





2011 -2061

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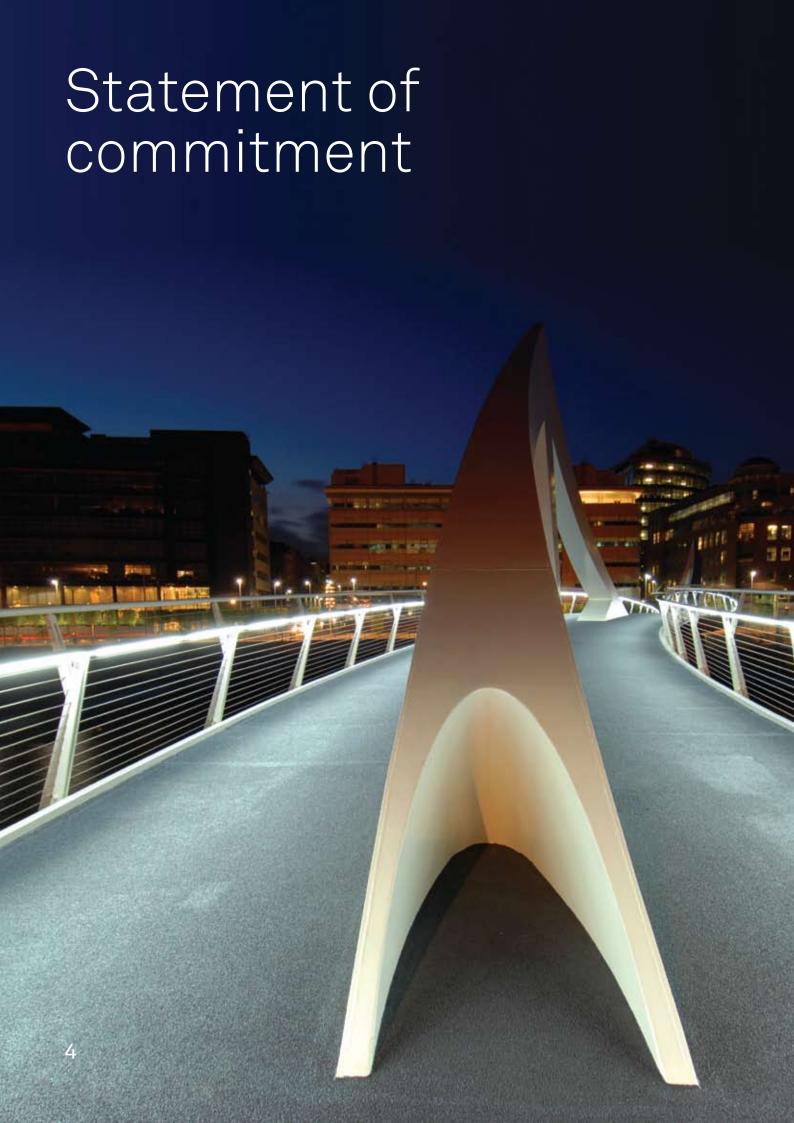
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Acknowledgments





Gordon Matheson Leader of Glasgow City Council



Glasgow's character has been shaped by the city's past. From its origins as a religious and university town in the remote north-west of Europe, Glasgow successfully took a world-leading role in the growth of transatlantic trade with the Americas, global trade in cotton and chemicals, innovation in science and technology and the production of iron and steel. This continued through to shipbuilding and locomotives, and regeneration through culture. Characterised by one author as "the city that refused to die", Glasgow has a long history of reinventing itself.

Written off as a lost cause less than 50 years ago, a new Glasgow has emerged — building on the best of the past and positioning itself for the future. Substantial investment has been ploughed into business, social and educational infrastructure. New sources of employment have emerged, new jobs have been created. And there has been a remarkable change in the look and feel of the city centre, in particular.

Glasgow has been 'Miles Better', the 'European City Of Culture', 'The Friendly City' and the 'UK City of Architecture and Design'. It is now 'Scotland with Style' - and will soon host the 2014 Commonwealth Games.

The Glasgow of 2011 has transformed a great deal since 1961. But we still face huge challenges – poor health, poverty, unemployment and many social issues including drink, drugs and sectarianism. The city must become more resilient to reduce the harm caused by the deindustrialisation of the 1970s and 1980s, and to be in a better position to respond to future, as yet unanticipated, transformations. These issues must all be addressed if the Glasgow of 2061 is to be a city of opportunity for all of its citizens. We must challenge ourselves to pioneer new ways to regenerate this wonderful city, and once again be a leader in city renewal and reinvention.

Beneath all those things, Glasgow's true character lies in the strength of its people. Warm, welcoming, resilient and adaptable, they are fiercely proud of their city. And they are our city's greatest strength.

Future Glasgow will start the next chapter of the city's evolution by building on Glasgow's greatest assets. These include the creativity and pride of our citizens, our world class arts, cultural and education institutions, the heritage of the city centre and our many neighbourhoods, and the diversity of our private and social enterprise.

For the immediate future, the public, private and voluntary sectors all face severe funding constraints. But difficult times provide the motivation and drive for Glasgow to start looking much further ahead – and to be courageous. This city vision does exactly that. And it starts with the aspirations expressed by the citizens for the kind of city they want Glasgow to be.

