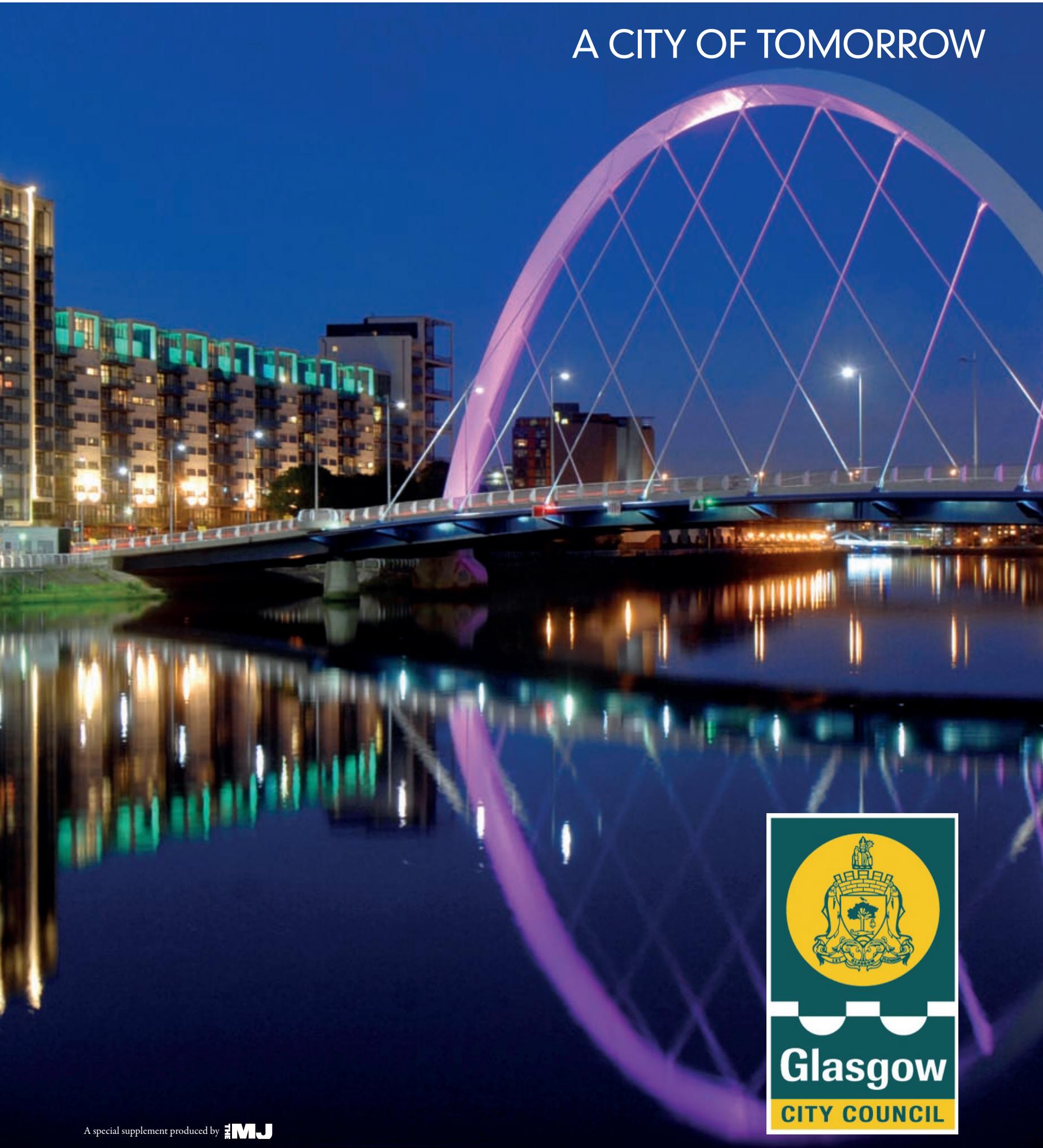


# future city | glasgow

A CITY OF TOMORROW



# Commonwealth Games make it The Year of Glasgow



“1.5 billion people around the globe will be watching the Games, meaning one in three of the entire world population ‘will have their eyes trained on Glasgow.’”

