



GlasgowLife

Annual Review
2022/23

Everyone deserves a great Glasgow life.

Our year in review



Warm Places

In response to the cost of living crisis, Glasgow Life, in collaboration with Glasgow City Council and Glasgow Council for Voluntary Services, provided access to community centres and libraries for people to enjoy a cup of tea and a warm place to visit during winter 2022. Staff provided a friendly welcome as well as help with financial matters and a range of activities such as creative writing and digital learning.



Artists in Communities programme

15 artists and arts organisations were commissioned to deliver a diverse range of creative opportunities in different areas across Glasgow. Projects including (but not limited to) visual art, music, film making, storytelling, community events and poetry have benefited a whole variety of ages and abilities.



Caledonian Sleeper and Expedia

A new, innovative partnership with London & Partners, Caledonian Sleeper and Expedia was launched in March 2023. The campaign targeted consumers in the USA considering a visit to the UK, encouraging them to combine London and Glasgow in one trip.



Glasgow's Sport Awards 2022

Glasgow's Sport Awards 2022 celebrated sporting heroes, recognising their impact on sport, physical activity, and wellbeing. The awards honoured athletes, clubs, coaches, schools, and volunteers across all aspects of sport in the city.



The Love of Print

Kelvingrove hosted The Love of Print, a celebration of 50 years of printmaking at Glasgow Print Studio, showcasing significant works by renowned Scottish artists spanning five decades to the present day.



World Pipe Band Championships

The World Pipe Band Championships made a spectacular return to Glasgow Green in August 2022. Nearly 150 bands came to Glasgow from 10 countries including Argentina, Australia, Austria, Canada, Ireland, Israel and the USA to compete in front of a record crowd. The winners were Field Marshal Montgomery Pipe Band from Northern Ireland.



Dementia-friendly concerts

Glasgow's Royal Concert Hall's dementia-friendly concerts create a supportive environment which can help evoke memories, stimulate emotions, and promote social interaction in individuals with dementia.



White Water Writers

This partnership project with the University of Glasgow and funded by the Scottish Government's School Library Improvement Fund, enabled young people to write and publish their novels in a week. It has been successfully delivered across 10 schools.



Coach Core

Over 100 16 to 19-year-olds participated in our Coach Core programme to achieve a SVQ in sports coaching. Young people learn by doing the job rather than traditional classroom learning. Most graduates have gone into full-time roles, further education or personal training.

Welcome from our Chair



It is always a genuine privilege to meet people whose lives are being made better by Glasgow Life and the staff and volunteers working on behalf of the city.

Throughout this year I have been visiting museums, libraries, sports facilities and events across Glasgow, meeting colleagues and people using them.

Those visits reinforce that we can never lose sight of the important role Glasgow Life is playing in the lives of so many people, and this Annual Review offers you some insight into that.

From the individual programmes developed as part of the Live Well Community Referral pilot programme in Calton, to

the people we have helped claim millions of pounds in benefits they are entitled to, Glasgow Life helps them live happier, healthier lives.

At the same time, 600,000 people have enjoyed visits to The Burrell Collection which helped generate £20 million for Scotland's economy.

In the past year, I've visited inspiring projects like My Stories at Kelvingrove, the Jiggly Joggers and Women on Wheels groups, meeting people young and old and from all backgrounds.

Glasgow Life has a reach in the city that few other charities can match, and all our work is done on behalf of the people of the city.

Globally that work can be seen in the agreement signed with India to repatriate objects from Glasgow Life Museums; in the world-wide reach of events like the World Pipe Band Championships through livestreaming; and the brilliant Celtic Connections Festival.

Teams from Glasgow Life spent 2022/23 working to deliver the 2023 UCI Cycling World Championships and the 2024 World Athletics Indoor Championships.

You will see and hear a lot about these events in the next Annual Review and our efforts to help the city continue to thrive.

During my first full year as Chair of Glasgow Life, I have been constantly aware of the strong sense that people who work for the charity and who volunteer their precious time all do it in pursuit of a greater good.

When I add in how passionate people I meet are about what we offer, and the numbers who visit and use Glasgow Life to improve their mental, physical and economic health, it's clear why the charity is so important to the city.

As you read this Annual Review, you will see many of the successes of the year, all of which are underpinned by colleagues and volunteers.

I thank them for their hard work and thank you for taking the time to read more about what we do.

Bailie Annette Christie
Chair of Glasgow Life

A message from our Chief Executive



This year has been full of positives for Glasgow Life and the people of the city.

It was the year we reconnected with each other and rediscovered the joys of shared experiences.

For Glasgow Life it was the year we welcomed hundreds of thousands of people to The Burrell Collection, following its spectacular refurbishment and reopened St Mungo Museum.

Culture and Sport events were enjoyed by hundreds of thousands again across Glasgow, while libraries continued to be the heartbeat of their local communities; inspiring readers to dream and offering help and hope to fellow Glaswegians in times of need.

It has given me enormous pleasure and satisfaction watching people rebuilding links with family and friends, through the life-changing programmes Glasgow Life offers.

At the same time, I have been deeply impressed by the dedication and skills of the teams of colleagues across Glasgow Life and the volunteers who help us make a difference every day.

There is a clear bond between Glasgow and our charity, based on how important Culture and Sport is in improving the mental, physical and economic health of the city.

