

GLASGOW

G4
G4

National HQ

Creative Hub

G4 G4

THE GLASGOW BID

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PART 1

A UNIQUE

CREATIVE

CITY

INTRO

THE MYSTERY OF THE TRAFFIC CONE & AN OLD WAR HORSE

WE COULD BEGIN WITH GLASGOW'S WORLD-CLASS EDUCATION, THE CITY'S VIRTUAL-REALITY STUDIOS AND THE NUMEROUS INDEPENDENT PRODUCTION COMPANIES THAT HAVE A BASE IN THE CITY, BUT WE WANT TO OPEN OUR BID WITH A TRAFFIC CONE AND A HORSE'S HEAD.

At the height of a bacchanalian night an unknown reveller, possibly a student, defied gravity to clamber up a 21-foot monument, and place a stolen traffic cone on the head of the Duke of Wellington. No one knows the identity of the reveller or how they managed to get up on to the statue, but it happened on an intoxicating night, when Glasgow was about to be crowned European Capital of Culture. 1990 was an audacious and transformative year. It beckoned a new kind of city – a post-industrial conurbation – which housed spectacular experimental theatre in old shipyards, and lit-up the city's landscape with new venues, world-class concert halls, exhibition centres and banks of riverside living. Today, the statue stands majestically outside GOMA – the Glasgow Museum of Modern Art – a latter-day Guggenheim. In Glasgow modern art matters. The city's famous School of Art, which sits on top of an urban hill overlooking the city centre and which is now being renovated after a devastating fire, has produced more Turner Prize nominees than any other institution in Britain.

The statue is a Category-A listed monument and the Council's maintenance team have fought a long war of attrition, trying to protect its dignity, removing the cone on a weekly basis. But by the weekend, a new one would appear, and sometimes the Duke was camped-up with earrings or a man bag. The council considered heightening the statue on a new plinth to ward off the revellers but that only attracted even more daring acts of mountaineering. Then a public survey gave support to the charming desecrations and a social media campaign loudly acclaimed the cone. The city graciously accepted defeat and gave in to overwhelming public goodwill.

The statue is now a tourist attraction in its own right and Wellington's horse, the majestic Copenhagen, seems to be in on the joke. Look closely and he appears to be smirking with pride, quite content with his impudent array of hats. His bright eyes stare outwards to the old warehouses of empire, which have been refashioned as Merchant City, Glasgow's biggest gay quarter. His tail points jauntily backwards to the Style Mile, a car-free street which boasts the biggest concentration of designer-branded shops outside London.

To this day, the story of the traffic cone still remains a mystery – how did it get there and why does it command such love across the city? Some say it captures a spirit of anti-authoritarianism that has always thrived in Glasgow. Some argue that ordinary people understand the high-jinks of post-modernism and so revel in its effrontery. Others say it symbolises the triumph of night life in a city with a global reputation for electronic dance music and a student population of over 130,000, from 135 countries, many attracted to Glasgow by culture, creativity, and an unrivalled social life. The city's night time economy is valued at £2.16 billion.

Like Channel 4, Glasgow is a city that likes to challenge authority and refuses to take itself too seriously. And so a 19th Century military hero with a traffic cone on his head has come to personify the city. This is the Glasgow we want to present – a city alive with attitude, teeming with young people and ignited with an audacious belief in its own creativity.

—
Stuart Cosgrove
Chair G4C4 Bid

FILM CITY



THE INDIES IN GLASGOW

EACH DAY, THOUSANDS OF PEOPLE GO TO WORK IN GLASGOW'S THRIVING FILM AND TELEVISION SECTOR – RUNNERS, RESEARCHERS, SERIES PRODUCERS AND EXECUTIVES. MANY MAKE THEIR WAY TO PACIFIC QUAY, THE CITY'S DEDICATED BROADCAST CENTRE, WHERE BBC SCOTLAND, STV AND A RANGE OF INDIES HAVE THEIR STUDIOS. OTHERS GO TO FILM AND TELEVISION OFFICES DOTTED ACROSS THE CITY, TO WORK FOR INDEPENDENT PRODUCERS THAT VARY IN SIZE FROM MAJOR PRODUCTION COMPANIES WITH A NETWORK REPUTATION, TO NEW START-UPS TAKING THEIR FIRST TENTATIVE STEPS IN THE INDUSTRY.

