



Glasgow City of Music A UNESCO Creative City

2008-2016 REPORT



Executive Summary

Glasgow is the largest city in Scotland, the third ever UNESCO City of Music, and the first city in the UK to have been granted that designation. We have both a proud industrial and cultural heritage, and a particularly vibrant and varied music scene, which includes Classical, Rock, Pop, Celtic, Country and Jazz. Glasgow's venues are both numerous and diverse, from small function rooms to the 12,000 capacity Hydro arena, and hosting up to 130 music events each week – more than any other Scottish city. Music hugely enriches and improves both the lives of our citizens, and our economy, and on behalf of Glasgow City Council and all of our partnership organisations in the city, strongly support all the objectives of the UNESCO Creative Cities Network.

The priorities of Glasgow UNESCO City of Music are to:

- Inform and educate the public about Glasgow's music.
- Promote and celebrate Glasgow's rich musical heritage and vibrant music scene.
- Create opportunities for musical education and development.
- Create opportunities for international exposure for Glasgow musicians and music professionals, including exchange and promotion through the UCCN.
- Increase participation in music.
- Contribute to the improvement of networking and partnerships in Glasgow music.
- Make Glasgow Proud: to work to ensure that Glasgow citizens, especially those of school age, are familiar with their musical heritage and share a pride in it.

Music is key to the life of the city, and to the identity of its inhabitants. In addition to a vibrant live music economy, we have also produced and are home to a number of nationally and internationally famous musicians, and other music industry professionals. We are home to a variety of tertiary education establishments which teach music both academically and vocationally, and have a musically-engaged student and graduate population. The Scottish Household Survey 2015 showed that 37% of citizens had attended a live music performance (rock, pop, traditional) within the last 12 months, and 9% had attended a classical music performance or opera in the same time period.

Music and major events have become increasingly important to our development, with 2014 seeing our hosting of the XX Commonwealth Games. The event incorporated Culture 2014 and Festival 2014, which included such events as Classical Marathon Day, a day long celebration of Scottish classical music which had over 300 participants, and reached audiences of 5000, and a series of events at the newly refurbished Kelvingrove Bandstand.

The influence of both the XX Commonwealth Games, and the associated cultural programme, is clearly evident. Both activity which took place during the festival, and legacy events associated with it, have had a significant effect upon the city. We hope to build on its successes, particularly with reference to the upcoming European Championships 2018.

Additionally, we have seen that Glasgow's reputation as a home for music has helped attract events such as the Music of Black Origin Awards (2009, 2011, 2013 & 2016), the MTV European Music Awards (2014), and the Radio 1 Big Weekend (2014).

Glasgow City Council's recognition of the importance of music to the city is evident in the recently announced Glasgow Economic Strategy 2016- 2023, and its commitment to music as a tool for development is demonstrated by the role that music plays in the new tourism strategy; with music being explicitly recognised as one of six core themes around which the newly launched Tourism and Visitor Economy Plan to 2023 centres.



General Information

2.1 Name of the city	Glasgow
2.2 Country	Scotland, United Kingdom
2.3 Creative field of designation	Music
2.4 Date of designation	20th August 2008
2.5 Date of submission of the current report	30th November 2016
2.6 Entity responsible for the report	Glasgow Life (on behalf of Glasgow City Council)
2.7 Previous reports submitted and dates	n/a
2.8 Focal point of contact	David Laing Head of Arts, Music & Cultural Venues Glasgow Life (on behalf of Glasgow City Council) David.Laing@glasgow.gov.uk

Glasgow UNESCO City of Music website

www.glasgowcityofmusic.com

Contribution to the Network's Global Management

3.1 UCCN annual meetings attended:

Seville (March 2011):
Music Cluster Meeting

Chengdu (September 2014):
8th Annual Meeting of the UCCN

Kanazawa (May 2015):
9th Annual Meeting of the UCCN

Hamamatsu (December 2015):
World Creative City Forum

Ostersund (September 2016):
10th Annual Meeting of the UCCN

3.2 Hosting of a UCCN annual meeting and dates: n/a

3.3 Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives:
Music cluster meeting – January 2015 (Celtic Connections)

3.4 Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network:
European Forum on Music – April 2013, Music Cluster Meeting

3.5 Financial and/or in-kind support provided to UNESCO's Secretariat in order to ensure the management, communication and visibility of the UCCN
n/a

3.6 Membership of the Steering Group and period:
n/a

3.7 Participation in the evaluation of applications (number of applications evaluated per year):

In 2015, for the first time, UCCN member cities participated in the evaluation process. This process was led by the Music Cluster Coordinator City, Bologna. As one of the older Music cities, Glasgow was asked to take the lead on the evaluation of two cities, rather than one. All cities received details of all applications, and these were discussed by Skype.