If we can begin to see the future we would like for our city and ourselves, we can actively begin to plan for it. That is why this vision is so important. And, given the challenges facing our city, I believe it must be a priority.

That's why I am fully committed to Future Glasgow – the People's City.

Worklessness (2025 - 2061)

Glasgow will confront the problems of long term worklessness, creating meaningful activity for workless people of all ages, experimenting with new economic models. And where possible transferring ownership assets to community groups and social enterprise to stimulate third sector growth.

Implementation (2025 - 2061)

Glasgow Economic Commission's recommendations have been implemented and a longer term economic strategy is in place.

City centre (2025 - 2061)

The next phase of the city centre's International Financial Services District has been completed with the creation of 15,000 new jobs.

Start ups (2025 - 2061)

The number of business starts in Glasgow is at the Scottish average.

The vision in this document is a draft. Before it is reviewed and approved by the council, please tell us if you think it's going in the right direction. Please complete the feedback questionnaire on page 26 of this document. We need to get this right – and what you say is important.

Once the council has approved the vision, the hard work will begin. We, the council, can't turn this vision into a reality on our own. We need support and input from everyone who plays a part in Glasgow's future — citizens, community groups, public organisations, businesses, voluntary organisations, social enterprises and government bodies. We will lead on this process and set an example by transforming the way we work. We will also encourage and help others to do the same. More information about how we propose to take the vision forward is described in on page 24.

Tell us what you think - we need your feedback!



"[I hope in 2061] People have equal life chances and lifespan expectations are far less unequal in different parts of the city."



High growth (2025 - 2061)

Glasgow has 50% more high growth firms than it does today. High growth firms are enterprises with an average yearly growth in employees or turnover greater than 20 percent a year, over a three



Retail centre (2025 - 2061)

Glasgow safely remains the second retail centre outside London.

Flexibility (2025 - 2061)

There are far more opportunities to learn and use new employment skills and get entrepreneurial support, recognising that traditional employment structures and ways of working will not suit every citizen.

Top 20 (2025 - 2061)

Glasgow is one of the world's top 20 cities for creativity and enterprise.

6 Star (2025 - 2061)

Glasgow has two Michelin Starred restaurants and a six-star hotel.

"[I hope in 2061] Recycling is normal practice. Eco-housing is for everyone. Public transport is great. The city is clean. There are good jobs and this is a place where people want to stay." Future Glasgow is a vision of what we the council, our partners, stakeholders and the people of Glasgow would like the city to be like in 2061, 50 years from now. And, how we will make this vision a reality.

It's a vision of a leading European city where our citizens' creativity, enterprise and cultures will flourish. Everyone will have the chance to enjoy an active, healthy and fulfilling life. And neighbourhoods will be rid of the problems caused by the industrial decline during the twentieth century.

Above all, it's Glasgow's statement about how the people of Glasgow, the government and businesses will work together to make this vision a reality – for the greater good of the city that we love.

Lots of things could happen over the next 50 years.

- Our climate could change dramatically and our sea level could rise
- · New sources of energy could be developed
- The current financial crisis might bring about a whole new economic system
- China and India might become superpowers and then be overtaken by other countries
- · Scotland could become independent
- The European Union might not exist

So our vision of Glasgow's future must be flexible, ready to respond to whatever changes take place throughout the next 50 years.

It's important this city vision has some key targets which relate to the city's priorities for the future.

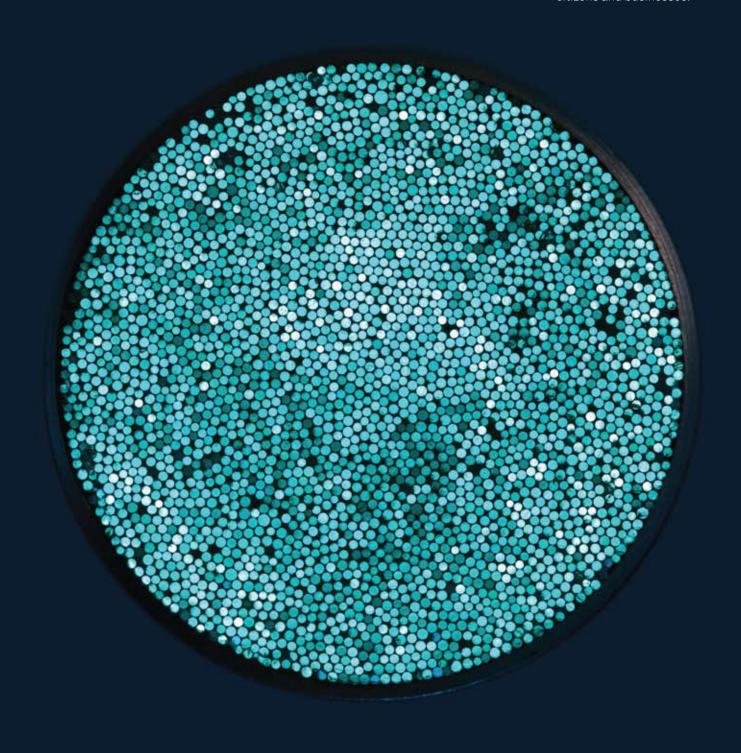
These targets are spread throughout this document.

What is Future Glasgow?

"[I hope in 2061] We make people and communities the heart of Glasgow. Support community events and local festivals."