Across Scotland's Creative Industries there are 15,735 registered enterprises with a turnover of £7.088 billion in 2015, an increase of £591.4 million on the 2014 turnover. The television production community is an important driver of that growth. Beyond the top 50 companies, the production sector is supported by an army of freelancers and facilities companies including high-end art-departments, post-production houses, sound studios and creative composers. To name them all would fill a phone-directory never mind a pitch document.

The relevance of this sector to Channel 4 is critical. Glasgow is one of the UK's biggest and most diverse production communities. Whilst other cities may claim specialism, Glasgow is unique in the range and depth of its independent production. The city has producers across all genres. Companies like Raise the Roof and IWC Media are among the most important features suppliers in the UK. They have an unrivalled track-record, shaping the success of property, interiors and house-hunting shows and delivering many of Channel 4's biggest hits.

According to Broadcast magazine Firecrest is the "fastest growing production company outside London." Firecrest is an innovative producer of news and current affairs, connecting audiences with consumer affairs, the politics of shopping and the raw truths about consumer brands. The company is supported by Channel 4's Growth Fund, a unique investment portfolio aimed at developing emergent creative companies.

Glasgow is also home to numerous network shows including 'Imagine', 'Trust Me I'm a Doctor', 'Traffic Cops', 'Outlander', and high-volume studio shows like 'Eggheads' and '15-to-1.' These have had an impact across the roles and have brought high-end executive skills to the city.

Scotland is one of the homes of documentary dating back to the pioneering John Grierson, who first coined the term 'documentary.' The genre thrives today from traditional ob-doc to self-shooting guerrilla films. There are several successful documentary houses across the city among them Matchlight, who have delivered over 100 hours of high-quality documentaries on subjects as diverse as Dr Zhivago, Stephen Fry on manic depression, and the Scottish roots of the Ku Klux Klan.

Glasgow is a film city both in terms of low-budget indie movies and location based film-making at the high end. It is not uncommon for George Square to double as Philadelphia, for the steep inner-city hills along St Vincent Street to be mocked up as San Francisco and the City Chambers, where the city's Film Office is based, to act as the interiors of the Kremlin or 19th Century palaces.

The strength of film-making is already well-known to Film 4. It was in a Glasgow tobacco warehouse, in the city's East End, that the interiors of the iconic 'Trainspotting' movie were shot and many challenging film-makers such as Peter Mullen and Lynne Ramsay have been raised in the city, and taken their influence from its people and their stories.

We are confident that its diverse production sector is among the most talented in the UK. This is a city ambitious for the future and Channel 4 can play a vital part in the next chapter of what is already a remarkable success story.

—

**Nicole Kleeman (Firecrest)
Jane Muirhead (Raise the Roof)
David Smith (Matchlight)**

NEW THINKING



CITY OF STUDENTS

IT IS ONLY TWO MILES' WALK FROM THE FOURTH OLDEST UNIVERSITY IN THE ENGLISH-SPEAKING WORLD TO THE UK'S FIRST TECHNOLOGICAL UNIVERSITY. IT'S A WALK THAT TAKES YOU THROUGH A CITY WHOSE ARCHITECTURE WAS BUILT AT THE HEIGHT OF ITS GLOBAL SUCCESS, FROM THE PARKLANDS OF KELVINGROVE, THROUGH THE CITY'S GEORGIAN NEW TOWN AND INTO THE VICTORIAN GRID OF THE CITY CENTRE.

OVER THAT SHORT DISTANCE THERE ARE OVER 67,000 STUDENTS FROM OVER 100 COUNTRIES. GLASGOW IS THE ONLY CITY OUTSIDE OF LONDON WITH TWO UNIVERSITIES RANKED BY THE QS WORLD UNIVERSITY RANKINGS IN THE GLOBAL 300 AND TWO SPECIALIST INSTITUTIONS, THE GLASGOW SCHOOL OF ART AND THE ROYAL CONSERVATOIRE OF SCOTLAND, RECOGNISED AS TOP 20 GLOBALLY.