Glasgow Life is a charity quite unlike any other. It works to help Glaswegians every day and in every community in the city, meaning Glasgow Life is helping Scotland become happier, healthier and more prosperous too.

The year brought considerable challenges. The cost-of-living crisis affected everyone, and many Glasgow Life libraries were part of the Welcome Places programme through the winter.

Throughout - with the backing of Glasgow City Council, and our Board,

fundors and donors - our charity's commitment to supporting our city and its communities remained as strong as ever.

This Annual Review details how our work makes a difference to the people of Glasgow and visitors.

It is a snapshot of the work colleagues, volunteers, stakeholders and partners have been delivering together. It is also the story of the lives being changed every day; of people realising their potential and of understanding the opportunities Glasgow offers.

Glasgow Life continues to find innovative ways of delivering far-reaching benefits for people. We want to help people make lasting differences that benefit them and the city for generations to come.

Making a difference is what my Glasgow Life colleagues and our wonderful volunteers are here to do. We look forward to your continued support working on behalf of the people of Glasgow.

Susan Deighan
Chief Executive of Glasgow Life

Key highlights



September 2022

Davis Cup Group Stage Finals

The Davis Cup Final, dubbed 'the men's world cup of tennis', brought leading tennis nations together competing to become world champions, and saw the return of Sir Andy Murray to the Emirates Arena, while the conclusion of the Billy Jean Cup was hosted in November 2022 in the same venue, consisting of over 100 countries and marking the first return of the competition to Great Britain since 1991.

October 2022

King Charles III reopens The Burrell Collection

King Charles III formally reopened The Burrell Collection in his first official engagement in Glasgow as monarch. The King was greeted by cheers from children as he arrived to open the refurbished museum, nearly 40 years after it was originally opened by Queen Elizabeth II. He was taken on a guided tour, spoke to curators as he viewed the exhibits, and met with volunteers and those involved with the museum's refurbishment. The King was then invited to unveil a plaque by the chair of Glasgow Life, Bailie Annette Christie, who called it a 'momentous occasion' for Glasgow.



November 2022

Mother Goose

Glasgow Life's community touring pantomime returned with Mother Goose. The show was performed in nine community venues as well as on the former cruise ship, berthed on the Clyde, hosting Ukrainian refugees. Produced by our Arts and Music team, the pantomime was, for some, their first experience of theatre. It provided local



communities with access to an affordable and fun pantomime experience.

December 2022

European Capital of Sport

Glasgow was honoured to become the first city to be named the European Capital of Sport for a second time. The accolade will see the city's community clubs and volunteers celebrated throughout 2023 and given the chance to tell the world how they change lives through sport and physical



activity. A spotlight will also be shone on the city's world-class sporting facilities with the hosting of major international events such as the UCI Cycling World Championships in August 2023.

January 2023

Menopause Warriors

Glasgow Life Libraries played host to a new Menopause Warrior group – providing locally accessible support sessions for women going through peri-menopause and menopause. The sessions helped break down barriers and taboos associated with menopause and facilitated open discussion and quality information in a relaxed and supportive environment that enabled participants to make the right choices for them.

Menopause Warriors Group featured on the Menopause Revolution TV programme presented by Davina McCall on Channel 4.

Our services



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

Glasgow Life Museums

Overseeing one of the finest collections in Europe and the world, Glasgow Life Museums cares for the city's collections of over five million items.

We welcomed 3.5 million visitors, featuring prominently in the Association of Scottish Visitor Attractions' (ASVA) top 10 most visited attractions list for 2022/23: Riverside Museum (4th); Kelvingrove Art Gallery and Museum (7th); The Burrell Collection (9th).

Glasgow Life Museums became the first museum service in the UK to repatriate artefacts to India, welcoming dignitaries from the High Commission of India to Kelvingrove in August 2022 for the transfer of ownership.

In September 2022, visitors and different faith groups celebrated the reopening of St Mungo Museum; the UK's only public museum dedicated to religious life and art.

March 2023 marked the one-year anniversary since The Burrell Collection reopened after its refurbishment. Since reopening it has welcomed 600,000 visitors, who have been able to enjoy more of the collection displayed across a third more gallery space.



In October, His Majesty King Charles III reopened the collection.

Interim results from our museum visitor survey showed that 79% of visitors agreed their visit to the museum made them feel connected to Glasgow, and 91% stated they would recommend visiting a Glasgow Life Museum.

3.5 million

The number of visits to our museums last year.

Art and music

Art and music lovers

Glasgow Royal Concert Hall underwent a £2 million refurbishment. The funding from Glasgow City Council was used to replace the seats in the Main Auditorium and to make accessibility improvements. The investment will ensure it continues to be a world-class venue which allows the arts and music in the city to flourish.

The Glasgow Life Artists in Communities programme was launched to help transform lives by encouraging and enabling participation in creative and cultural activities. Many of the projects were inspired by the UCI Cycling World Championships, which will be hosted in Glasgow in August 2023.

Celtic Connections

As Europe's premier folk and roots music festival, Celtic Connections celebrated its 30th anniversary with a return to a fully live festival in January and February 2023. Audiences enjoyed over 300 events with more than 100,000 attendances at 25 venues across the city. The ongoing legacy created by Celtic Connections is demonstrated by its pioneering educational programme. This provides inspirational learning opportunities that nurture new generations' love of music. Since 1999, over 200,000 children and young people, and 70% of Glasgow's schools, have participated in activities that often offer them their first ever live music experience.