Broadband (2025 - 2061)

Glasgow has rolled out third generation broadband, faster than other UK cities, to all its citizens and businesses.



Education (2025 - 2061)

Glasgow will make sure every child who leaves school can read and write and has good number skills. All adults with reading, writing and number issues will receive support.

Talent (2025 - 2061)

No citizen feels their own education has failed to make the best of their talents and education opportunities of various types guaranteed.

Qualified (2025 - 2061)

The number of people with no qualifications is less than the Scottish average and less than similarly sized cities in the UK.

What is a city vision?

This city vision is a statement of values about the kind of city Glasgow aspires to be. It provides a long term plan to guide strategy, policy, investment and action for years to come. Not just by the council, but every citizen, community group, public organisation, business, social enterprise and government body which plays a part in Glasgow's future.

The council has produced this draft vision based on the hopes and desires of Glasgow's citizens.

During the last year, the council asked over 2,700 people what they want Glasgow to be like in 2061. We've been to youth groups, multi-cultural festivals, focus groups, community events, seminars and schools. We've talked to people from all ages, backgrounds and areas across the city. We've asked politicians from across the political parties, and experts in education, business, environment, transport, culture, housing and other specialist fields.

They told us two main things:

- Future Glasgow must focus on improving the quality of life for everybody in the city, and
- Our citizens and institutions must work together better and in radically different ways to make this happen

You will get a flavour of what those 2,700 people told us as you read this document, because it's based entirely on their aspirations for Glasgow in 2061.

More information

If you would like to find out more about what they told us, full reports are online at www.glasgowcityvision. com or from the Future Glasgow team, whose contact details can be found on the back cover of this document.

"[I hope in 2061] We take our pride in our people into areas we're less good at – health, litter, drinking, communities. We should be an example of how to build a true sense of community to the rest of the world, and boast about it. Need to work locally, with joint resources, building community solutions."







"[I hope in 2061] we create high self esteem and pride among people, especially youth; from these come the innovation and enterprise that creates wealth in the city."

University (2025 - 2061)

Glasgow has two universities in the world's top 100, with at least one in the top 40.

Top 50 <u>(2025 – 2</u>061)

Glasgow is one of the world's top 50 cities for education and learning.

Collaboration (2025 - 2061)

Universities, colleges, government and business work better together for the good of the city and its people.

Governance (2025 - 2061)

Community governance of local sporting and cultural facilities will be the norm throughout the city.

Glasgow now... And in 2061

Glasgow has made huge progress in recent years.

- Glasgow is an international tourist destination, something which was unthinkable 50 years ago. Around 2.3 million tourists visit the city each year generating around £600 million for the local economy
- We are an important part of the Scottish and UK economy: Glasgow, combined with the Clyde Valley, Edinburgh and the Lothians, is part of the UK's biggest metropolitan economy outside London
- Glasgow is the centre of a city region, the Clyde Valley, which produces goods and services to the value of £35.4 billion a year (2008)
- Glasgow and the Clyde Valley are home to 11% and 34% respectively of Scotland's population, and the location for 17% and 35% respectively of all Scottish jobs
- The city centre has been transformed over the last 20 years and Glasgow has become the second largest retail centre in the UK

- It's the third largest centre of further and higher education
- The total number of jobs in the city grew by 70,000 in the ten years to 2005
- It has a growing collection of creative businesses, with employment in the creative and cultural industries accounting for 11% of the city's jobs
- We have delivered some major cultural and sporting events from the Garden Festival to the forthcoming 2014 Commonwealth Games
- We are coming to the end of our largest ever social housing investment programme which has seen a transformation of the city's social housing stock

But those 2,700 people who helped us to produce this draft vision have told us loud and clear that Glasgow faces some big issues that need to be addressed. The following list combines what they told us with some publicly available statistics.

Poor health and deprived neighbourhoods

- Too many neighbourhoods feel neglected, rundown and unsafe
- Almost half of Glasgow's residents

 285,000 people live in 20% of most deprived areas in Scotland.
 Just 3% of the city's population (17,000 people) live in the top 10% of least deprived areas in Scotland
- At least 10,000 people each year in the city seek help because they are homeless
- There is too little respect and tolerance between citizens, especially the lingering blight of drink, drugs and sectarianism. The city's rate of drug-related deaths is the highest in Scotland: double the national average and rising. More than 6,000 children in Glasgow are estimated to live with a parent who has a substance misuse problem
- There are massive differences in people's health between different parts of the city. For example, there's an estimated 15 year gap in male life expectancy between Bridgeton and Dennistoun and that of Anniesland, Bearsden and Milngavie. The likelihood of a boy aged 15 in Bridgeton or Dennistoun reaching his sixty-fifth birthday is little better than one in two, or 53%

Education and support needs to be improved

 Education and support still doesn't offer the best start in life for all of our young people, with too much wasted creativity and potential

We want more jobs and more people in employment

• Nearly 30% of our working age population is economically inactive, compared to 20% nationally

- 33% of Glaswegian children live in households where no-one works, a figure which is much higher than the Scottish average of 19%
- The number of people on unemployment benefit has nearly doubled in the last 4 years. An extra 36,000 Glasgow residents would need to be in work for the employment rate to match that of Scotland

We want to be more carbon neutral

 Our city is a long way from being carbon neutral. For example, car use and traffic pollution continue to increase, and people are walking less

Be more innovative

 The city needs to be more creative, more outward looking, and better connected to the rest of the UK, Europe and the world beyond

These facts and opinions need to be tackled. But, despite these problems, Glaswegians are immensely proud of their 'Dear Green Place.' There's a huge desire to see the city and its people succeed. The city centre, our buildings and heritage, the River Clyde, and the unique Glaswegian spirit and humour all emerged as huge assets which we should celebrate. How do these positive things fit into a vision for Glasgow in 2061?