With a further 66,000 students studying in Glasgow's further education colleges – City of Glasgow, Glasgow Clyde and Glasgow Kelvin – we are a young, vibrant place so it's no surprise that the same world rankings place Glasgow as one of the best student cities in the world. And we're getting ready to welcome a whole new generation as the first National Film and Television School Scotland students enrol in the summer.

One of the city's strengths is the diversity of its students, its academic staff and its disciplines. Engineers and scientists live, study and work alongside writers, artists and designers. They create a dynamic, a difference and a diversity that fuel the city's identity, creativity and culture. It's an oft-repeated line in Glasgow that 'if you know about it the moment has already passed'. The underground and sub-cultures that pervade the city – from gigs in vacant railway arches, to film screenings in back-lanes or exhibitions in redundant industrial buildings, are driven largely by the city's students. These students connect with each other across the city, driving the innovation necessary to grow the future economy as not purely cultural and creative consumers, but as creative and cultural producers.

Glasgow is a city that produces, makes and innovates, drawing students from across the UK, Europe and internationally, from some of the most socio-economically challenging parts of our city and further afield. The city works collaboratively with public and private sector organisations on programme development, live student projects, research partnerships and innovation districts centred around the Universities of Strathclyde and Glasgow. These partnerships are national and global.

We are a small city, small enough that people know each other, but a city where things get done and opportunities are made through its people: there is something distinctive about studying here. That distinctiveness can be found in the diversity of our student body, and the place that our universities and colleges have within their communities, all woven into the fabric of the city. Our city has matured to become borderless and permeable – a place where global businesses work alongside local start-ups and producers.

So we retain our graduates: they choose to remain in the city, working within cultural and creative industries, the wider creative economy or setting up their own businesses. They have myriad talents: artists, designers, film-makers, architects, performers, journalists, creative writers, animators, visualisers, digital innovators, musicians, sound producers, critics, engineers and scientists. It is one of the reasons why NESTA ranks Glasgow as one of only five Creative Capitals in the UK – a city that is attracting the best creative talent to live, work and succeed.

—
Professor Tom Inns
 Director, Glasgow School of Art

A SOCIALLY DIVERSE CITY



THE GLASGOW GIRLS

THE STORY OF THE GLASGOW GIRLS IS THE STORY OF A SOCIALLY DIVERSE CITY. MANY OF GLASGOW'S MOST POWERFUL STORIES ARE OF IMMIGRATION AND ASYLUM. DIVERSITY IS CRUCIAL TO AN UNDERSTANDING OF MODERN GLASGOW. THE CITY AND ITS CULTURE HAS BEEN SHAPED BY SUCCESSIVE ERAS OF IMMIGRATION, DATING BACK BEYOND THE MID-19TH CENTURY WHEN THE IRISH, ESCAPING THE GREAT FAMINE, ITALIANS ABANDONING RURAL POVERTY AND EASTERN EUROPEAN JEWS ESCAPING POGROMS ALL CAME TO SETTLE IN THE TEAMING SLUMS OF AN OLD AND PROUD INDUSTRIAL CITY.

IMMIGRATION WAS A VERY PUBLIC ENGINE FOR SOCIAL CHANGE AND TODAY THE STORY RESONATES EVEN MORE POWERFULLY.

TWO OF SCOTLAND'S MAJOR FOOTBALL CLUBS CELTIC AND HIBERNIAN WERE FOUNDED BY IRISH IMMIGRANTS, AND GLASGOW'S CULTURAL SCENE WOULD BE LESSER WITHOUT ITALIAN-SCOTS – PAOLO NUTINI, NICOLA BENEDETTI, SHARLEEN SPITERI AND ARMANDO IANNUCCI. SIGNIFICANTLY, THE FIRST VOICE TO BE BROADCAST ON CHANNEL 4 ON ITS FIRST DAY OF TRANSMISSION WAS AN ITALIAN-SCOT, PAUL COIA.