Celtic
CONNECTIONS
30TH ANNIVERSARY

Winner of the Outstanding Cultural Event.



Tramway

Tramway exhibited the multi-sensory Human Threads exhibition. The exhibit is informed by individuals with profound and multiple learning disabilities. Each artwork invites audiences to interact through various senses, expanding our perceptions of what an artwork is. It also makes

connections between people with complex disabilities and the wider world. Tramway's summer season included the annual 'Tramway Beyond Walls' initiative, which aims to engage with a diverse local audience outside of the physical limits of our building. The venue also showcased the life and career of celebrated Glasgow artist Norman Gilbert.

Glasgow Life Libraries



Glasgow Life Libraries deliver world-class library, learning, and information services for those who live in, and visit Glasgow.

2022/23 saw all of Glasgow's 33 libraries either open or undergoing refurbishment; attracting 2.7 million visits, of which there were 1.7 million physical visits and 954,000 virtual visits. Some 1.8 million books were issued, including 453,000 from our eOffer, while more than 900,000 usages of our PCs and WiFi were recorded.

Working with Glasgow City Council and Glasgow Council for the Voluntary Sector (GCVS), all libraries acted as Welcome Places during the winter, 11 of them offering tea, coffee, and food distribution through partners, as well as enhanced programming.

2.7 million

The number of people who visited our libraries last year.



Working collaboratively with our partners we delivered a wide programme of support, from the co-location of vital services including Jobs & Business Glasgow, Social Security Scotland, and the Citizens Advice Bureau, to access to our Family Finances Key Workers and Universal Credit support.

Govanhill Library received a £183,000 upgrade, ensuring it remains a vital community asset.

We continued to build on the success of the 2015 Vision for Glasgow Libraries with a refreshed Vision; consulting with local people and

communities in winter 2022 to ask how they would like to use Glasgow's library service over the coming years. A co-produced action plan to underpin the Vision will get underway in 2022/23.

Glasgow Life Communities



Our Communities Team supports and delivers formal and informal learning development activities and support services through adult education, youth work, early years and family activities as well as community development. The team also has responsibility for the coordination and implementation of Glasgow's Community Learning and Development (CLD) Strategic Partnership and Plan.

In 2022/23, there were over 7,700 attendances at adult learning, 3,500 attendances at digital learning sessions, and

16,000 attendances at youth programmes. The team also delivered 180 play and training sessions to children, families, and teachers.

Glasgow Life worked with partners to shape the Glasgow Community Learning and Development Action Plan 2021-24, identifying key priorities and projects for the city, and highlighting positive impacts to date.



30,000

The number of attendances at community learning and development activities in 2022/23.

A further seven community centres were reopened, enabled by £1.1m from Glasgow City Council. The 15 community centres, including Linn Park, attracted 391,000 visitors and 19,000 lets. Barmulloch and Drumchapel community centres operated as vaccination centres.

with a further 3 venues opened under alternative operating models.

Supporting Glasgow City Council with the People Make Glasgow Communities initiative, the team worked with 36 community organisations,

Glasgow Life Sport

The power of sport and physical activity can transform the lives of individuals. It can lead to improved health, more confidence, and a better sense of self-esteem, as well as teaching valuable transferrable skills like teamwork, communication and resilience. In addition, it can bring together people from diverse backgrounds who might not otherwise have a chance to meet.

Our aim is to ensure the transformational power of sport and physical activity can be enjoyed by all, by providing activities and opportunities which are scalable and sustainable as well as reflecting the diversity of our citizens.

In 2022/23, there were 3.9 million usages at sports venues and outdoor facilities, an increase of a million over last year.



Glasgow Life Sport, working in partnership with national and local organisations, enabled a number of programmes to be delivered 2022/23.

The Firhill Youth Project & Community Sports Hub aims to reduce barriers to sport for young people. Their inclusive water sports hub at Firhill Basin empowers local youth, creating confident sports leaders who contribute to

community growth. Through collaboration, more young people participate actively, gaining life skills and playing a central role in community development.

The past 12 months has also seen a significant return in swimming lessons, with class capacity increasing more than 160% to 131,000 lessons delivered, compared with 50,000 last year.



3.9 million

The number of attendances at our sports venues and outdoor facilities, an increase of a million from last year.

Our events



200,000

The number of attendances at events in 2022/23.

With a vibrant, diverse and year-round events calendar, Glasgow is a world-leading events destination.

75,000 people attended the Merchant City Festival in July 2022, showcasing outdoor arts, circus, dance and more. Glasgow Mela, Scotland's biggest multi-cultural festival, returned to Kelvingrove Park in June 2022 with 25,000 attendances. The Great Scottish Run was hosted in October 2022 with 21,170 entries – 3% higher than pre-pandemic.

Glasgow Life supported key annual events including Piping Live!; the Glasgow Short Film Festival; and the All Scotland Championships in Irish Dancing, while the Glasgow International Comedy Festival returned for its 20th year. Glasgow Film Festival welcomed cinema admissions up 25% from 2022.

Glasgow hosted the UCI Track Nations Cup in April 2022 and the UCI BMX Racing World Cup in May 2022, as well as celebrating 'one year to go' ahead of the 2023 UCI Cycling World Championships in August 2023.

Glasgow is recognised internationally as an experienced and innovative event host. Glasgow Green



is home to the annual World Pipe Band Championships. In March 2024, Glasgow will host the 19th edition of the World Athletics Indoor Championships, as well as the World Irish Dancing Championships for a record sixth time.