Major initiatives Implemented at the Local Level to Achieve the Objectives of the UCCN:

Since we were designated a UNESCO City of Music, Glasgow City Council has undertaken a great deal of city-wide regeneration activity, including the building and refurbishment of venues, improving access to cultural life, and embedding creativity in our urban development. We are keenly aware of the importance of music to the city, and Glasgow City Council's strategic plan, tourism and economic strategies acknowledge that we must make the most of our cultural and creative assets. We are also mindful that we face great challenges with regard to poverty, ill health and inequality, as well as a continued period of economic difficulty across the UK.

Live music is important to the city both culturally and economically, and music tourism especially so. Research carried out by UK Music showed that in 2015 Glasgow saw:

- 1.4m live music attendances
- £105m generated from music tourism
- 449,000 music tourists
- 32% of the live music audience were music tourists
- 1141 full time jobs generated from music tourism

The activities carried out at a local level in order to meet the objectives of the UCCN are broken down into three broad categories: festivals and major events; venues; and programmes which encourage amateur and professional participation. These activities support the creation and development of music, widen access to music, create opportunities for creatives and professionals, and strategically embed creativity into the development of the city.

Glasgow is home to a varied programme of festivals and major music events, which span a variety of genres and audiences. Notable amongst these are the **Glasgow Mela**, Scotland's biggest multicultural festival, **Glasgow International Jazz Festival**, the **World Pipe Band Championships**, and the **Merchant City Festival**. The Glasgow Music programme incorporates the **Celtic Connections** festival, in past years the **Minimal** festival (2011-2015), the **Piano Festival**, and the continuing annual **UNESCO City of Music Family Fun Day**.



The UNESCO City of Music Family Fun Days are an opportunity for families and children to enjoy and participate in music and music-making. Glasgow Life provide partners with access to Glasgow Life venues, as well as support for production, marketing and PR. Activities are free or very cheap to attend, in order to reduce barriers to access. These events aim to raise the profile of work, draw in new audiences, and make the case for further investment.

The first UNESCO City of Music Family Fun Day took place in September 2011, with around 2500 in attendance. There were 12 partners, including the BBC Scottish Symphony Orchestra, the Royal Scottish National Orchestra, the Scottish Chamber Orchestra, Children's Classic Concerts, the National Youth Choir of Scotland, Hear Glasgow!, the University of Edinburgh, Music Lab and Music at the Brewhouse.

Since then, the event has taken the form of an all day, themed "Underwater Party" at the Royal Concert Halls (2012); a multi-venue "Fairytale, Adventures & Fantasy" event (2013) including a performance of *Prokofiev's Peter and the Wolf*; and the weekend-long "Big Music for Minis" (2014-2016), aimed toward children ages 0-7. The events are consistently well attended, continue to partner

with leading organisations such as Scottish Opera, the Scottish Chamber Orchestra and the RSNO, and offers other cultural activities including storytelling and dance.

Celtic Connections



Celtic Connections is the UK's premier celebration of Celtic music, and the largest annual winter music festival of its kind, bringing in over £5million of expenditure.

It began in 1994, and has grown from a single venue event to an 18-day network of over 300 events – up to 14 per day – taking place at venues across the city, and attracting over 2100 artists from around the world. In 2016 the audience was in excess of 124,000, with 94,500 tickets sold, and the production of 20 collaborations and new commissions. To complement the programme, the festival promotes workshops, talks, debates and even art exhibitions.

The festival is widely respected, and has won a number of awards, including 2016 Cultural Event of the Year, 2012 Scottish Thistle Awards, Best Cultural Event, and 2011 Scottish Event Awards, Best Educational Event.

The festival is committed to widening access, and believes strongly in the benefits to children of experiencing their cultural heritage in an exciting manner. The Educational programme incorporates free morning concerts for children, school workshops, and a public workshop programme each weekend during the festival. In 2016, 2000 children took part in 40 workshops, and since 1998, over 190,000 children from across Scotland have benefited from the Education Programme. This figure represents 90% of Glasgow's primary schools, and 83% of all Assisted Support Needs, Primary, Secondary and Nursery schools.

Showcase Scotland



Showcase Scotland takes place during Celtic Connections, and aims to introduce international audiences to Scotland's music, by securing performances on a global scale for artists based in Scotland.