LIKE MANY OTHER UK CITIES, GLASGOW HAS SINCE BEEN ENRICHED BY IMMIGRANTS FROM THE COMMONWEALTH, NOT LEAST THE INDIAN AND PAKISTANI COMMUNITIES THAT HAVE SETTLED IN THE CITY OVER FOUR GENERATIONS. BUT A NEW DIVERSITY IS NOW ENRICHING GLASGOW. SINCE 1999, GLASGOW HAS BEEN AN APPROVED ASYLUM DISPERSAL CITY AND IT HAS ATTRACTED NEW SCOTS FROM WAR-ZONES AND FAMINE AREAS. THE CITY NOW HAS A SIZABLE COMMUNITY OF KURDS, IRAQIS, SYRIANS, NORTH AFRICANS AND SRI LANKAN TAMILS.

In 2001, Channel 4 broadcast a Glasgow based film – 'Gas Attack' which was directed by Scottish film-maker Kenny Glennan. It went on to win numerous awards including the prestigious Michael Powell Award for Best British film. 'Gas Attack' was tense with ideas and is one of Channel 4's riskiest and most prescient projects to date. The film presented a futuristic fictional scenario, in which Kurdish asylum seekers are attacked with biological weapons in a racist attack in a Glasgow suburb. It is an eerily prescient film reflecting both Glasgow and Channel 4's passion for risk-taking.

The Asylum era has brought change in almost every community in Glasgow. Govanhill, the traditional first home for immigrant communities, is an area where over 80% of the children are at the early stages of learning English. There are now more than 100 languages spoken in Glasgow's schools and citizenship and diversity are embedded within the curriculum.

Glasgow's new diversity had a nationwide impact when a group of teenagers from Drumchapel waged a high-profile campaign to stop a classmate being deported after a dawn raid. They changed people's minds, they changed government policy and along the way inspired an award-winning documentary and a stage musical, 'Glasgow Girls'.

The star of 'Glasgow Girls', Patricia Panther is a second generation African-Scot, the daughter of a famous Nigerian boxer.

Sexual diversity has changed Glasgow for the better too. It has softened the hard, industrial maleness that was once casual shorthand for Glasgow in network television drama and again there is another connection. As Channel 4 wrestled with the contradiction of televising the Sochi Winter Paralympics in 2014, in the face of Russian homophobia, a decision was taken to confront the issue with strident pro-gay trailers. It was a decision Glasgow was making too. In the run-up to the Commonwealth Games in 2014 the opening ceremony directors were aware that several countries with anti-gay laws were participating in the games. The opening ceremony televised globally, featured celebrity John Barrowman kissing a 'husband-to-be' live on-stage. It was a powerful way of saying – This is Glasgow – diverse and unbowed.

—
Shirani Sabaratnam
Series Producer & Sri Lankan Tamil



CREATIVE GATEWAY

LINKED IN

GLASGOW IS A FORMIDABLE CITY IN ITS OWN RIGHT BUT IT HAS A STRENGTH THAT OTHERS MAY NOT BE ABLE TO MATCH: IT IS A GATEWAY CITY WITH PROVEN CONNECTIONS TO OTHER CREATIVE CENTRES IN THE UK. THE CONNECTIONS ARE NOT SIMPLY CONVENIENT TRANSPORT LINKS, THEY ARE MUCH DEEPER CULTURAL CONNECTIONS THAT BRING A RANGE OF OTHER CITIES INTO GLASGOW'S ORBIT.

Edinburgh is the capital of Scotland, the proverbial Athens of the North, and one of the most stunning cities in the world. Although the two cities are often perceived as rivals – Glasgow the production centre and Edinburgh the festival city – those demarcations have long since broken down. The Scottish government has pursued a national strategy of a festival every day of the year. In Glasgow that means the internationally famous Celtic Connections, the biggest traditional music festival in the world followed by the Comedy Festival in Spring in a city with a unique history of acerbic comedy, that includes Billy Connolly, Jerry Sadowitz, Frankie Boyle and Kevin Bridges.

Scotland's festival year explodes in Edinburgh in the summer when it hosts the biggest festivals in the world – The Book Festival, The Fringe, The Film Festival, and over a weekend in August the Guardian International Television Festival. Glasgow and Edinburgh are only 45 minutes apart and in recent years have become partners and co-hosts as well as rivals. Although Edinburgh is best known for its unrivalled cultural showcasing, it has a hugely energetic creative scene that complements Glasgow. It is the home of globally famous writers J.K. Rowling (Harry Potter), Ian Rankin (Rebus) and Alexander McCall Smith (The No. 1 Ladies' Detective Agency). Edinburgh's nearby docks area, Leith is the spiritual home of 'Trainspotting' author Irvine Welsh and his timeless fictional characters Rent Boy and Begbie. The area, once associated with decaying harbours and old working class pubs, is now re-imagined as a place of creative production companies and high-end restaurants.