Our events team continued to attract and support events in Glasgow Life venues. In 2022, the inaugural British Kabaddi League Finals took place in Glasgow Club Bellahouston. Following its success, the event returned to the city in May 2023. Emirates Arena hosted two major tennis events: the Davis Cup Finals Group Stages and the Billie Jean King Cup Finals.

20 years after first becoming European Capital of Sport (ECOS), Glasgow holds the title for a second time in 2023. Glasgow is a global sporting city and a world leader in using sport to change lives. More than £40,000 has been awarded to communities across Glasgow in 2023 through the ECOS Fund to increase opportunities for people to get active and take part in sport.

Work is ongoing on the refresh of Glasgow's Events Strategy, and in 2023 we will create an action plan for the city in partnership with the Glasgow City Council and industry partners.

Visit Glasgow

Glasgow Life's Destination Marketing Team manages the city's destination marketing across consumer and business audiences and is responsible for building Glasgow's reputation as a leading leisure break destination for domestic and international visitors.

The team works closely with key industry stakeholders such as VisitScotland and Visit Britain, plus as well as local tourism businesses, transport providers and partner agencies.



News coverage achieved a reach of 17.7m and over 17k clicks to partner websites were generated.



Our Glasgow Music Nonstop campaign, which showcased the city as a key music destination to audiences in the north of England, was extended to August 2022. Digital activity delivered 16 million impressions and eight million video views, while a partnership with Avanti resulted in 931 additional trips to Glasgow.

To raise awareness of the city's winter and festive experiences as well as increase overnight stays, Love Glasgow this Winter was delivered. A flexible, targeted campaign targeted highly populated Scottish cities, it used a mix of media channels with a focus on digital platforms. Digital advertising achieved over 57 million impressions and six million video views.

To complement the work of VisitScotland's activity in the US, January 2023 saw the launch of a targeted marketing campaign in partnership with Expedia across the USA and UK markets to inspire visitors to consider a future trip to Glasgow.

February 2023, working in partnership with Caledonian Sleeper, saw the launch of media partnerships with The Guardian and Red Magazine, targeted at audiences in London and the south-east to encourage visitors to book a trip to explore Glasgow's cultural offering.

A new, innovative partnership with London & Partners, Caledonian Sleeper and Expedia was launched in

March 2023. The campaign targeted consumers in the USA considering a visit to the UK, encouraging them to combine London and Glasgow in one trip.

Content partnerships with FVW in Germany and TourMag in France provided key opportunities to promote the city's travel trade offering to international tour operators and included the launch of a French language Glasgow e-learning module for tour operators.

Tourism and Conventions



Recognised as a world-leading business events destination, Glasgow was named the UK's Best Convention Bureau at the Meetings & Incentive Travel (M&IT) Awards for a record 16th consecutive year in 2022. Glasgow Convention Bureau, working in partnership with the city's academic community, hotels and venues attracted more than 84,000 delegates across 280 conferences in

2022/23, worth over £106 million from delegate spend. In addition, the Bureau and city partners won 255 new conferences for future years, which will bring more than 80,000 delegates to the city and boost the local economy by £107 million.

Our Tourism and Conventions team also built on their commitment to sustainability,

with Glasgow retaining a top 10 position on the Global Destination Sustainability Index of nearly 100 tourism and events cities. Glasgow is the leading UK sustainable destination, placed 6th on the Index for 2023.



The Tourism & Conventions team welcomed 250 conference clients attending 87 site visits and hosting 5 Travel Trade familiarisation visits for UK and international buyers. In addition, the team delivered 2 in-person Glasgow Life Member events for around 200 attendees and held a variety of online educational sessions for the tourism and events industry.

The team attended a variety of in-person and online tradeshows, connecting with trade intermediaries and conference clients to promote Glasgow's travel trade and conference offerings:

- IMEX Frankfurt
- The Meeting Show
- IEEE Convene
- Discover Scotland, March 2022
- Explore GB, Feb 2023
- Coach Tourism Association, July 2022
- UKInbound Convention, September 2022
- VisitScotland London Sales Mission, November 2023



Volunteering



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

Making a difference

We continued to work with key stakeholders across the city to engage with thousands of volunteers of all ages and abilities to support the advancement of culture and sport in the city. Each person donating their valuable time, skills and experience to help make a positive impact in their local communities.

Over the last 12 months, 1,637 volunteers kindly donated 31,000 hours (twice as many as 2021/22), equating to an economic value of £336,000. Events included Celtic Connections, the Davis Cup at Emirates Arena and the World Pipe Band Championships. Volunteers also supported our Health Walks, Digi Pals, Coder Dojo, Memories Scotland and many more programmes.

Here are just a few of our volunteers' stories.

Helen

A free, confidential service for people affected by cancer is available at Glasgow Life Libraries across the city. Macmillan @ Glasgow Libraries offers emotional, practical and financial support.

A team of fully-trained volunteers run the drop-in services. They donate their time to offer a listening ear and provide wide-ranging information and guidance covering everything from physical concerns to issues relating to money, housing and caring responsibilities. They also signpost and refer people to services such as benefits, counselling, and bereavement support.

Helen has been a key member of the Macmillan @ Glasgow Libraries volunteers team for over two years. Having previously worked in the NHS, she was keen to try volunteering for a charity supporting health and wellbeing, while having an opportunity to develop new skills.

