series Cycling
- Bank of Scotland Great Scottish Run
- Simplyhealth Great Women's 10K
- Andy Murray Live
- HSBC City Ride 2017

## Volunteering and Learning

Support in excess of 3,100 volunteers actively involved in sport clubs, schools, community, and local, national and international events across the city

240 coach education courses with 4,161 attendances in 2017/18



## Good Move

Innovative series of programmes specifically designed for people who are inactive

82,500 attendances

101 volunteers donating over 6,000 hours last year





# 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. Glasgow Convention Bureau is the city's primary point of contact for conference organisers, working with partners on over 100 bids for major UK and international conferences each year.

Glasgow's Conference Ambassador Programme was the first of its kind in the UK. The team work with academic institutions across the city including Glasgow School of Art, Glasgow Caledonian University, University of the West of Scotland, the Royal Conservatoire of Scotland, the University of Glasgow and the University of Strathclyde to support academics in bringing UK and international conferences to Glasgow. The programme supports individuals who wish to encourage their own professional associations, sectors and groups to meet in Glasgow. The team currently support in excess of 300 influential active ambassadors – drawn from the city's academic, scientific, medical and business communities - and to date, have worked with more than 1,700 individuals. As the city's primary point of contact for conference organisers, the Convention Bureau provide support throughout the entire process - from researching the viability of the conference coming to

Glasgow, through to the delivery of the conference itself.

In 2017/18, Glasgow hosted 500 conferences worth £123 million to the local economy, attracting 138,295 delegates, and secured £143 million of conference business for future years. Academic meetings contributed to 40% of conference business in the city.

Fundamental to the success of the Convention Bureau is partnership working; last year's performance highlights the success of the 'Team Glasgow' approach to winning conference business. The Glasgow Convention Bureau works with partners at all universities, the SEC and other conference venues, hotels, restaurants, transport providers, Glasgow Airport, VisitScotland, Scottish Enterprise and smaller companies that support Business Tourism in our city, such as taxi drivers, event and AV companies.

## GLASGOW CONVENTION BUREAU

In the last financial year Glasgow Convention Bureau won 490 new conferences through to 2022 worth £143 million

### Conferences 2017/18

Glasgow's conference performance includes



**UK Sales**  
424 Conferences  
Value of  
Conferences £82.6m



**International Sales**  
66 Conferences  
Value of  
Conferences  
£60.6m

462  
Conferences  
held in the  
city in  
2017 - 2018



### Testimonials



"Glasgow was a fantastic destination for IEEE SENSORS 2017. The support we received from the Convention Bureau was unmatched. Our attendees had a wonderful experience during the conference and a large number continued their stay to experience more of Glasgow and the surrounding areas. I would recommend Glasgow to other organizations as a conference destination."



Institute of Electrical Electronic Engineers

"Glasgow Convention Bureau have assisted us in the past with conferences and they are fabulous. Nothing is ever too much trouble for them. They are very helpful and knowledgeable. The support received from Glasgow Convention Bureau was great. At the Civic event, delegates commented that the staff at the City Chambers were so helpful and cheery."

Association of Business Historians  
Annual Conference



### Awards and Accolades

**Best UK  
Convention Bureau**

Named as the UK's best Convention Bureau for the 12th consecutive year.

### First Convention Bureau to win Green Tourism Award

Glasgow Convention Bureau wins Silver Award. Glasgow is working towards becoming one of Europe's most sustainable cities by 2020, and a world-leading centre for sustainable policy, innovation and action.

### Best Improved Destination

Now ranking number 4 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 after climbing 3 places and increasing its overall score by 16% on last year.



# FUTURE PLANS

## Glasgow 2018 European Championships

The Glasgow 2018 European Championships is the second biggest event Glasgow and Scotland will have ever staged following the Commonwealth Games in 2014. Delivered through a partnership between the Scottish Government and Glasgow City Council, Glasgow and Berlin will co-host this new event on the world sporting calendar along with the European Sport Federations and the European Broadcasting Union.

Around 3,000 athletes and a total of 8,500 people, including officials and media, are expected with competitions taking place from 2-12 August 2018. The event will be broadcast across the continent and beyond with a potential television audience of up to 1.03 billion.

A vibrant cultural programme will reach out to communities across the city to ensure that Glasgow 2018 European Championships will not just be a celebration of world-class sport, but an opportunity to build on the cultural legacy of the 2014 Commonwealth Games and showcase Glasgow's position as a cultural powerhouse.

## Major Events Strategy

Attracting major events to Glasgow and enabling the city to compete in an increasingly competitive national and international market place is a vital component underpinning a wide range of city strategies including the Economic Strategy and Glasgow's Tourism and Visitor Plan. During 2018, Glasgow Life will launch a major events strategy which will enable the city to position itself globally, increase the number of events in the city, and improve the benefits for communities.