Dundee is only 75 minutes from the Glasgow gateway and is one of the most successful interactive games development cities in Europe. The local agency Digital Dundee lists 30 companies on its books working across all games platforms, mobile, console and online. Dundee has also staked out a claim as an emergent creative centre in its own right, and is about to open the much anticipated Victoria and Albert museum in September 2018.

What may be less obvious to Channel 4 is the long and valued connections between Glasgow and Belfast. The flight time between the two centres

is only 38 minutes and a cultural flow between the two dates back over centuries. Many Belfast producers see Glasgow as their closest commissioning city, and many make the trip to Glasgow to engage with BBC commissioners and historically with Channel 4's nations and regions team. The newly announced BBC Scotland Channel, based a Pacific Quay will further intensify those connections. Companies like Stellify Media, a joint-venture with Sony Pictures Television and the high-end factual indie Double Band already have close working relations with the Glasgow sector, and a deeper Channel 4 commissioning presence would be to their advantage too.

Glasgow has unquestionable strengths in its own right and one of them is its gateway to other creative cities.

—
Colin Edgar
 Head of Strategic Partnerships
 Glasgow City Council

A DYNAMIC DIGITAL CITY



 **SHADOWFAX**
PROFILE



DAMAGE
1200

POINTS
6800

CREATIVE INNOVATION

GLASGOW DEFIES PERCEPTION. ONCE A CITY SYNONYMOUS WITH SHIPBUILDING, GLASGOW IS NOW THE UK'S BIGGEST PRODUCER OF SATELLITE SYSTEMS AND THE HOME TO PIONEERING COMPANIES SUCH AS ALBA ORBITAL AND CLYDE SPACE, WHO PRODUCE CUBESATS – MICRO-SATELLITES THAT CAN DO ANYTHING FROM MONITORING THE HEALTH OF OCEANS TO INVESTIGATING POTENTIAL FOR MINING ON ASTEROIDS.

THAT SPIRIT IS ALIVE IN CREATIVE AND INTERACTIVE ENTERTAINMENT TOO. THERE ARE 15,735 REGISTERED ENTERPRISES IN SCOTLAND'S CREATIVE INDUSTRIES SECTOR AND ALMOST HALF OF THOSE (7,265) ARE IN SOFTWARE/ELECTRONIC PUBLISHING. HERE ARE JUST SOME OF THE COMPANIES IN GLASGOW'S JOURNEY-TO WORK AREA.

AXIS ANIMATION ARE THE DIGITAL AND VIRTUAL REALITY DESIGNERS OF CHANNEL 4'S RECENT PSYCHOLOGICAL DRAMA 'KISS ME FIRST.' FOUNDED IN 2000, AXIS ARE AN AWARD-WINNING, INTERNATIONAL STUDIO, WITH A MULTI-TALENTED TEAM OF DIRECTORS, DESIGNERS, ARTISTS, ANIMATORS, WRITERS AND PRODUCERS. AXIS HAS BEEN DELIVERING ANIMATION SERVICES TO THE VIDEO GAMES MARKET FOR OVER 13 YEARS AND PRODUCES FOR TOP PUBLISHERS SUCH AS MICROSOFT STUDIOS, SEGA AND WARNER BROS.

Rockstar North, an Edinburgh-based studio is the developer of the biggest games franchise in the world. It is best known for creating 'Grand Theft Auto' and 'Lemmings' and works on video games such as 'Max Payne 3' and 'Red Dead Redemption'.

Fanduel is a web-based prediction market game company. It was launched by Hubdub in 2009, after taking in £800,000 in venture capital funding from Pentech Ventures and Scottish Enterprise. It held its first FanDuel Fantasy (American) Football Championship in 2010 and has since partnered with 16 NFL teams and 14 National basketball teams.