"Our public transport is too often inadequate. Transport services will be significantly improved — cleaner, safer, more reliable, more affordable, and generally more options available."

Better public transport

 Our public transport is too often inadequate. Transport services must be significantly improved – cleaner, safer, more reliable, more affordable, and generally more options available

Public sector working better together

 Our public sector needs to be more enterprising, work more collaboratively, give more power to communities, and get more power from central government

Make more of the River Clyde

 The Clyde, once a source of pride for Glaswegians, is now seen by many as a source of neglect. People want more activity on the river, and more things happening on its banks

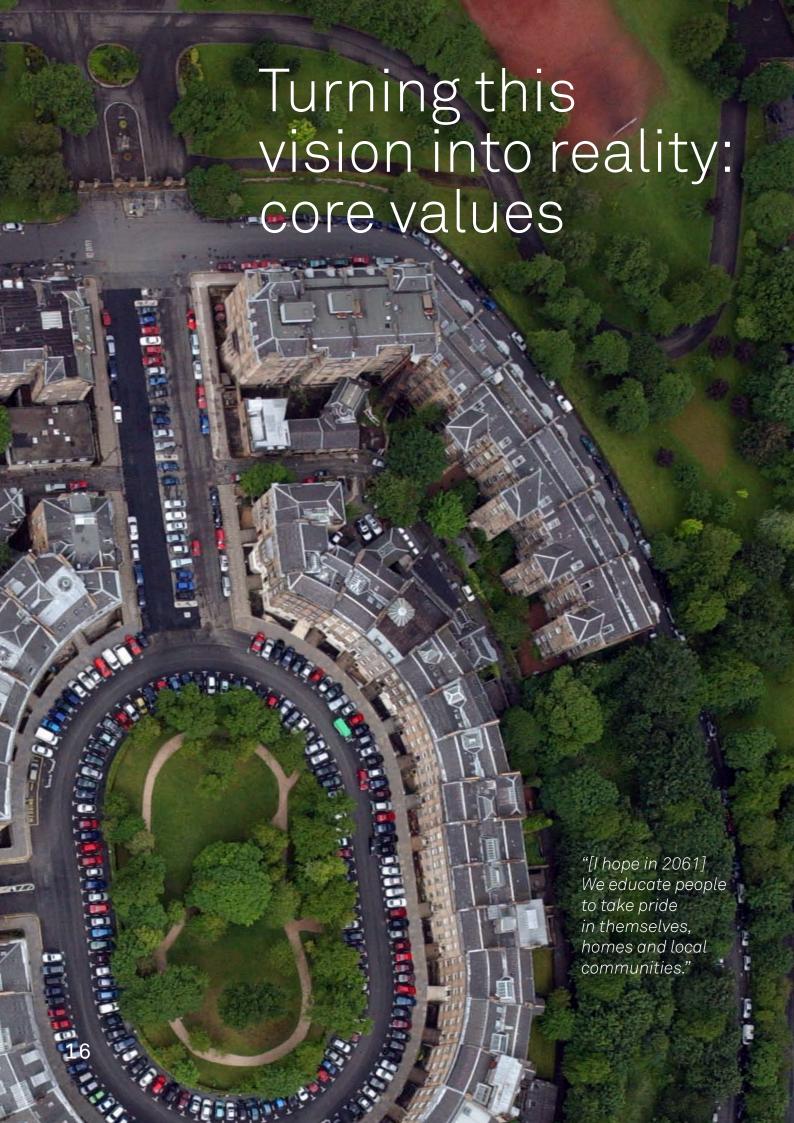
...AND HOW GLASGOW COULD BE IN 2061

The 2,700 people who helped us to produce this draft vision also told us that Glasgow in 2061 should be a city which celebrates and nurtures our biggest asset: its people.

The messages that came back from the public engagement programme included demands for:

- Vibrant, safer and more tolerant neighbourhoods
- A more accessible city centre and productive River Clyde
- Healthier and greener lives
- Better transport and communication links
- Freedom to realise our creative potential
- A more thriving, enterprising and active city

These aspects are explored in more detail in the coming sections.



Major events (2025 - 2061)

Glasgow is a world class destination and has hosted major international cultural or sporting events every three years, including the World Indoor Athletics Championships and the World Cycling Championships.

Top 10 (2025 - 2061)

We are recognised as one of the top 10 sporting event cities in the world.

Legacy (2025 - 2061)

The legacy of these major events will be more than economic, with links to sports development programmes resulting in increased participation and improved performance in sport.

Turning this vision into reality is a huge task. It will involve a massive change in the way we govern ourselves, the way citizens and institutions treat each other, the way we work together, and the way we learn and educate ourselves.

We must also remember this is a vision for our city in 50 years time. These changes will not be completed within five years and maybe not even within 10 years. But we must start now to develop a plan with gradual goals that will provide clear direction, governance and delivery of the vision.