*Councillor Gordon Matheson calls 2014 ‘The Year of Glasgow’*

This is a momentous year for Glasgow. For 12 days in July and August (July 23-August 3) the city will be hosting the Commonwealth Games following years of preparation after it won the bid in 2007. Glasgow City Council Leader Councillor Gordon Matheson calls 2014 ‘The Year of Glasgow’ pointing out that 1.5 billion people around the globe will be watching the Games, meaning one in three of the entire world population ‘will have their eyes trained on Glasgow.’

But as he explains; ‘This didn’t just happen by accident. You don’t successfully bid for one of the largest sports events in the world by accident. As a city we’ve changed and diversified our economy away from reliance on heavy industry. Sport and culture are our two biggest focuses, while we have overtaken Edinburgh as a financial centre and are now the second largest retail centre in the UK. The low carbon and digital industries are now prominent just as the city was once the powerhouse of the industrial revolution.’

He promises to ‘deliver the best Commonwealth Games that have ever been held’ but says that this is not the peak of the city’s ambition but ‘an historic milestone in the regeneration of Glasgow.’ He adds: ‘This is a fantastic, joyful time and will give out the message that this is the place to be. But it’s also an opportunity for us to be on the world stage and it’s one I’m determined to exploit in the long-term economic interests of the city.’

He says he wants the world’s viewers to ‘see us as a friendly city which can run major events and which is open for business.’ There will be a business ‘embassy’ in the city centre during the Games with advice for potential investors on specific sectors. UK Trade and Investment, the UK government body that helps businesses expand overseas, will be headquartered in the council’s City Chambers during the Games. Organisers are also ensuring the host city benefits with some £180m of contracts awarded to Glasgow companies.

One of the main reasons for the bid’s success was that the city already had 70 percent of the planned venues in place, in particular Celtic Park, Ibrox and Hampden Park, and that they are already being used by residents rather than purpose-built and then abandoned. As Councillor Matheson says: ‘Our approach is that we will lend our world-class facilities to the athletes but they’re not built just for them. We have a strong business case for hosting the Games and we’ll be looking at attracting other major sporting competitions for many years ahead’

There are other major events in Glasgow this year including the MTV European Music Awards in November with a projected TV audience of 700m and the IAAF Diamond League Athletics just a fortnight before the Games and BBC Radio 1 Big Weekend in May. As Councillor Matheson says: ‘This is the Year of Glasgow.’

## City council is geared up for its biggest event

Hosting the Commonwealth Games is a huge challenge as well as an opportunity for Glasgow City Council staff, all of whom have stepped up enthusiastically to the mark. Chief executive George Black calls it ‘a fantastic opportunity’ and adds: ‘I’ve never seen anything like it in terms of can do attitudes from the staff. Everyone’s all about finding solutions. It’s been a tremendous inspiration for me. If I could harness that attitude it would be a great legacy!’

George, who has been chief executive since 2003 at Glasgow City Council, Scotland’s largest local authority, describes preparations for the 12 days of the Games as like ‘an emergency planning arrangement.’ Virtually every department of the council is involved from street cleansing and bin collections to trading standards, environmental health and leisure. He adds: ‘An organising committee is responsible for everything in the venues while the council is responsible for everything outside it including transport, street cleansing and cultural events.’

Glasgow has a strong record of organising events but the Games is on another level and certainly the biggest it has hosted. As George says: ‘We’ve got a good track record of handling events but this is 12 days, one after the other. To get the organisation geared up to that intensity is not something we’ve done before but I’m encouraged staff have really stepped up to the mark. It’ll be a big



Chief Executive George Black

moment in their careers.’ He says the Games have already had a major impact. ‘They’ve galvanised the workplace and the city. I’ve not seen this from any other event.’ Even the utilities have put their normal repair activities on hold. ‘Normally it’s a big task aligning all the bodies but the utilities have been great. There’ll be no roadworks during the games. If only we could harness that energy for routine work!’

