

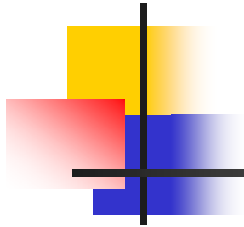


GLASGOW'S REGENERATION: The Role of Image and Identity

Dr Michael Kelly CBE

Lord Provost of Glasgow:

1980-1984

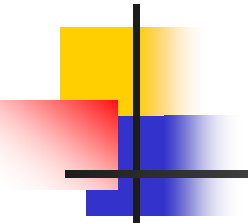




Glasgow's Image Problem

- Urban Depravation
- Crime
- Alcohol Abuse
- Football Hooliganism
- Religious Bigotry
- Unhealthy Environment

Economic Consequences of Poor Image

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- Image – Barrier to Regeneration
 - Prevented Inward Movement of Key Skills
 - Worked against Inward Investment
 - Constrained Visitor Development (Business and Leisure Visitors)



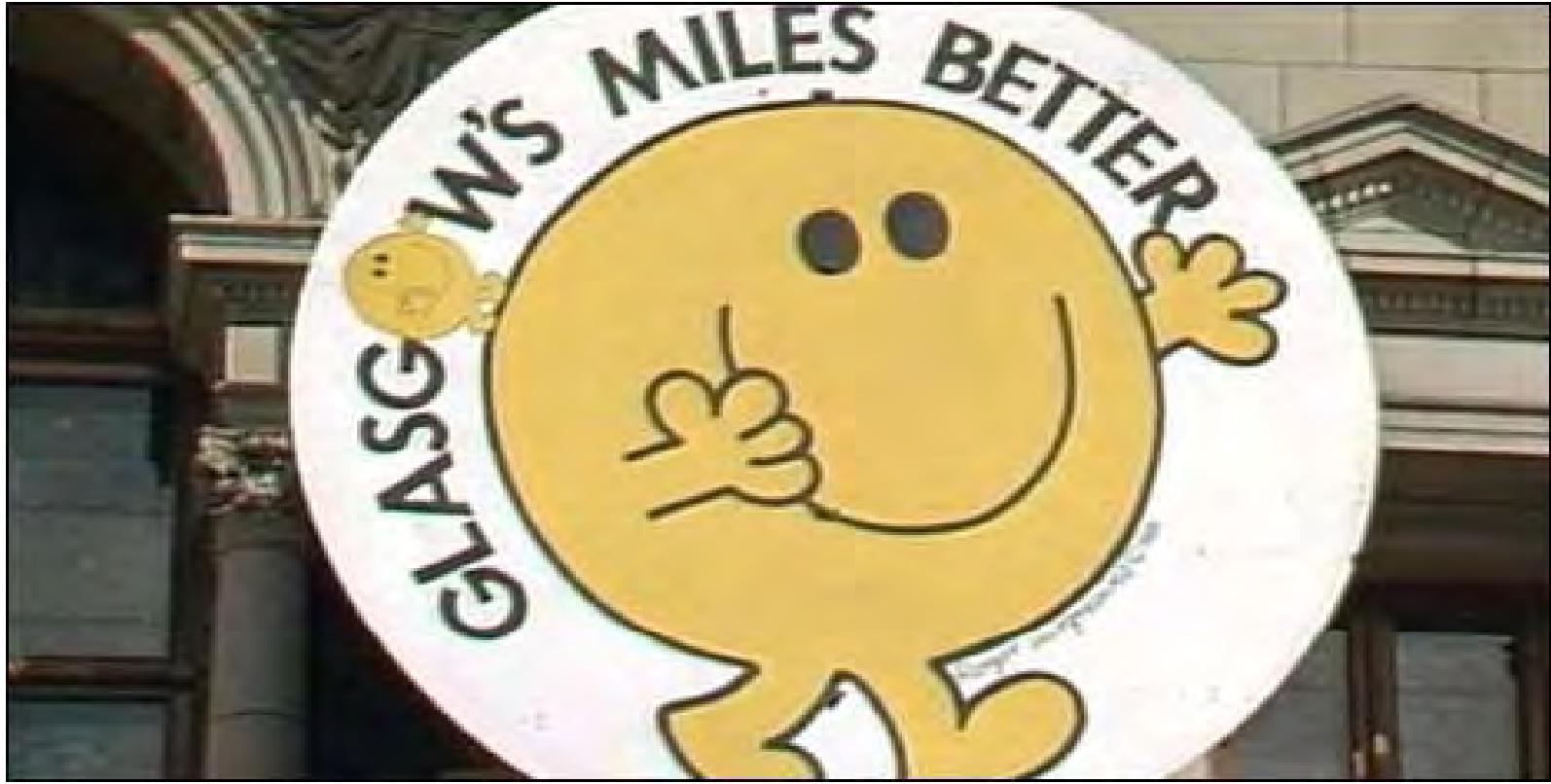
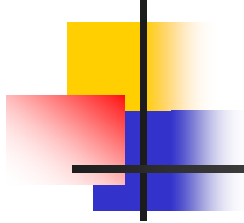
Mitigate the Negative Accentuate the Positive

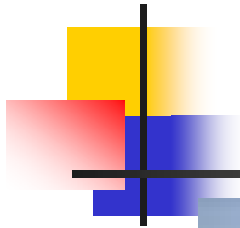
-ve components

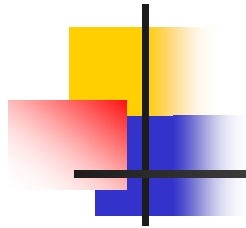
- New York – Urban Deprivation
- Miami – Crime
- Chicago – Windy City

+ve components

- A “green” place
- Culture and heritage
- Architecture
- A student city
- Long tradition of outward looking business excellence and innovation
- Friendly, hard working people









Outcomes and Achievements

- Today:
- £17 billion “Gross Value Added”
- 13,750 firms – 25% of Scotland’s largest businesses
- 450,000 jobs
- Key Sectors:
 - Finance and Business Services,
 - Tourism and Leisure
 - Food and Drink
 - Higher Education
 - Media and Culture
 - Retail