Core values

We believe that making the vision a reality needs to be based on some core values.

Creative and enterprising

We want Glasgow to be a place where everyone, especially young people, can realise their potential in culture, creative activity, work, education, sport, or wherever it may lie.

Creativity, teamwork and enterprise will be encouraged and promoted everywhere – in neighbourhoods, in business, in education, and across the public, private and voluntary sectors.

Opportunities for everyone

There will be opportunities for all of us, wherever our abilities lie and whatever our background. No-one should be left behind for lack of opportunity. Glasgow will be a fairer and safer place to live.

Teamwork

Glasgow will also be a place where everyone will work together to achieve our goals. The city's neighbourhoods will have remerged as places where people can enjoy healthier and more rewarding lives. Intolerance and sectarianism will have been banished. And the way that the city is run will have been changed radically: business and communities will be more equal partners with the council and public institutions, and Glasgow as a whole will have more powers to govern itself. This will need strong mutual respect and tolerance at every level – amongst citizens, between the city's institutions and its citizens, and with national and international institutions.

Creativity and enterprise, opportunity and fairness, teamwork and respect

We have a heritage of these values in Glasgow. These values helped to make this city a great place, a city of which Glaswegians are famously proud.

"[I hope in 2061] Self-esteem, especially among young women is higher in Glasgow, particularly in the East End."

Getting involved (2025 - 2061)

Participation rates in sport and physical activity will have increased to be on a par with national levels.

Plan (2025 - 2061)

The city has a clearly prioritised long term plan for transport.

Connected (2025 - 2061)

Glasgow has three direct scheduled routes to US and new connections to five European centres.

Trade (2025 - 2061)

Glasgow has direct transport connections to the world's five biggest economies and trade centres.

"[I hope in 2061] There are no more gangs." To give you a clearer idea of how this vision would change Glasgow for the better, this section will give you a flavour of what life in Glasgow could be like from different perspectives. Targets for achieving this vision have been detailed throughout the document.

Future Glasgow: the city's vision

What will make us happy and healthy?

Glasgow does badly in health terms. We have a poor legacy of heath inequalities linked to poverty, unemployment and exclusion.

Low income and poverty sometimes make healthy choices the harder choices. Tobacco, poor diet, not being active, and drinking problems are all linked to high levels of cancers and heart disease. They also contribute to mental health problems and reduced wellbeing. Poor quality housing and neighbourhoods simply add to these problems. The Understanding Glasgow initiative has an excellent website - www.understandingglasgow.com - which contains statistics and information about these issues.

Turning this situation around is not only about providing better health services or employing more health professionals; we must also prevent poor health and well-being in the first place. The basics of a healthy lifestyle should be available to everyone — good housing, supportive communities, clean air and water, healthy food and

access to opportunity. There must be fewer people taking drugs, and drinking alcohol excessively, and an end to sectarianism. Every citizen should have the chance to build a happy, respected and rewarding life.

This will involve a number of actions:

- We must allow people to have more control over many aspects of their lives, from the workplace to their local community
- We must create more chances for people to access the basic ingredients of a healthy lifestyle, such as physical activity and healthy food, wherever they live in the city
- We need to bring about huge social shifts in the way we view alcohol, drugs, eating, exercise and sport
- We must move away from a dependency model of public services, where we expect the state to provide; instead we must move towards greater participation and teamwork in citizens and communities taking responsibility for their own futures, with social enterprise being supported as a way of delivering local services

As part of this, we need to develop new ways of caring for older people in our communities.

These actions may take 50 years or more to take effect. Taken together, they will dramatically reduce health inequalities across the city, and make Glasgow a happier and healthier place to live and work for all its citizens.

How will we earn our living?

Our vision of Glasgow is of a place where we can realise our creative potential – and a place which is more creative, thriving, enterprising and active.

That means that in the future:

- More people will work in small and medium sized businesses, social enterprises or self-employment
- There will be more chances for everyone to find or create rewarding work
- There will be more support for private and social enterprise, for small businesses and selfemployment, and a culture where people are less afraid of taking risks
- Far more will be made of the economic potential of the city's universities and colleges
- There will be fewer poor people.
 Public services around poverty and
 unemployment will be radically
 redesigned. They will focus on
 unlocking personal opportunity
 and enterprise with citizens,
 employers and the voluntary and
 public sectors working together,
 instead of just tackling social
 problems. Early years interventions
 will be far more common

No-one can predict what inventions will be created in the next 50 years to change our lives and the economy. But we must make sure this vision of creativity, enterprise, connections and working together is included in all our plans for the future. We see this as the key to our future success because it will allow our citizens and institutions to be ready to make the most of the opportunities available.



In the future, it will be far more normal for individuals or groups of people to set up an enterprise, particularly in their local neighbourhoods. It will also be easier to do it: the public sector will be more geared up to helping entrepreneurial activity, and will generally be less afraid of taking risks. Public, private and voluntary enterprise working together, rather than separately, will be more common - known as 'co-production' of goods or services. But we are not trying to predict what goods they will make in 50 years time, or what services they will be provide. The purpose of this vision is not to gamble on winners, but to make sure that our citizens and institutions have the mindsets, capacity and power to create and take opportunities.

Our further and higher education sector is a huge part of the city's economy, and has great potential to support more economic activity. To exploit this, there will be links between education, research and private and social enterprise.