Capacity for the programme is limited to 200, and delegates from around 25 countries are usually expected to attend, including promoters, record labels, agents and media. Delegates are given a pass which allows entry into shows featuring any of around 60 artists and bands either from Scotland, or our partner nation that year - in 2016 this was France. The programme also includes more informal events, such as pop up performances, album launches and social events to allow networking. As a result of Showcase Scotland, around £3 million income is generated for Scottish artists.

Big Big Sing



Big Big Sing was begun in Glasgow in 2014, as part of the celebrations surrounding the XX Commonwealth Games. It was a response to Glasgow's poor health record, aiming to address

issues such as poor wellbeing and physical health, social isolation, and low confidence.

Big Big Sing is a UK-wide singing project, responding to the wealth of research which indicates that singing has benefits in terms of improving wellbeing, physical health and confidence, and reducing social isolation. The project aims to lower barriers to participation through events, training, and the provision of learning resources. Big Big Sing partners with major venues and festivals across the UK, as well as existing singing networks, in order to engage with large numbers of people.

During the build-up to the XX Commonwealth Games, during, and after, Big Big Sing staged singing events which ranged in size from 20 to 40,000 participants. Free online materials and resources were made available, aimed at encouraging sustainability beyond the initial scope of the project, including making it easy to find local choirs, or start a new choir, thus encouraging individuals to continue singing.

Over 173 events there were 62,840 participants, 30,442 downloads of the *Big Big Songbook*, and we estimate that nearly 600,000 individuals have so far used a *Big Big Songbook* resource. More information can be found on the project website: www.bigbigsing.org

Hear Glasgow!



Hear Glasgow was launched in 2008, with funding from what was then the Scottish Arts Council, subsequently Creative Scotland. Set up as a Youth Music Forum, it was made up of around 40 members – a mixture of young people and industry specialists – and was tasked with investigating and promoting music opportunities in Glasgow for those under 25. Hear Glasgow! is the overarching name for the

partnership of the Glasgow Youth Music Forum, and the Glasgow Music Partnership, and brings together public, private and third sector groups and individuals.

In the summer of 2012, Hear Glasgow! presented a month long programme of events and training, aimed at enabling Glasgow's young people to access quality music experiences and opportunities. The programme included opportunities to hear about and become involved with mentoring, songwriting workshops, and a showcase performance.

UNESCO International Jazz Day



Glasgow celebrated **UNESCO International Jazz Day** in both 2015 and 2016, activity which has worked to increase the profile of jazz in both Glasgow, and Scotland more widely.

In 2015, schools from across the central belt of Scotland were invited to take part, with three schools and one local authority music centre offering their jazz ensembles to take part in the event. The main performance in 2015 took place adjacent to the launch of the long running **Glasgow International Jazz Festival**. In 2016, International Jazz Day activity was expanded, including daytime workshops for all ages and primary aged children, and a free to attend Jazz Club, including performances from local Big Band, Choir, and schools groups.

Little People, Big Voices



In 2012/13, Glasgow Music in partnership with Glasgow Education launched **Little People, Big Voices**. The programme was aimed towards 3-5 year olds, was delivered in 14 Glasgow City Council early years venues to 1400 participants, and rated Highly Commended by Education Scotland. Activities were designed to advance the musical, literary, speech, language, and numeracy skills of participants, as well as enhancing their social, emotional, and physical development through singing, rhyming, movement and creative play.

As part of the scheme, Glasgow Music provided professional development opportunities to 50 early years professionals, and six trainee music leaders were provided with a year-long training programme.

Other Glasgow Music learning initiatives have included **Reel Kids**, a programme of music, song and dance workshops for children aged 4-7 years. In 2014-5, the programme engaged with 1672 children.

Dear Green Sounds

Dear Green Sounds was published in 2015. This collection of 20 essays traces 700 years of the history of Glasgow's music through its venues, from the Cathedral to the Hydro. This is a project aimed at promoting and increasing awareness of Glasgow's musical heritage.

Glasgow UNESCO Youth Street Band Project



In 2016, the Glasgow based Samba collective SambaYaBamba were supported by UNESCO City of Music programme to assist in the creation of a city-wide Youth Street Band for 11-19 year olds. The **Glasgow UNESCO Youth Street Band Project** delivered a programme of carnival taster workshops to schools and community groups, engaging with over 1500 young people. The street band is currently comprised of 50 drummers, brass and wind players, 45% of which was not involved in any other musical activity when they joined. The band rehearsed in Glasgow City Council venues (the City Halls and the Glasgow Royal Concert Hall) with all activity being free, and have performed to over 10,000 people, including a mass band performance in the summer of 2016 at the Kelvingrove Bandstand, pictured.

