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A FIFTY YEAR VISION

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# Statement of commitment





**Gordon Matheson**  
Leader of Glasgow City Council

A handwritten signature in black ink that reads "Gordon Matheson". The signature is fluid and cursive, with the first name being more prominent.

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.





# What is future Glasgow?

*“[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.”*

**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.

**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 a draft vision based on the hopes and desires of Glasgow's citizens. This document is a summary of that draft vision. The full version is available online at [www.glasgowcityvision.com](http://www.glasgowcityvision.com) or from the Future Glasgow team, whose contact details are on the last page.

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.

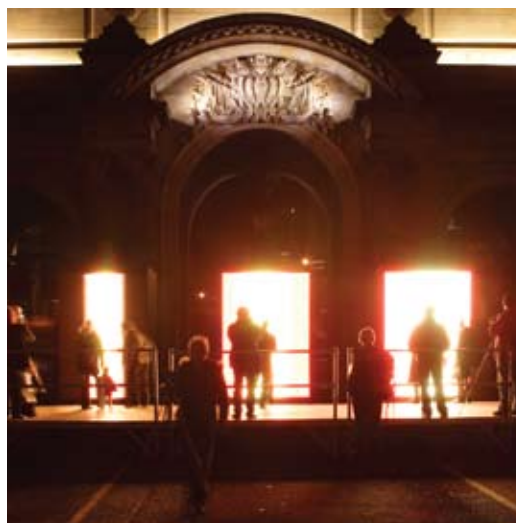
They told us two main things:

- 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 the full version of the City Vision, because it's based entirely on their aspirations for Glasgow in 2061.

# What is a city vision?

*"[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."*



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



*“[I hope in 2061] Art and culture is on the up with more festivals and exhibitions”*

# How Glasgow could be in 2061

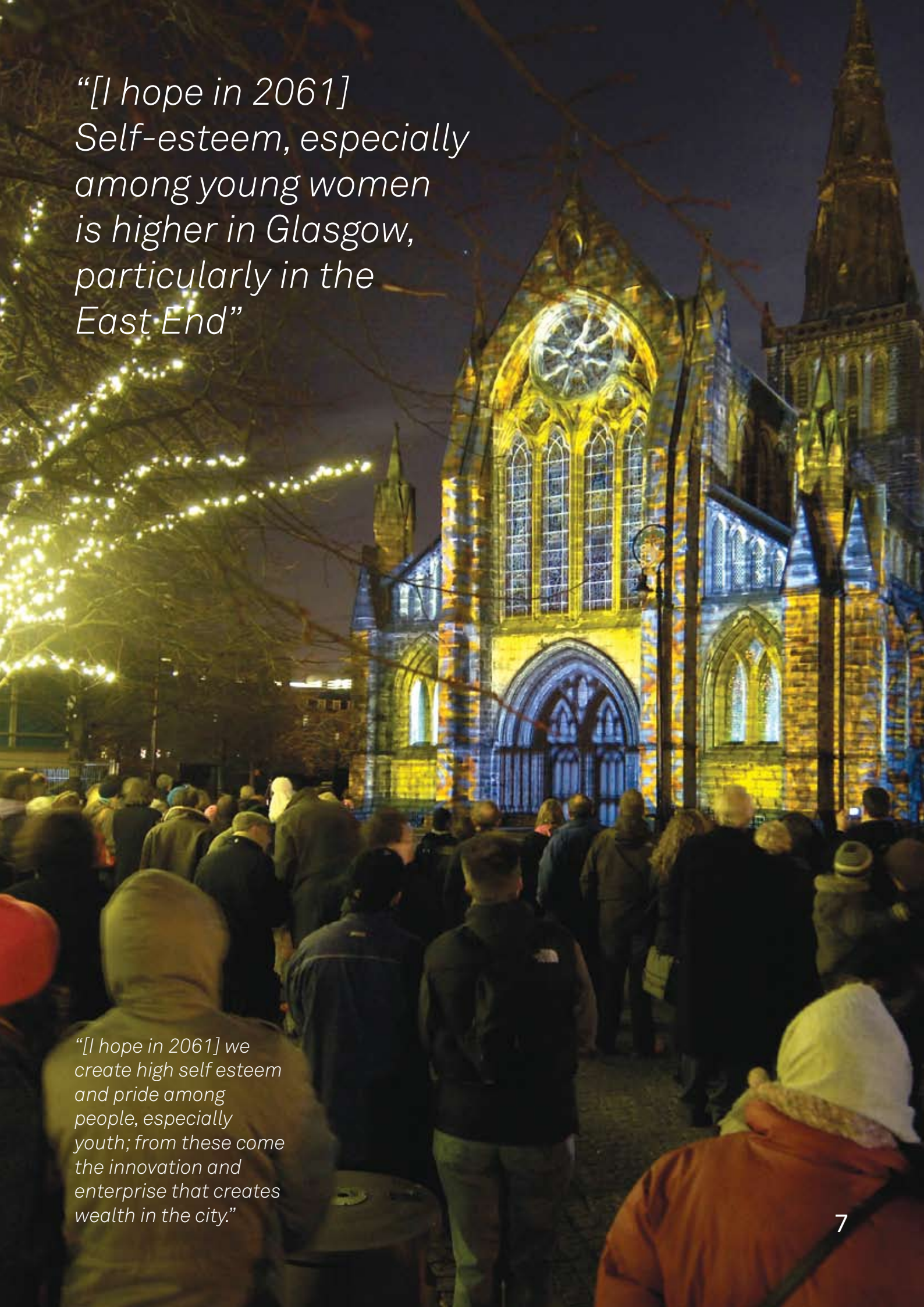
**The 2,700 people who helped us to produce the draft vision also told us that Glasgow in 2061 should be a city which celebrates and nurtures our biggest asset: its people.**

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 points are the basic elements of the draft City Vision. They are explored in more detail in the full version of the City Vision.