And there will still, of course, be big employers – private sector companies, city centre businesses, the health service, our universities and colleges, and so on.

Whilst creating opportunities for enterprise and employment will depend hugely on a cultural shift towards creativity, teamwork and enterprise within the city, we must also be outward looking. If Glasgow is to succeed in the global economy, it needs to be connected to places that matter - in the UK, in Europe, in North America and particularly in Asia. This means good connections to these places by air, high speed rail and information technology. We must also be aware that, as the economic power moves around the world over time and new economic centres emerge like Brazil, China and India, so our global connections must change with the times.

What will education be like?

We will have more freedom to achieve our creative potential – at school, at work and at leisure.

Education must encourage personal development as much as academic performance. Broadening the scope of our young people's education, with the aim being that our young people emerge as good and well behaved citizens and valued members of society, Basic skills – reading, writing, communicating and responsible behaviour – must be a main priority of our education system.

Transport (2025 - 2061)

Glasgow's public transport is as good as anywhere in the UK.

Life expectancy (2025 - 2061)

There are no differences in life expectancy across the city and they are at least at the Scottish average.

Local opportunity (2025 - 2061)

Planning policy has created more populated neighbourhoods which offer more local jobs, facilities, and cultural and leisure opportunities.

"[I hope in 2061] We anaesthetise junkies. Ban orange walks. Have a half decent bus service." Guaranteeing that everyone's creative talents are released must start from the earliest years of our lives.

Education must be more vocational, and must nurture creative and entrepreneurial minds as well as academic performers. There will be more access to apprenticeships, colleges and universities. The result will be that our creative workforce will be the backbone of strong and productive economy.

We must get the best out of our young people, and support them to become creative, confident and tolerant adults – the essential characteristics for entering the workforce and being active citizens.

In particular, we must make sure our school system no longer contributes to sectarianism, however unintentional that consequence may be. These changes are likely to lead to local businesses, employers and institutions playing a more active part in the education system.

A child's early years are really important as research increasingly shows. Making sure every child has the best start in life is about more than education. From the very earliest years, it's also about good parenting, safe and supportive communities, maximising household income, and opportunities for leisure and sport. This will allow children to have creative, healthy and fulfilled lives, and they can contribute to the city's economy and culture throughout their lives.

Opportunities for education and learning should not stop when young people leave school. The city's further and higher education institutions should aim to complement each other. People who want to enter further or higher education should not be denied because they can't pay for it. Other paths – for example, becoming a modern apprentice, an employee or a private or social entrepreneur – should be just as desirable and accessible.

What will we do about climate change?

We need to move Glasgow to a lowcarbon, energy efficient model and slow the rate of future climate change, and adapt measures to deal with the effects of climate change that we will experience in the coming years. Our vision is of a Glasgow where:

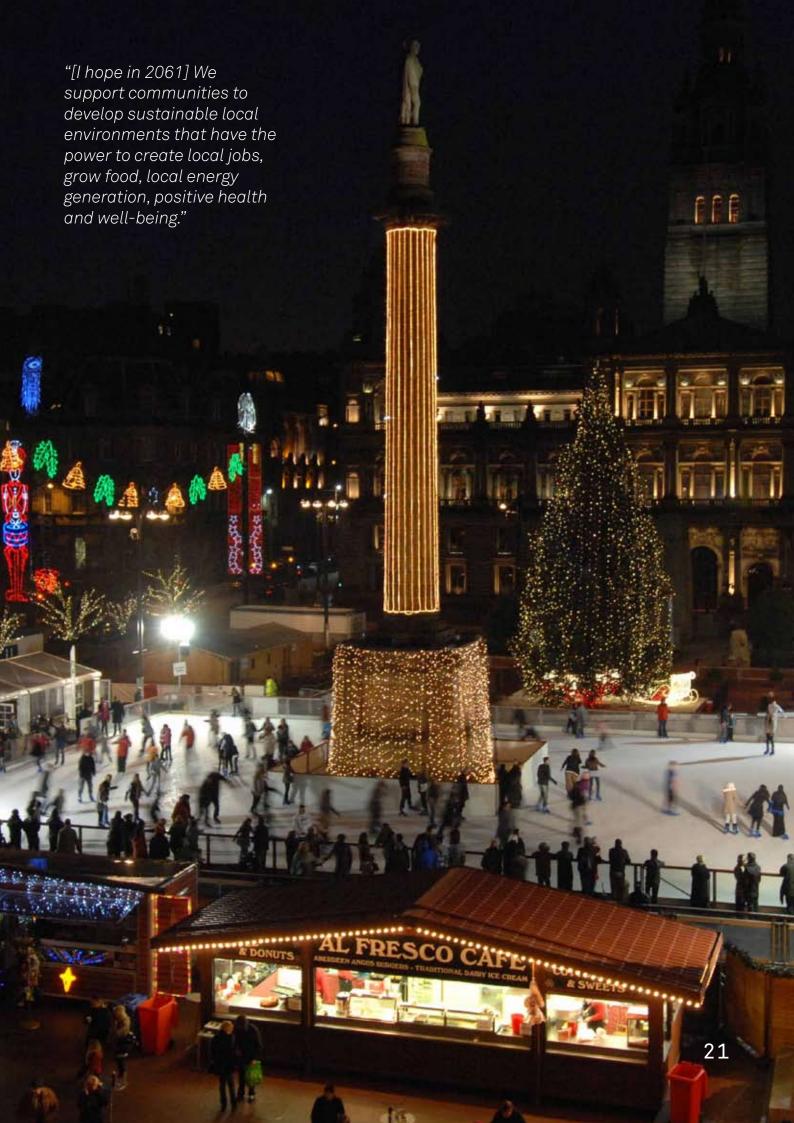
- the city's energy is supplied by lowcarbon Combined Heat and Power (CHP) and district heating networks
- energy efficient buildings and better informed citizens mean we significantly reduce the amount of energy used
- the amount of household waste has been reduced and it's all being recycled
- drainage and power infrastructure has been renewed
- our climate change plans have reduced the need to travel, and dramatically increased the share of miles travelled on foot, by bike and on public transport
- greenspace and waterways will play a key role in the life of the city – as routes for sustainable travel and much-loved places for leisure and recreation
- We will all be able to live healthier and greener lifestyles
- informed, active citizens have adopted healthy lifestyles and are enjoying the benefits of living in the 'Dear Green(er) Place'