Blazing Griffin is an independent digital entertainment company, spanning games development, film and post production. Recent credits include 'Outlander' (Sony/Leftbank/STARZ) and 'Shetland' (ITV Studios/BBC).

My own company Chunk Digital operates from a central Glasgow studio. We have produced a string of award-winning apps and games for Channel 4 including 'The Bank Job', 'The Singer Takes it All' and a truly innovative public service game for 'Stand Up to Cancer.' The game used popular crowd-sourcing in which millions of cancer slides were analysed by the public – an activity that would normally take scientists months instead of days, thus speeding up their battle against cancer.

Glasgow is a dynamic digital city whose capacity for innovation is unrestrained.

—
Donnie Kerrigan
Chunk Digital

PART 2

**WHAT
WE'LL
DO FOR
YOU**



THE IDEAL CITY

THIS IS A BID TO BE THE HOST OF YOUR NEW NATIONAL HQ.

IF YOU DECIDE TO GO DOWN ANOTHER ROAD THEN WE ARE THE IDEAL CITY FOR A CREATIVE HUB TOO.

Glasgow fits all the criteria you set at the launch of the process; size of working population, travel time to London, physical and digital infrastructure and the size and quality of our independent production sector.

We meet and exceed the guidelines and considerations but we want to emphasise our key strength – we are one of the UK's most creative cities.

ENTRY GUIDELINES:

WORKING POPULATION OF 200,000+

Glasgow has a working age population of over 400,000 and in the last year it has risen from 432,793 to 437,911. Greater Glasgow has a population of over 1,199,629 making it the fifth largest urban area in the United Kingdom.

TRAVEL TIME TO LONDON UP TO 3 HOURS

The locations we want to discuss with you are less than a 20 minute drive from Glasgow Airport, which has 36 daily flights to all London's airports. The flight times average 75 minutes.

PHYSICAL & DIGITAL INFRASTRUCTURE

Glasgow is a gateway to Scotland with great infrastructure. If temporary space is needed we have a good stock of grade A office space with two speculative grade A developments under construction in the city centre.

Glasgow is one of the best connected major cities in Europe with 98% of the city having access to superfast broadband. The city has recently contracted with CityFibre to become the UK's largest gigabit city, with 243 km of new fibre infrastructure to be laid in the next 2 years. We're also bidding to be the UK's first 5G city and our bid will include a focus on media.

INDEPENDENT PRODUCTION

As you know, we have one of the biggest and most diverse indie communities in the UK and a thriving and innovative digital community.

KEY CONSIDERATIONS

1. Glasgow generates £20.7 billion GVA every year and is one of the fastest growing major city economies in the UK. Our population is growing, especially in the under 65 age group, and the city's new diversity means 113 languages are now used in our classrooms.

Our industrial heritage has bequeathed many impressive buildings, great housing-stock and world-class galleries. With over 90 public parks we have more green space than comparable cities. By the end of this year we'll have put in place Scotland's first Low Emission Zone.

2. With two of the world's great art and performing arts universities and one of the UK's biggest indie communities, we've already got that pipeline.
3. Glasgow is a highly commutable city with an extensive local and national rail network, an underground, and an ever growing network of dedicated cycle lanes.
4. As well as great air connectivity, we also have rail links to every part of the UK, and we're close to the West Coast with its multiple daily sailings to Northern Ireland.
5. We have new grade A office space available and coming out of the ground just now as well as great existing locations which could be developed or converted to give you the right quality of HQ.

—
Cllr Susan Aitken
Leader Glasgow City Council

LOCATION LOCATION LOCATION

**WE KNOW YOU NEED THE
RIGHT SPACE BUT WANT
TO MAKE A DIFFERENCE.**

So, we've highlighted five very different locations which all make business sense. Many fit with your way of doing things but would have a real impact on the future of Glasgow too. They range from an existing digital media hub, to one of the only Charles Rennie Mackintosh buildings still in use, to development sites with substantial public funding already committed. We have a range of spaces which fit the bill.

**WE'D LOVE TO SHOW YOU THESE
SITES IN MORE DETAIL BUT
FOR NOW, HERE'S A FLAVOUR.**



SITE OPTIONS

1. PACIFIC QUAY

Pacific Quay is an area on the south bank of the River Clyde in Glasgow. It is located at the former Plantation Quay and Princes' Dock Basin.