Plans for the 2017 programme includes adding support for looked-after children, those from areas of high deprivation, refugees and asylum-seekers.

Glasgow Royal Concert Hall RSNO Centre



The **Glasgow Royal Concert Hall RSNO Centre** was opened in 2015, and was a partnership between Glasgow City Council, the Royal Scottish National Orchestra, and the Scottish Government. This purpose-built new home for the national orchestra includes an acoustically adjustable, 600-seat auditorium, world-class rehearsal and recording facilities for the Orchestra, and a dedicated Learning & Engagement centre.

Kelvingrove Bandstand



The **Kelvingrove Bandstand and Amphitheatre**, having been closed in 1999 due to disrepair, was reopened in May 2014 following a two-year restoration project undertaken by Glasgow Building Preservation Trust, in partnership with Glasgow City Council and Glasgow Life. It was built in 1924, replacing an earlier Victorian construction, and is the only original bandstand left in the city.

During the XX Commonwealth Games, it was one of three venues which hosted the Festival 2014 Cultural Programme, which ran alongside the Games. It has also hosted performances associated with the Glasgow Mela, and the continuing Summer Nights programme, created by promoters Regular Music, which attracts large audiences for both Scottish and International artists.

The SSE Hydro



The **SSE Hydro Arena** is a 12,000 capacity live music and events area, and was opened in 2013. Owned and operated by SEC Ltd, Glasgow City Council has a 90% interest in the company. Its development has contributed considerably to the regeneration of the Finnieston area of the city, helping inward investment and economic development.

The Pollstar Top 100 global arenas list for 2015 rated it the 3rd busiest in the world for attendance of concerts and special events. During that year alone, it hosted 70 unique events, 130 performances, and saw over 1.1 million visitors. The economic impact of attendance at these events is over £106million.

Major Initiatives Implemented through Inter-City Cooperation to Achieve the Objectives of the UCCN:

European Forum on Music, 2013

In April 2013, Glasgow hosted the European Forum on Music: Regenerating Europe through



Music, a major conference hosted by the Scottish Music Centre in partnership with the European Music Council. The Forum incorporated a Youth Day as well as two days of discussion on the topic of Regeneration through Music, a topic particularly pertinent to the City of Glasgow. UNESCO Cities of Music were strongly represented at the event, with both presentations and performances from representatives of Bologna, Ghent, Glasgow and Seville. In addition, sessions and performances came under the explicit banner of UNESCO Cities of Music / UNESCO Music Days.

City of Music Joint Website

In 2016, following the Hamamatsu meeting in December 2015, and along with the other UCCN Music cities, Glasgow was invited to participate and was happy to help in the development of content for the new cityofmusic.net joint website. This project, being led on by Hanover City of Music, aims to showcase activity being carried out by all UCCN Music Cities, reflecting the breadth and vibrancy of the network.



Proposed Action Plan for the Forthcoming Mid-Term Period of Four Years:

The 2015 refresh of the Glasgow City Council's Strategic plan sets out the themes of the strategy as:

- Economic Growth
- A Vibrant City
- A Sustainable City
- A City That Looks After Its Vulnerable People
- A Learning City
- Making Best Use of Our Resources.

Of particular interest to us here is the theme of **Vibrancy**, as it pertains to the importance of business and tourism. The strategy sets out the refocussing of energies toward a vibrant city, so that Glaswegians are able to benefit from world class opportunities, including those surrounding creative and cultural events. It also explicitly references making the best use of our cultural assets.

Music will continue to play a key role in creating a **Vibrant City**, including the staging of a major city wide music festival, in partnership with a national broadcaster; the Glasgow International Jazz Festival's continuing Community Tours; the redevelopment of the Royal Concert Hall and neighbouring civic and retail space; expanding the Kelvingrove Bandstand and Merchant City Festival's music programming; major events such as Celtic Connections, and our youth and learning activity.

6.1 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network locally

Strategic recognition and development

The **Glasgow Economic Strategy 2016- 2023**, launched in November 2016, recognises both the creative industries and tourism and events as key sectors upon which economic development efforts will be focussed. Leading on from this, the **Tourism and Visitor Economy Plan to 2023** was also announced in November 2016, prioritising cultural tourism, around six themes:

- Heritage
- Contemporary Art
- Music
- Charles Rennie Mackintosh
- Events
- Sport

This focus on music, and explicit recognition of the role that music plays in the cultural and economic development of the city, as well as the wellbeing of its citizens, is significant for the ongoing development of music in the city. It will provide impetus for development in an otherwise difficult economic climate, and one for which the implications of the 2016 UK referendum on membership of the European Union are not yet known.