The council, through its role as Planning Authority, will provide the framework to achieve delivery of these objectives.

What will my neighbourhood be like?

Everyone agrees they would like to live in more vibrant, safer and more tolerant neighbourhoods.

Our homes will continue to be important; they will be the centre of our lives, the places where we bring up our families in safety, and where we will feel proud to welcome people. We will be able to interact with people and services from our homes, and technology will make sure our homes will connect us to others and not isolate us.



Best start (2025 - 2061)

All children have a good start in life, as the importance of early years intervention has been recognised and embedded into policy.

Regeneration (2025 - 2061)

Economic regeneration policy has the interests of Glasgow's people at its heart.

"[I hope in 2061] we are mixed and diverse, and people's contributions and creativity is valued. People are hopeful and feel accepted."

Housing will suit our changing needs throughout our lives and those of our children and grandchildren. This is a key part of our neighbourhoods.

Neighbourhoods will have more of a sense of community:

- There will be better public spaces and more access to nature, community gardens and allotments
- There will be more opportunities for us to work locally, to enjoy ourselves locally, to learn locally, and to influence what goes on locally
- More decisions will be made locally. These could include: how community facilities or festivals are run, how businesses and social enterprises are supported, or how streets, parks and public buildings are managed
- Empty land and buildings will be brought back into use and our neighbourhoods will have more people living in them. We will restore derelict areas, which presently drag down too many parts of the city

Wherever you live in the city, your neighbourhood will be thriving. There will be more opportunities to work locally. It will be easier to get to work, to the shops and to local facilities by public transport. So if for example you don't have a swimming pool in your neighbourhood, there will be a good bus service or a safe cycle route that will get you to one nearby.

You will have more opportunities to get involved in community life: from youth clubs to tea-dances, from sports clubs to growing food. Less prosperous neighbourhoods will no longer be affected by alcohol and drug related crime, intolerance, poor health and neglect. These issues not only affect the lives of the people living in those neighbourhoods, but also Glasgow's image to the world.

Neighbourhoods will be smarter and better cared for. Growth and development will be focused where there is derelict ground and where struggling neighbourhood centres need a boost. These areas will be brought back to life with new residents and activity. We will develop new ways of living and working in city centre areas that will make higher levels of population an attractive prospect, as well as efficient for delivering public services. Underused land will be used more imaginatively and productively, for example as urban forests or for growing food. Regeneration activity will not simply be about investing in property and attracting business, it will also be sensitive to local context and aspirations.

The result will mean that our neighbourhoods will not only look better but they will also feel more vibrant.

What will the city centre be like?

The city centre will still be the business centre of the city; but it will also be a more welcoming place for Glaswegians and visitors alike. The streets and public spaces will be higher quality - clean, smart, safe and not dominated by traffic and parking. People will find it easier and more comfortable to walk and cycle around. And we will make the city centre a more comfortable place to get around in cold, wet and windy weather through improved building and street design. There will be fewer cars, and public transport will be more efficient. The city centre will be more accessible for people living in the city's outlying neighbourhoods, for travellers using the airport, and for people travelling from elsewhere in the UK by new high-speed rail, rail and road links.

The city centre will also become a more pleasant and welcoming place to live, with a bigger population living in the city centre like many other European cities. This will mean that the city centre will have more schools, recreation facilities and all the other essentials of day to day life.





How about the River Clyde?

If Glasgow is to make more of its opportunities, we need to make more of the River Clyde.

By 2061, on the water and along its banks, the Clyde will be buzzing with activity. There will be public access up and down the length of the river, with pleasant spaces and places for people to spend time and explore. There will be more events and activities for people, like sporting events, festivals and markets, making the most of the river's splendid setting. There will be far more boats on the water - ferries, recreational craft and freight. Neighbourhoods will stretch down to the river, with houses, flats and jobs along the banks. It will be easy to get down to the river from the city centre and nearby neighbourhoods, whether on foot, cycling or by public transport. We may even use the river to generate energy or for other purposes, if the technology exists.

By 2061 Glasgow will again use the River Clyde and its banks more productively to become a source of pride for the city.

How will I get around?