She said:

"From my online searches, the role of Macmillan Cancer Information and Support Volunteer stood out. I was impressed by the professionalism of the staff team and also by its aim; to provide support not only to the person with cancer, but also to their loved ones throughout all stages of their journey."

After completing the Macmillan @ Glasgow Life Libraries training, Helen was introduced



100% of volunteers would recommend Glasgow Life volunteering to friends & family.

89% of volunteers rated their experience as Very Good or Excellent.



to other volunteers working in the service. They were able to answer her questions and share insights into their own experiences. Then several months later she was delighted to become a lead volunteer.

Helen's role includes supporting the other dedicated and skilled members of the libraries-based volunteers team to ensure they have a positive experience. She feels that they all learn from and help one another.

Sandie

Sandie (pictured above) is one of 70 new volunteers at The Burrell Collection, becoming a Trainee Museums Collection Guide in March 2022 following the museum's £68.25 million refurbishment.

Looking for a rewarding role after retiring from a stressful job, Sandie's switch to the Glasgow Life volunteering team illustrates the positive impact volunteering has on our volunteers and those who rely on our services.

She cited "the exhibits and meeting people" as two of the most enjoyable elements of her role as a volunteer, which has also enabled Sandie to adjust to retired life.

Sandie said:

"Volunteering is really helping me to adapt to retirement. It's helping me to share my understanding and knowledge with others, and to stretch my brain and learn things I didn't know."



Eric

The story of Easterhouse Community Sport Hub (ECSH) cycle leader and volunteer Eric encapsulates what Glasgow Life stands for: improving the mental and physical wellbeing of the city's people and visitors through culture and sport.

Born and raised in Easterhouse, Eric was named as the winner of the National Lottery's Sport Hero Award in 2022 in recognition of his work getting people active in one of Glasgow's most deprived areas.

Having battled scoliosis, a condition where the spine twists and curves, and depression due to the constant pain he suffered, Eric became isolated and struggled to find work. The turning point arrived when he rediscovered his childhood passion for cycling.

With a newfound sense of freedom, Eric read online about the Phoenix Community Centre, part of the Glasgow Life and National Lottery-supported ECSH, and paid a visit to learn more.

Eric now helps to run the volunteer-led centre and oversees its cycle programme, having undertaken bike maintenance and leadership courses. He also participates in the ECSH table tennis club's sessions twice a week.

Our impact



Supporting everyone in Glasgow
to enjoy an active and culturally
vibrant life.

Get the best out of your Glasgow Life

Live Well Community Referral pilot is well received in Calton

A successful pilot programme to remove some of the barriers to health equality and wellbeing was introduced to the Calton area in the east of the city in June 2022. Since the launch, the free Live Well Community Referral programme has provided over 150 people the additional support they needed to access Glasgow Life's activities and services.

Participants are linked with an adviser who can help them find local activities and programmes they may be interested in, and even go along with them if they feel the first visit could be a bit daunting. As well as signposting to Glasgow Life activities and services, Live Well Community Referral also works in partnership with other community-based venues and charities such as the Bridgeton Community Learning Campus (BCLC) which offers lots of different educational courses, children's clubs, youth groups, literacy, numeracy, and employability support.

Learning support officer at BCLC, Gary Harkins said:

"Sometimes in life we all need a little bit extra encouragement



and the guys at Live Well Community Referral did that beautifully. Not only were the sport instructors highly qualified, but they also made time to join the group for a sandwich afterwards, building a positive rapport and putting people at ease. This was as important as the activity itself. By doing so, the instructors helped break down barriers to participating in something local people might not have otherwise engaged in. I really believe in the legacy this programme has created. I've watched this group's self-esteem grow; their physical activity journey has started. We've been trying to get something like this up

and running since I came into post. Working with Glasgow Life gives us the confidence to promote such a beneficial and enjoyable programme, whilst simultaneously offering a free service to local people. We cannot thank you enough!"

Theresa age 64 from Tollcross who joined 'Healthy Body Healthy Mind' added:

"I've been off work, but thanks to Erin I feel ready to go back. My husband isn't sure what to make of me meditating, but it has really helped. I hear Erin's voice in my head, breathe it all in and breathe it all out again. It's been a huge help."



My Stories launched at Kelvingrove Art Gallery and Museum, in partnership with The Hunter Foundation

Murdo Macdonald, Depute Headteacher at Bellahouston Academy has brought pupils to Kelvingrove Art Gallery and Museum for years. Although the museum is only a few miles from the school he was always surprised at how many young people had never visited before.

Many teachers believe museum visits, like all school trips, are anchors for learning. Lessons can be planned around a visit, meaning the learning experience is not solely on the 'big day', instead the excursion can be the beginning or culmination of a key part of the curriculum.