## Glasgow's Tourism and Visitor Plan to 2023

Glasgow Life is the strategic lead for Glasgow's Tourism and Visitor Plan to 2023. The Plan is the framework for the continued growth of the city's tourism and visitor offer. It sets out a clear direction for Glasgow's tourism industry and is focused on increasing overnight leisure tourism visits by one million by 2023.

Achieving three million overnight visits per year by 2023 will deliver an associated spend of £771 million resulting in an additional 6,600 jobs in the city.

To deliver our target, we have identified that Glasgow's biggest opportunity for growth is in leisure tourism. We will prioritise positioning Glasgow's cultural tourism offer in key UK and international markets. Overseas visitors also come to see the best of Scotland, so Glasgow will position itself as the 'Gateway to Scotland' to stimulate total tourist numbers and spend.

Destination marketing activity will feature the city "neighbourhoods" linking to the trend of authentic local experiences in travel. Through ongoing engagement with industry and the public, this new marketing content will cover the City Centre, East, West, North and Southside of the city.

## Burrell Renaissance and Burrell Collection Tour

The £66 million Burrell Renaissance will see a full reappraisal and reinterpretation of the Burrell Collection. The project will ensure this world-class collection and its architecturally significant home is safeguarded and remains a source of pride, engagement and enjoyment for all Glaswegians and visitors to the city. Its redisplay will help drive regeneration in the city by strengthening Glasgow Southside's cultural offer, contributing to the ambitious targets set out in Glasgow's Tourism and Visitor Plan.

One of the core purposes of the Burrell Renaissance is to develop an international awareness of the unique quality of this collection, building Glasgow's reputation as home to significant cultural assets and as a cultural destination, ultimately attracting visitors to the city.

Works from the collection have been shown at The National Gallery, London; The Rijksmuseum, Amsterdam; The British Museum and Musée Cantini, Marseilles. Exhibitions are also planned for the Metropolitan Museum of Art, New York; Museum of Fine Arts, Houston; and the Aga Khan Museum, Toronto. Objects will tour in five international cities from 2018-2020 with negotiations for additional venues underway.

## Lord Provost's Cultural Forum and 25 Year Cultural Plan

Glasgow Life is supporting the development of the Lord Provost's Cultural Forum and the development of Glasgow's 25 Year Cultural Plan. The Cultural Forum is designed to provide an interface between creative and cultural sectors, communities and other stakeholders with an interest in culture in Glasgow. We are particularly keen to support a flexible and participative approach reflecting the diversity of the city and a range of cultural organisations. Glasgow Life is also a major producer and commissioner in its own right, of cultural services across a range of arts forms and platforms. The Forum will also develop the Plan with reference to the emerging National Cultural Strategy.

## Kelvin Hall Phase 2

We will continue to work with our partners at Glasgow University, National Libraries Scotland and develop partnerships with National Galleries of Scotland and the Royal Highland Fusiliers to develop the next phase of Kelvin Hall to create a new cultural programming space opening up access to contemporary art and the Hunterian collection.

## Charles Rennie Mackintosh

The recent 150th anniversary celebrations of Charles Rennie Mackintosh's birth marked a key milestone in the city maximising his legacy. The major exhibition – Charles Rennie Mackintosh Making the Glasgow Style at Kelvingrove - will be displayed in Liverpool and will become an international tour.



# KEY FACTS

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Over 18 million attendances at venues, events and festivals delivered by Glasgow Life.

Glasgow continues to achieve incredible world rankings for a small city - awarded Top 5 Ultimate Sport City and Best Small City for hosting sporting events.

Operating the largest civic sports network in UK, there were over 6.2 million sports usages last year.

Glasgow Life's newest venue, Kelvin Hall, continues to exceed expectations and is now the busiest gym in the city.

The New York Times ranked Glasgow in the top 10 of its list of 52 must visit destinations in 2018.

In November 2017, Glasgow was recognised as one of the world's leading cities for sustainable business tourism, climbing to 4th place from 7th on the Global Destination Sustainability Index.

In the last financial year, Glasgow Convention Bureau and its partners won 500 new conferences through to 2023 worth £143 million.

In recognition of this, Glasgow was awarded the UK's best Convention Bureau for the 12th consecutive year.

As a UNESCO City of Music, Glasgow is a hotbed of musical creativity across all genres. In any one week, music lovers can enjoy over 130 different music events in Glasgow – more than any other UK city outside London.

Over 1,126,000 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 Five million visits to Glasgow's Libraries, including 1.2 million virtual visits, and 2.4 million books issued.

Over 2.5 million visitors to Kelvingrove and Riverside Museums, with Riverside exceeding its best ever visitor numbers – both 5 star visitor attractions.

70% of visitors to Glasgow visit a museum or gallery and satisfaction ratings by citizens, at 96%, are the highest of all public services in the city.

Over 1.5 million visitors to our 26 community facilities, the highest ever number of visits for the third consecutive year.



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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