Running through the transport element of this vision are three themes:

- More sustainable, active travel.
 For example, walking and cycling
- Better public transport
- More facilities and opportunities

 from shops to jobs to social activities – located in people's own local neighbourhoods

This would mean that not everybody would need to travel as far as they do at the moment for basic everyday needs. And when they do, those journeys will be easier, cheaper, and more comfortable by public transport, on foot or by bike.

More people will cycle and walk. Public transport, particularly buses, will be transformed so it's no longer seen as second best.

Glasgow's links to the world will be better. We will have excellent connections to business centres in the UK, Europe and the world, by high speed rail, air and broadband.

And we will drive technological progress to create employment and enterprise opportunities. We will do this by developing and supporting key sectors including renewable energy, research and development, engineering, amongst others.

How will we make all this happen?

The transformations we have described are connected. Sustainable improvements will not be achieved if we do some and not others. Strengthening our economy relies on an education which releases young people's enterprise and creativity. Our citizens will only be happy and healthy if their neighbourhoods are safe, fulfilling and attractive places to live.

Making this vision into a reality will rely on successfully embedding the values that we mentioned earlier – creativity and enterprise, opportunity and fairness, teamwork and respect – across the life of the city. This will require leadership from the council and others, and genuine teamwork between the citizens of Glasgow and organisations across the public, voluntary and private sectors. The council will lead by example, but success will only come with common cause.

Make no mistake: this represents a huge shift in governance, going far beyond the formal partnership arrangements that we have witnessed in recent years. It will need greater planned teamwork between national and city government. It will need greater teamwork and stronger leadership at the city-region level, extending beyond Glasgow's current administrative boundaries to encompass its functional boundaries, perhaps with an elected mayor or equivalent. And within the city, it will need greater teamwork with local communities and the private and voluntary sectors over

Homelessness (2025 - 2061)

No-one has to be homeless, and every resident feels that their neighbourhood is a place where they can live safely, access local opportunities, and succeed in life.

Safe & sound (2025 - 2061)

Every resident and visitor feels welcome no matter where they are in the city.

"[I hope in 2061] We have integrated transport system across the city and make it affordable."

How we will take Future Glasgow forward

Once the consultation has closed on Friday 10 February 2012, we will carefully consider every comment before revising the city vision. It will then be presented to the council for approval, with a first stage action plan.

We intend to develop the action plan working with other organisations in the city, so that it becomes a shared plan for action. It will be clear about what is expected of different organisations in turning the vision into a reality, and which organisations will do what. Those other organisations include Glasgow Centre for Population Health, Glasgow Chamber of Commerce, Glasgow Council for the Voluntary Sector, Glasgow Housing Association, Glasgow Life, NHS Greater Glasgow and Clyde, Scottish Council for Development and Industry, Scottish Enterprise, our universities and colleges, and any other organisations who would like to be a part of this new way forward.

The action plan will also explain how we will track our progress against our targets. We will develop a reporting and governance structure that will deliver regular updates on progress towards Future Glasgow objectives. We will include a review system which will continuously evaluate progress of the action plan and the need for any reassessment of the Future Glasgow vision. This process will be driven by the Leader of the Council, and will include public participation and involvement. We will develop a detailed strategy for this, working with partners, after the vision itself has been approved.







Before we start to turn this vision into reality, we need you to tell us if we're going in the right direction. To help you tell us what you think about this vision, we have five questions. You can answer some or all of these, and please feel free to add any other comments.

You can also submit this via the online form at www.glasgowcityvision.com, or by email to the Future Glasgow team futureglasgow@glasgow.gov.uk

The closing date for comments is Friday 10 February 2012.

1.Our description of Future Glasgow: the City Vision in section 9: have we got this right?
2.Do you agree with the targets detailed throughout the document?
3.Do you agree with the vision's core values — creativity, enterprise, opportunities, fairer, teamwork, respect — on page 16.
4.Looking at it all, could you sign up to this vision of Glasgow in 2061? Are we aiming high enough? Is it realistic? If not, why not?
5. Would you like to be kept updated on progress? If yes, please write your email or postal address below.



Energy (2025 - 2061)

Average energy consumption for every person is at the average level for European Union capital cities.

Population (2025 - 2061)

Glasgow 's population has grown above 600,000.

Future Glasgow is being led by Glasgow City Council. We would like to thank all of our partners who have helped to prepare this draft vision. These include:

- The 2700 people of Glasgow who participated in the engagement process for this document
- Glasgow Centre for Population Health
- Glasgow Chamber of Commerce
- Glasgow and Clyde Valley Strategic Development Planning Authority
- Glasgow Economic Commission
- Glasgow Housing Association
- Glasgow Life
- Glasgow School of Art and The Urban Lab
- Icecream Architecture
- Kevin Murray Associates
- Michael Parkinson CBE
- NHS Greater Glasgow and Clyde
- Nick Wright Planning
- Scottish Council for Development and Industry
- Scottish Enterprise
- Steve Inch OBE
- University of Glasgow
- University of Strathclyde
- Yellow Book Ltd

...and many others

Thank you.

"I may be homeless, but I'm not hopeless."



"[I hope in 2061] Every child leaves school and can get a job, and is educated to the highest standard. There will be very little crime and no domestic violence. Glasgow will still be the beautiful city it is now."





Contact details for feedback and further information:

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This document can be made available in other formats. Phone **0141 287 7207/8616**