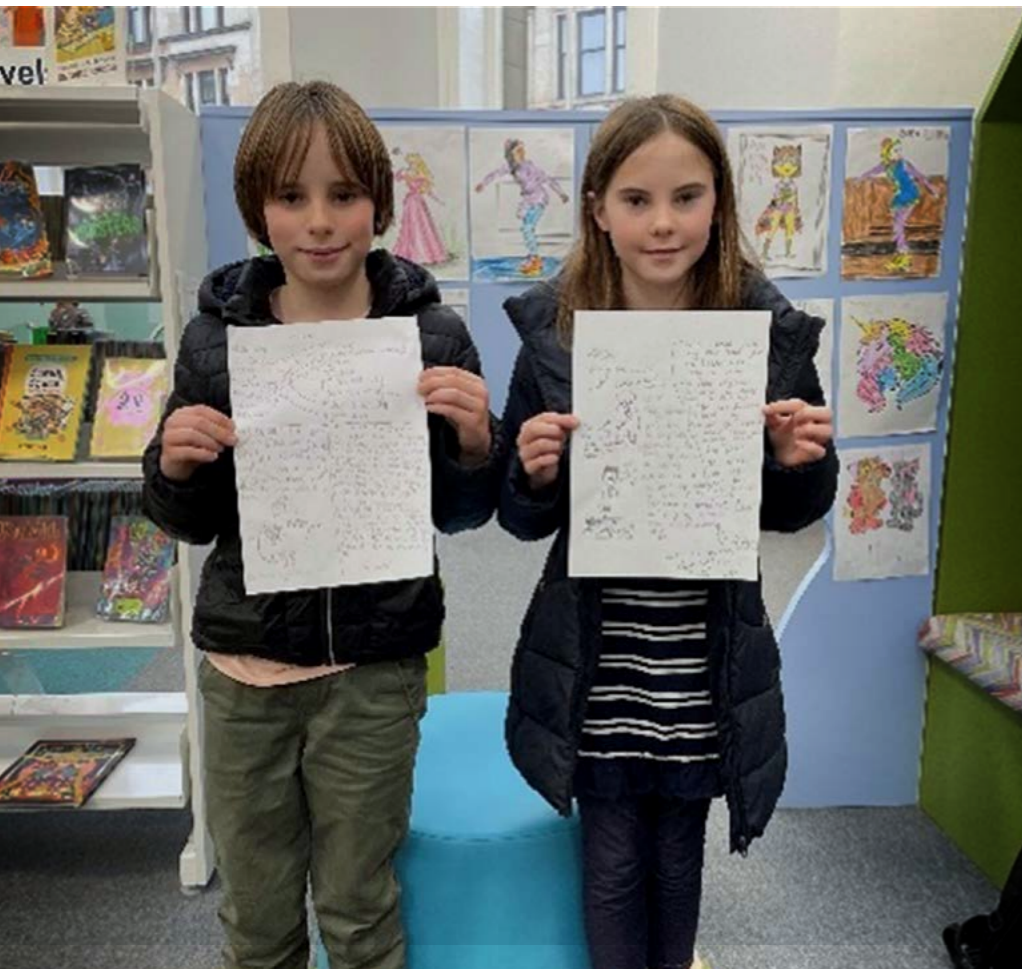
My Stories was created by young people for young people with the support of The Hunter Foundation. It's a pioneering, interactive learning experience during which small groups work together completing a range of playful games across the museum's different galleries using a tablet. The challenges are designed to encourage young people to look at an object and creatively express their responses to the city's incredible collection.

Murdo Macdonald, Depute Headteacher at Bellahouston Academy, said:

"In a school like ours, where 64% of our pupils are BAME and many of our pupils are new to Scotland, museums enable a wider understanding of Glasgow, and the value of cultural venues like Kelvingrove Museum cannot be underestimated."

Constance McSparran, an S6 pupil at Bellahouston Academy, added:

"At its core, My Stories acts as a catalyst for future opportunities for young people to become more connected to culture. The structure of My Stories allows young people to completely personalise their experience at the museum, and, crucially, makes us feel like we belong. Seeing this project come to fruition has been a real achievement and being involved in something that places young people in the driving seat, no matter their background, in a setting as important to Glasgow as Kelvingrove shows me that the city is advancing in the right direction towards a more progressive, innovative future."



Free creative writing sessions at Glasgow Life Libraries

We held a series of creative writing workshops and author talks at the start of 2023. The sessions gave children and adults the chance to try something new at community libraries across the city. Each of the creative writing

workshops for children focused on a different theme and was delivered by a different writer. Young people at Partick Library were joined by award-winning author Tom Nicoll. His session focused on how to write funny stories and characters.

Senan, aged 10, said:

'We were writing stuff about our character and what we enjoy and then we had

to write a story. I thought it wasn't going to be that fun, but it was really fun.'

India, his twin sister, said:

'I liked designing the characters and getting to combine our hobbies and what books we like to make our own characters. Mine was about a clumsy hippo who works for a detective. I would definitely come along again.'

Myra Paterson, Principal Librarian at Glasgow Life, said:

'Yes, these children could've visited the library and taken books out, interacted with the staff and spent time here. However, doing that extra layer of creative writing supports academic attainment, writing and spelling. It's great they can also do it in a library environment where it is completely free. It's about nurturing a love of reading; that's what events like this can do.'



Finding your Feet

Finding your Feet is a limb loss/amputee charity providing support and access to clubs for their members, known as troopers.

Glasgow Life has provided swimming and gym opportunities to troopers since April 2017. Starting with supervised sessions for three troopers, the program has grown to see attendance of between 15 and 25 troopers each week.

Nikki (Wellbeing co-ordinator at FYF) said:

'The fact you have offered coached sessions is something we're yet to find across the rest of Scotland. We use Glasgow as a comparison when looking at all of our other club areas, so I just wanted to say thank you for making it so easy here. It's been interesting over the last year or so trying to replicate what's in place in Glasgow; it's really made us aware of how accommodating and

empowering your programme can be for people.'