Big Big Sing 2016-2019

The success of the Big Big Sing project has encouraged further development. In the next phase of development, the project hopes to focus on the development and support of community choirs, providing training and networking, and connecting with high profile performance platforms. Partners will be sought to develop choral activity in specialist areas such as children at risk, prisons, and isolated communities. It is hoped that this will result in the creation of singing groups in those areas of serious deprivation, and get more people of a wider demographic singing in Glasgow, in order that they may benefit from increased wellbeing and social connection. On a national scale, the project will continue to maintain and improve its web presence, social media campaigns, and promotional work.

Glasgow Music City Sector Initiative

This ambitious and potentially transformative city-wide initiative is currently in the early stages of planning and development, and aims ultimately to engage and celebrate the entire city's music sector.

We will first develop a programme of engagement with music sector stakeholders in the city, bringing together a wide range of voices including those from the public and private sectors. We hope, through the course of this programme, to gain understanding of areas of common interest, and from there develop a public-facing project in partnership with those stakeholders. The overarching aim will be to leverage the rich culture of music in the city for its benefit – in economic and civic terms, as well as in how we connect with and present ourselves to the international community.

6.2 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network:

Showcase Scotland

As detailed above, **Showcase Scotland** has proven very successful in the promotion of Glasgow's music and musicians on an international stage, and has resulted in very tangible benefits. In 2017, the showcase will take place between 25-29 January, featuring performances from around 60 musicians and bands, attracting around 170 delegates including promoters, record label representatives and agents from around 25 countries, with the Trade Fair being held at the Glasgow Royal Concert Hall. The international partner country for 2017 is Brazil, and the showcase will feature performances from a range of Brazilian artists, as well as the opportunity for new links between musical communities.

UNESCO Katowice Exchange

Glasgow's links with the UNESCO Jazz Network, in addition to our Jazz programming, have enabled the development of a musical exchange with UNESCO Katowice, Poland. We have selected Royal Conservatoire Scotland graduate Joe Williamson, who will perform at the Silesian Jazz Festival.

European Championships Glasgow 2018

In the summer of 2018, Glasgow will host the European Championships. Building on the success of the XX Commonwealth Games in 2014, and with music as a central programming strand, the Cultural programme will offer many opportunities both to promote and develop links with other European cities, including other cities in the UCCN.

6.3 Estimated annual budget for implementing the proposed action plan

Our strategy is to use specific UNESCO City of Music funds to support reporting and network membership, and as a fulcrum to leverage, enable and support funding and activity in partnership with a wide range of civic, commercial, and independent organisations in the city's music sector. As shown in this report the total funding involved in projects can be substantial, creating more profile, audience reach and both social and economic impact. Events such as the European Championships will have a separate budget, and much of our music activity is spread across a number of different organisations, which makes it difficult to present exact figures. However, the estimated annual amount allocated by the Integrated Grants Fund to support activity under the UNESCO City of Music banner is around **£45,000**.

Description	Cost
Salaries / Wages	£15,000.02
Advertising & publicity	£10,337.65
Programme of Music Events & Activities	£19,622.33
TOTAL	£45,000

6.4 Plan for communication and awareness

The main portal for communication of our activity in Glasgow is a standalone bespoke City of Music website - www.glasgowcityofmusic.com, created with the aim of bringing information about the UNESCO City of Music designation together with signposting material to the rich programme of music available in Glasgow at any one time. There are also associated specific social media channels.

Awareness and communication is also embedded into all of our multiple projects, audience-facing activity, and venues marketing and communication, PR and both print and social media - e.g. for the Glasgow Royal Concert Hall, City Halls, the Old Fruitmarket, Kelvingrove Bandstand, Late Night Jazz, Celtic Connections festival, and so on.

Following the merger of Glasgow Life with Glasgow City Marketing Bureau, promotion of Glasgow City of Music will now be integrated into the overall city digital marketing plan, including specific activity concerned with music and with music tourism. This is a positive move, which it is hoped will mean the alignment of city music development with UNESCO goals in terms of promotion and substantially improves the scale and reach of our communications.

General awareness of our membership of the network will be further driven by an increased brand promotion strategy within both the Glasgow City Council owned and operated venues and programmes, and via engagement and promotion by our partner organisations in the sector.

Glasgow will also actively contribute to the UCCN Music Cluster website that is being set up by Hannover.



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