He adds: ‘We’ve got a whole range of workstreams dealing with regulatory services, transport, trading standards, environment. Every council department has a role to play. We’re gearing the organisation for that 12 day period.’

The council is using its current staff complement without hiring in extras, relying on shiftwork and overtime and drawing in education staff as the Games take place during holidays. The tough stance on spending – the council is picking up 20% of the Games costs – is a reminder that like other authorities Glasgow City Council has gone through a major process of spending cuts and transformational change. Almost a third of the budget has been cut in the past four years along with staff losses. ‘We’ve come through an internal transformation, the biggest changes we’ve had, and the Games dovetails with that. At the same time we’ve got to grow the economy and deal with financial pressures on children’s services and from welfare reforms.’

The Games will also be helped by some 15,000 volunteers of whom 1500 are ‘city volunteers’ there to help visitors find their way round the city. Many of them are young people who have never volunteered before and for whom the experience will be a huge confidence-booster. See more on how the Games are helping young people on the next pages.

# Glasgow- A City of Tomorrow

Future City | Glasgow is an ambitious £24million programme which will demonstrate how technology can make life in the city smarter, safer and more sustainable.

Glasgow beat 29 other cities to win funding for the programme in a contest run by the Technology Strategy Board - the UK Government's innovation agency.

The city has embarked on a trail-blazing programme which will put residents at the forefront of technology integration and application and show how cities can work more efficiently with a reduced environmental impact. Analysis of data collected during the demonstrator will assist policy makers and inform future investment.

Innovative demonstrator projects will address challenges such as health, safety, transport and energy through the use of open data, apps, portals, intelligent street lighting, route optimisation software and active travel journey planners.

Future City | Glasgow is a collaboration between public and private sector agencies providing a range of services to the city. They include Glasgow City Council, Community Safety Glasgow, Police Scotland, housing providers, health and energy providers, universities, and Scottish Enterprise.

The new OpenGlasgow website represents a step towards a city where non-personal data is free and open to everyone. It will make information more easily accessible, allowing data to be processed and utilised for greater efficiency in the city. The public, academics and businesses are being urged to get involved both by using the data and contributing their own knowledge.

The programme will focus on four key areas: active travel (cycling and walking), energy, social transport and public safety.

## Examples of how it will benefit the city include:

The creation of a new integrated Glasgow City Operations Centre in the city's east end. The hi-tech facility has already opened and brings together teams from Community Safety Glasgow's (CSG) CCTV operation and Trafficom - the council team which monitors the city's traffic lights and traffic cameras. A new network of advanced digital cameras will also be installed across the city to replace the existing ageing system.

Intelligent Street Lighting will be trialled in two pilots. Energy efficient LED lamps will be installed which will demonstrate how the city could use them to reduce carbon emissions, increase safety and cut power consumption.

Sensors will also be trialled on lighting columns which could collect data such as footfall, air and noise pollution levels. This information will feed into OpenGlasgow where it will be available to the public.

Councillor Gordon Matheson, Leader of Glasgow City Council and Chair of Future City | Glasgow, said: "There is vast untapped potential in data sharing. Clever use of data can have huge benefits for the quality of life in Glasgow, the city's economy and the environment.

"Future City | Glasgow is exploring ways in which organisations can pool data and make it available to the public in meaningful ways for practical purposes."

The Social Transport project will demonstrate how technology can assist in the creation of a flexible and efficient, demand responsive transport service. It is exploring the use of route optimisation software and scheduling tools with providers such as Glasgow City Council's education and social work departments. This technology could modernise management of the services and enable fleets to operate more effectively.

Energy projects will show how technology can help ensure energy efficiency strategies are built upon increasingly accurate data.

Information on energy consumption in public buildings will be made available via the OpenGlasgow site. Half hourly meter readings will ensure the information is current.