Here is what Finding your Feet trooper, **Izhar Hussain (pictured left) said:**

'I attend Glasgow Life's sessions to improve my health and I really enjoy Tollcross Gym; it's an opportunity to be more active, meet new people, and spend time somewhere else other than at home.'

Supporting the city's priorities



Ensuring our contribution to the economic, social and cultural and sporting life in Glasgow delivers positive impact.

Supporting the city's priorities

Glasgow City Council completed a strategic review of Glasgow Life in 2022/23. This recognised the economic and strategic benefits of our charity and agreed that Glasgow Life will continue to deliver culture and sport on behalf of the Council until the end of the current contract in March 2032. This ensures that Glasgow Life continues to support the Council's priorities and ambitions as set out in the new Glasgow City Council Strategic Plan, including acting as policy

lead on a number of plans and strategies for the city:

- Glasgow's Tourism and Visitor Plan
- UNESCO City of Music Plan
- Glasgow's Events Strategy
- Sport and Physical Activity Strategy
- Glasgow's Cultural Strategy
- Vision for Glasgow Libraries
- Glasgow's Community Learning and Development Plan



Glasgow City Council grand challenges



Reduce poverty and inequality in our communities



Fight the climate emergency in a just transition to a net zero Glasgow



Enable staff to deliver essential services in a sustainable, innovative and efficient way for our communities



Support the growth of an innovative, resilient and net zero carbon economy



Glasgow City Council's Strategic Plan for 2022-2027 was published in October 2022, detailing four grand challenges facing the city, and setting out how they will be addressed by the Council family, including Glasgow Life.

Through the delivery of our mission to inspire every citizen and visitor to become engaged and active in a city globally renowned for culture and sport, Glasgow Life contributes to all four grand challenges through our strategic priorities.



Advancing culture and sport in the city

As the city gears up for the UCI Cycling World Championships in August 2023, the Go Glasgow Cycle Fund is supporting projects across the city to provide opportunities for people to experience the enjoyment of cycling. To date, 29 community groups have received a share of more than £160,000 towards new and enhanced cycling initiatives.

Sport and physical activity are an integral part of life. In 2023 the city is honoured to be the first city named the European Capital of Sport (ECOS) for the second time.

Our ECOS theme is Changing Lives through school, community and health sport, and since January 2023 Glasgow Life has been supporting a year-long programme of activities around participation and public health; building on the profile and massive scale of the UCI World Cycling Championships.

In the 12 months since its reopening in March 2022, The Burrell Collection has welcomed over 600,000 people, cementing its place in the local community, while securing substantial economic benefit for the city and enhancing Glasgow's international reputation as the cultural capital of Scotland.



Improving the physical and mental wellbeing of local communities through our partnerships and the delivery of cultural and sporting activity

Glasgow Life supported Glasgow City Council's Welcome Spaces initiative over the winter months with 18 of the 23 Welcome Spaces in the city managed by Glasgow Life.

Glasgow Life's Live Well Community Referral pilot launched in June 2022. This transformative and preventative approach to tackling health inequality provides free and bespoke support to those most in need of engaging with cultural and physical activities across the city. Initially focused on the Calton area of the city,

it has recently expanded to Shettleston, Parkhead and Dalmarnock. At the end of March 2023 over 150 referrals had been received.

Supporting the vibrant city economy

Celtic Connections, the Glasgow Mela, the Merchant City Festival, and the World Pipe Band Championships.

In October 2022, Glasgow Life's Tourism and Conventions team launched an innovative Sustainable Tourism and Conventions Action Plan to help Glasgow lead the way as a world-class sustainable and responsible tourism and conference destination.

Reinvesting income to achieve our vision

At the end of 2022/23 we have invested £6.1 million in energy saving projects, with cumulative carbon savings estimated at 12,457 tCO2. Projects include boiler/AHU replacements, CHP installations, building fabric improvements, pool covers, and upgrades to the building management system. A project to convert the entire estate to energy efficient LED lighting is currently under way. Solar panels have been fitted at the Burrell Collection, with further installations anticipated at Kelvin Hall and the Emirates Arena. Glasgow Life staff are key to achieving net zero by 2030, so April 2023 marked the beginning of a year-long campaign to raise awareness and embed sustainability into the heart of the organisation.

Reporting on our performance



Walking Football at Glasgow
Club Scotstoun

Income and expenditure

Financial performance (including CIC)

Extract of unrestricted income and expenditure (including CIC)

Income	£000	%
Grants & Donations	2,503	1.9
Community Interest Company	6,449	5.0
Leisure & Cultural Activities	31,928	24.9
Interest received	846	0.7
Service Fee – Glasgow City Council	86,460	67.5
	128,186	

Costs	£000	%
Community Interest Company	(6,803)	5.3
Leisure & cultural activities	(121,383)	94.7
	(128,186)	
Surplus on unrestricted activities	0	
Reserves brought forward	618	
Total Reserves	618	

Culture and Sport Glasgow (Trading) Community Interest Company

	£000
Turnover	7,412
Service fee	1,640
Interest	204
Total income	9,256
Cost of sales	(2,565)
Operating expenses	(6,691)
Operating profit	1,490

The 2023-24 target for income generated through the company's charity and CIC is as follows:

Income generation 2023/24	Target
Charity	£22.1 million
CIC	£5.3 million
Total	£27.4 million

Our performance

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

- Glasgow Life's Business and Service Plan (2023-25)
- Glasgow City Council's Strategic Plan (2022-27)

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

R	A	G
> -5% below	-2.5% to -4.9% below	-2.49% (or higher)

During 2022/23 we agreed to report to Glasgow City Council:

Measure	2022/23			2023/24
	Actual	Target	Status	Target
The number of attendances at Glasgow Life directly managed venues including festivals and events	11.2 million	8.3 million	G	11,413,594

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	2022/23			2023/24
	Actual	Target	Status	Target
Breakdown of the number of attendances at Glasgow Life directly managed venues, including festivals and events	11,185,853	8,345,435	G	11,413,594
Glasgow Life Museums	3,453,403	2,153,840	G	3,161,000
Glasgow Life Arts, Music & Cultural Venues*	416,761	346,425	G	529,000
Glasgow Life Libraries	2,651,675	1,793,811	G	2,406,125
Glasgow Life Community Facilities**	464,868	350,627	G	492,443
Glasgow Life Sport	3,993,015	3,474,170	G	3,939,465
Glasgow Life Events	206,131	226,562	R	885,561

* Does not include Mela (25,000) and Merchant City Festival (75,000) which are included in the Events figures, as are the 2023/24 targets for both of these events and GI.

** Includes 44,764 attendances at venues reopened mid-year and for which no target was set for 2022/23 as this year acted as a baseline year post-pandemic and 68,208 attendances at venues acting as vaccination centres.

Destination Glasgow	2022/23			2023/24
	Actual	Target	Status	Target
Economic value of conferences	£107 million	£60 million	G	£90 million
Economic value of conference sales won for future years	£108 million	£75 million	G	£115 million



**With
thanks**

Everyone deserves a great Glasgow life.

With thanks

Our sincere thanks go to the partners, funders, individuals and organisations who have so generously supported our charity in 2022/23, including those who choose to give anonymously. Every single donation helps people to enjoy a great Glasgow life.

Aggreko
ALVA
American Federation of Arts (AFA)
Art Fund
Art UK
ASVA
Autism Scotland
Bangladesh Association Glasgow
British Council
British Library
British Museum
Celtic FC Foundation
Celtic Rovers
City of Glasgow College
Claims Conference
Coalition for Racial Equality and Rights (CRER)
Colourful Heritage
Creative Scotland
Department for Culture, Media and Sport
Developing the Young Workforce
Ediston Real Estate
Education Scotland
Emirates
European Commission
European Museums Forum
Event Scotland
Farrans Construction
Fraser Suites
Friends of Glasgow Museums
Friends of People's Palace, Winter Gardens and Glasgow Green
Glasgow City Council Employability Services
Bòrd na Gàidhlig
Glasgow Association for Mental Health
Glasgow Centre for Population Health

Glasgow City Heritage Trust
Glasgow Council for the Voluntary Sector
Glasgow Disability Alliance
Glasgow Guarantee
Glasgow Housing Association
Glasgow Museums Members
Glasgow Museums Patrons' Circle
Govan Old Parish Church
Health and Social Care Partnership (HSCP)
Historic Environment Scotland
International Council of Museums UK (ICOM UK)
International Slavery Museum, Liverpool
LTA
Lyon and Turnbull
Mackintosh Action Plan and Strategy Group
Manchester Museum
McLay Dementia Trust
MCR Pathways
Migrant Voice
Museums Galleries Scotland
Nancie Massey Charitable Trust
National Galleries Scotland (NGS)
National Health Service (NHS)
National Library of Scotland
National Museums Directors Conference (NMDC)
National Museums Liverpool (NML)
National Museums of Scotland
National Trust for Scotland (NTS)
NHS
NHSGGC
Open University
Parkinson's UK
QA
Rathbones Folio Prize
RBC Brewin Dolphin

Renfrewshire Council
Rewards Training Scotland
Royal Highland Fusiliers
Royal Society for the Protection of Birds
Rumpus Room
SAMH
Savills
Scottish Book Trust
Scottish Contemporary Art Network
Scottish Council on Archives (SCA)
Scottish Fire Brigades Heritage Trust
Scottish Football Association
Scottish Gymnastics
Scottish Library and Information Council
Scottish Prison Service
Scottish Refugee Council (SRC)
Scottish Swimming
Sir William Burrell Trust
Skills Development Scotland
sportscotland
Streetlevel Photo Works
Tennis Scotland
The Austin and Hope Pilkington Trust
The Fidelity UK Foundation
The Foyle Foundation
The Gannochy Trust
The Glasgow Dean of Guild Court Trust
The Gordon Fraser Charitable Trust
The Headley Trust
The Hugh Fraser Foundation
The Hunter Foundation
The Merchants House of Glasgow
The Nairn Family Trust
The National Lottery Community Fund
The National Lottery Heritage Fund

The Scottish Government
The Tay Charitable Trust
The Taylor Family Foundation
The Turtleton Charitable Trust
The W M Mann Foundation
The Wolfson Foundation
UK Government
UK Sport
UKSE
University of Glasgow (UoG)
University of St Andrews
University of Strathclyde
Victoria & Albert Museum
VisitScotland
VOCAL
Waterstones Booksellers

As a charity, we rely on your support to help more people live a great Glasgow life. Visit our website to find out how you can get involved.

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