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

*“[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.”*

*“[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 educate people to take pride in themselves, homes and local communities.”*

# Turning this vision into reality: core values

*“[I hope in 2061] We anaesthetise junkies. Ban orange walks. Have a half decent bus service.”*

**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.

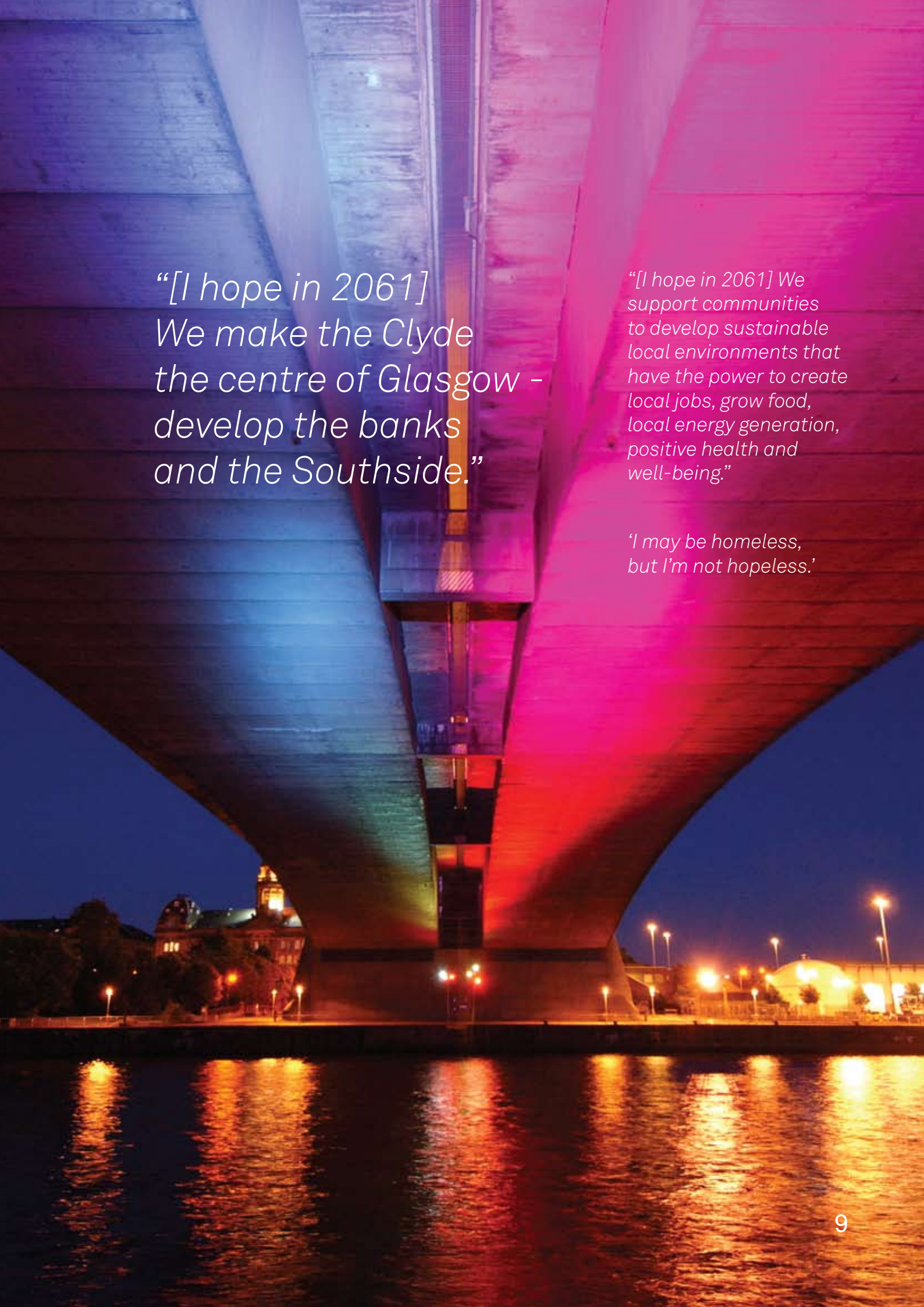
### **Teamwork**

Glasgow will also be a place where everyone will work together to achieve our goals. The city’s neighbourhoods will have re-emerged 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]  
We make the Clyde  
the centre of Glasgow -  
develop the banks  
and the Southside.”*

*“[I hope in 2061] We  
support communities  
to develop sustainable  
local environments that  
have the power to create  
local jobs, grow food,  
local energy generation,  
positive health and  
well-being.”*

*‘I may be homeless,  
but I’m not hopeless.’*

*“[I hope in 2061] We educate people to take pride in themselves, homes and local communities.”*

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

**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 which can be found at the end of the full version of the City Vision, available online at [www.glasgowcityvision.com](http://www.glasgowcityvision.com), or from the Future Glasgow team whose contact details are below. The full version also explains how we will take forward the city vision in the future.**

The closing date for comments is Friday 10 February 2012.

**Contact details for feedback and further information:**

Future Glasgow Team  
Development and Regeneration Services  
Glasgow City Council  
229 George Street  
Glasgow  
G1 1QU

Phone 0141 287 7207/8616  
Email [FutureGlasgow@glasgow.gov.uk](mailto:FutureGlasgow@glasgow.gov.uk)  
[www.glasgowcityvision.com](http://www.glasgowcityvision.com)

# Feedback questionnaire





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



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and further information:

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Glasgow  
G1 1QU

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other formats. Phone **0141 287 7207/8616**