Geographic Information Systems software and online mapping tools will create a clearer picture of power consumption in the city - making it easier to plan future developments.

Future City | Glasgow team will work with housing providers to address energy consumption in older, traditionally hard to heat properties. A pilot project is planned to test insulation methods for tenement flats and collect data on their impact on energy consumption. Glasgow has more than 60,000 tenement properties.

The Active Travel Demonstrator aims to increase the number of journeys made by bike or on foot in the city to help cut carbon emissions, boost air quality and improve health.

The aim is to let data drive investment - so resources can be put to best use. People who currently walk and cycle will be encouraged to use a smartphone app to help collect information which could inform infrastructure improvements.

Street lights which increase in brightness as a cyclist approaches will also be trialled on a section of off road cycle track. And data collected by people who currently walk or cycle will be used to identify the routes most used to travel around the city.

Find out more at <http://open.glasgow.gov.uk/> or follow the projects on twitter @openglasgow

## The State of Glasgow's Economy

Glasgow now has a far more resilient and diverse economy than it did a generation ago. Few could have imagined back in the 1970s that Glasgow would be one of the 10 biggest financial centres in Europe, or that more people are currently employed in tourism than have been employed in the city's shipyards in the past fifty years.

There is a thriving retail sector in Glasgow - the biggest in the UK outside of London's West End - generating over £2.4billion every year and bringing employment to tens of thousands of Glaswegians. There are other areas that have performed very well in recent years, however - notably the International Financial Services District, which has brought almost 16,000 well-paid jobs and £1billion of outside investment to the city over the past decade, and the expansion of 'green' industry and Glasgow's universities and colleges (over 100,000 students) point to an economy far less vulnerable to economic shocks than before.

The city was recently named by fDi magazine as the top-performing large European city for its foreign direct

investment strategy. Glasgow is enjoying huge levels of investment activity currently with a report published showing the value of recently completed, underway and planned investment in the city is £6.023billion.

Glasgow's success over the past 20 years has been built on public and private investment in a number of sectors to deliver a diversity that has allowed us to perform relatively well during the economic problems of the last five years, something that was learned from an over-reliance on heavy industry in the generation before.

The biggest benefits of business location in Glasgow are a highly-educated and flexible workforce, a very good transport system (the 2011 completion of the M74 boosting this reputation further), an efficient planning regime, an established public-private approach to development with a strong input from the city's universities, and access to large local markets as well as being well linked to the global economy.

The landscape of the city has been transformed since the turn of the century with a number of major retail

developments such as the Buchanan Galleries, the regeneration of the Clyde waterfront through projects such as the Riverside Museum and The SSE Hydro, and the preparations for the Glasgow 2014 Commonwealth Games.



Glasgow City Council is always looking for new opportunities for the people of Glasgow and while the city continues to be inspired by the successes of many of the employment and training legacy projects, it's also making sure that the Commonwealth Games continue to help the city's citizens flourish and the city's economy grow for years to come.

# Commonwealth Games Legacy

**A**part from being the biggest sporting event the city could ever hold, the Glasgow 2014 Commonwealth Games will be a once in a lifetime celebration of sport and a fantastic platform for the city to show the world what it can do on the global stage.

Glasgow City Council is making sure the city and its people are left with a lasting legacy from the Games – and that legacy is already being delivered.

## Glasgow's Starter for Ten

**E**very young Glaswegian will be given an account with a safe community credit union as part of a bid to halt the rise of high-cost payday lenders. The Future Savers scheme, launched by Glasgow City Council earlier this year, is the first of its kind in the UK. Dubbed 'Glasgow's Starter for Ten', the initiative will see the council open thousands of new credit union savings accounts for S1 pupils, with an initial deposit of £10 in each one.

Over time, this will ensure that every young person in the city has access to a dependable, responsible option for savings and money advice. It will also mean that, as adults, they will always have a better alternate to payday loans if they decide they need to borrow.

The project has been championed by City Treasurer Cllr Paul Rooney, who helped to sign up the first savers at Lochend Community High School in Easterhouse.

He said: "What we want to do with this project is give every young Glaswegian a safe and secure relationship with a credit union that is responsible to its members and to its community. "Straight away, they will start to learn about managing money and will have the opportunity to save.

"And if, years from now, they decide they need to borrow, they will also have access to a lender that knows them well and will help them - rather than simply see them as an opportunity to turn a profit."

Research carried out by the council last year suggests around 100,000 residents are regularly using payday lenders or similar non-standard forms of credit - fuelling a city market worth more than £57 million a year. A board created to investigate the extent and impact of payday loans in the city proposed a range of actions for all levels of government - including the innovative scheme to prevent young Glaswegians getting caught in a debt trap.

Thousands of young people have benefited from the new initiatives introduced to create jobs and attract more investment and tourism to the city.

Areas across the city are seeing the benefits in the form of new and improved facilities and transport infrastructure.

All the venues built or refurbished for the Games are already being used by the people of Glasgow. From the mountain bike trails high on Cathkin Braes, to the Emir-

ates Arena, Glaswegians have been the first to enjoy the top-class facilities.

And, after the Games, the first new residents will move into Glasgow's newest and eco-friendly neighbourhood with the 700 homes at the Athletes' Village.

The council is also making sure the legacy benefits reach as many people in the city as possible and to date more than 150 community groups and organisations have been granted legacy status.

The Glasgow 2014 Legacy Framework aims to make the city a more prosperous, active, inclusive, accessible, greener place, with a greater international profile and outlook.

Glasgow's preparation for the Games has already left the city better off and thousands of young people have gained jobs, apprenticeships and training places thanks to Glasgow's unique Commonwealth Apprenticeship initiative. The scheme is part of the council's ground-breaking £50million Glasgow Guarantee which is aimed at providing a job, apprenticeship or training place for everyone in the city aged between 16 and 24.

It includes the Commonwealth Apprenticeship Initiative, the Commonwealth Graduate Fund, the Commonwealth Jobs Fund and Commonwealth Youth Fund and the Glasgow Veteran's Employment Programme - all part of the city's 2014 legacy ambitions.

More than 4,500 people have gained employment opportunities through these projects since the summer of 2009.

The Commonwealth Graduate Fund targets the recruitment of up to 1000 unemployed or underemployed Glasgow graduates by offering financial assistance of up to £10,000 for the first year of new graduate jobs.

So far, the fund has assisted 543 previously unemployed graduates into employment in a variety of sectors, including accountancy, advertising, business, construction, design, engineering, human resources, IT, law, management, public relations and retail.

In addition, Glasgow-based businesses have won more than £183million Games-related contracts, showing they have skills to deliver world-class venues and facilities.

The council is always looking for new opportunities for the people of Glasgow and while the city continues to be inspired by the success of many of its employment and training legacy projects, it's also making sure that the Commonwealth Games help everyone in Glasgow to flourish and its economy grow for years to come.



City Treasurer Cllr Paul Rooney meets S1 pupils from Lochend Community High School, who were among the first to sign up as Future Savers.

The council has committed not to lease any of its commercial property to payday lenders and is working with the £13 billion Strathclyde Pension Fund to ensure no direct investments are made in the trade. Members are also lobbying Westminster and Holyrood governments to reform how lenders are allowed to operate - and to give local authorities greater planning powers to prevent high-cost lenders from swamping local high streets and town centres. At the same time, the authority is offering incentives to credit unions to be more visible in their communities; including rent subsidies and rates relief.

Cllr Rooney said: "It is clear that many people who use a series of short, expensive loans actually need longer-term credit, but often perceive it to be quicker and easier to get money with payday lenders.

"However, if someone already has a relationship with a credit union, then it can respond quickly and offer affordable, sustainable finance when it is needed.

"Just as importantly, it can also help them to save and manage their money well in the long term; which the payday lenders are just not interested in."