- Home to Glasgow's Media Quarter including BBC, STV, MG ALBA and Film City Glasgow. The Hub and Medius are commercial buildings at the heart of the site, home to an array of digital and creative businesses
- Across the river from the SSE Hydro and SEC, Pacific Quay is served by two hotel options on site – Premier Inn and The Village Hotel Club, with the latter offering bar, restaurant, Starbucks, spa, gym and conferencing facilities
- The site is owned by Scottish Enterprise and has a masterplan for further development
- Excellent transport links to motorway, airport and city centre



2. THE LIGHTHOUSE

The Lighthouse, Scotland's Centre for Design and Architecture, is a visitor centre, exhibition space and events venue situated in the heart of Glasgow. Designed in 1895 by Charles Rennie Mackintosh, The Lighthouse is a beacon for the creative industries in Scotland and promotes design and architecture in the city.

- Super-prime location, in the heart of Glasgow's city centre
- Former headquarters of The Glasgow Herald
- Just off Glasgow's Style Mile, the UK's 2nd largest prime retail centre
- In public ownership, and could be repurposed as an HQ with studio space
- 20 minutes' drive from Glasgow Airport
- Short walks to Glasgow Central Station and Queen Street Station

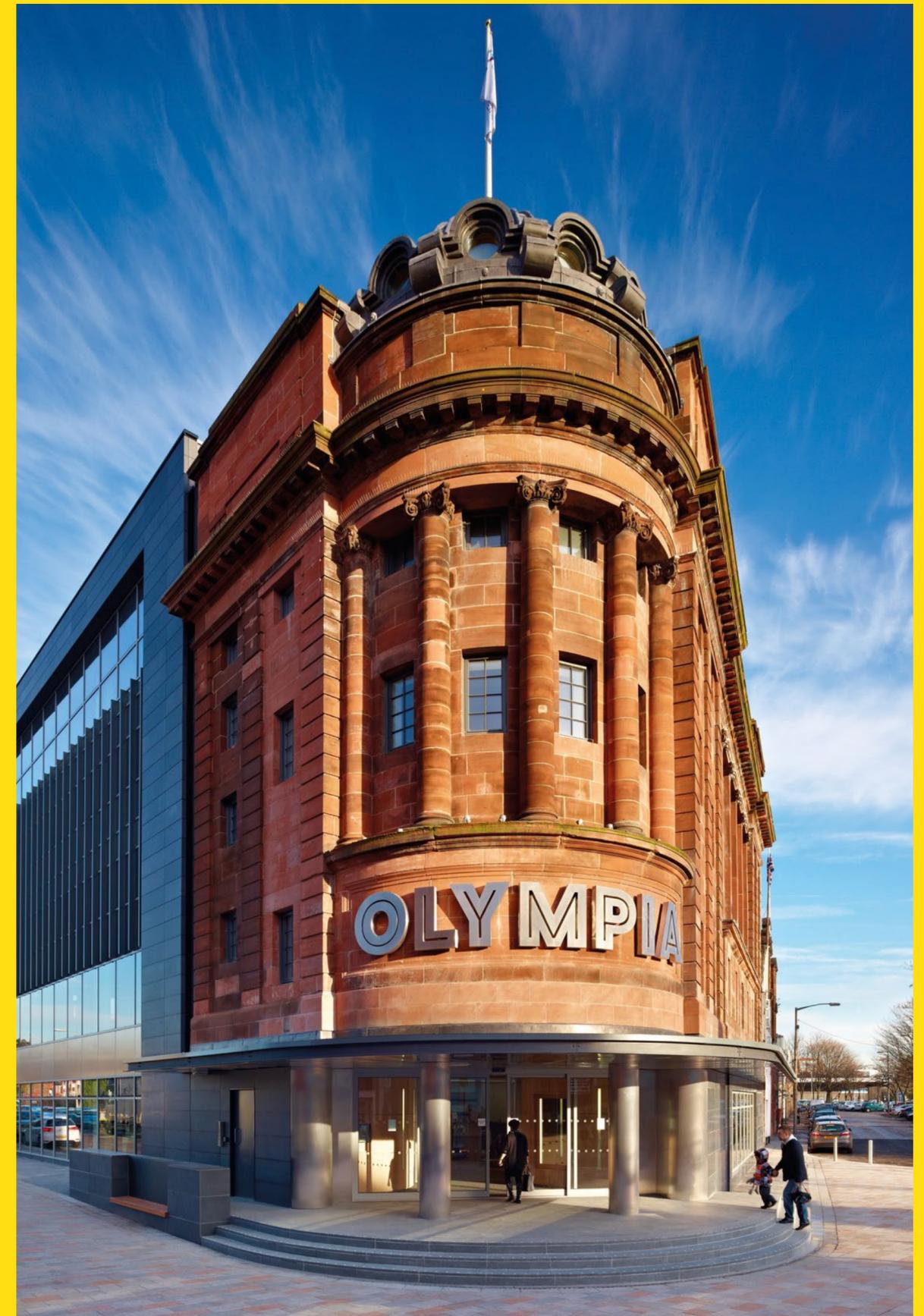
3. CLYDE GATEWAY

Clyde Gateway is Scotland's biggest and most ambitious regeneration programme.

Running to 2028, it is a public partnership backed by funding and direct support from the Scottish Government.

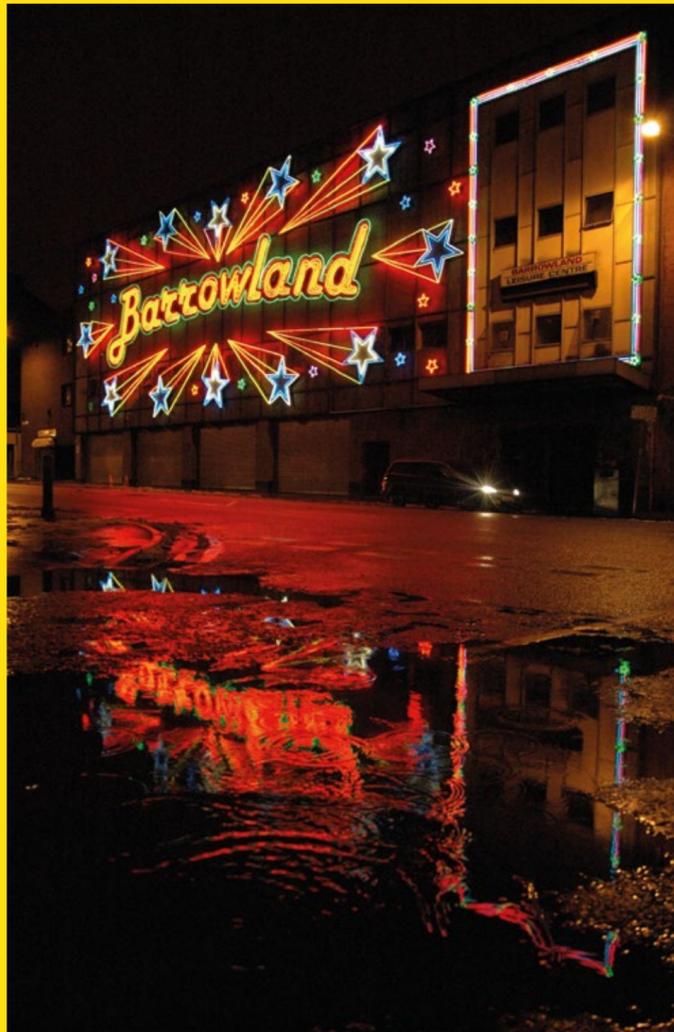
Covering 840 hectares of land in the East End, Clyde Gateway was home to the 2014 Commonwealth Games.

- Recent film and TV productions include: King Bert / BBC – 'Grandpa's Great Escape', Sigma Films – 'Legend of Barney Thomson', BBC and Left Bank Productions – 'The Replacement', ITV – 'Shetland'. The area is also home to the only BFI Mediatheque in Scotland
- Home to a range of creative and digital businesses including independent record label Chemikal Underground, Peebles Media, Aconite Productions, brand agency Made Brave and the David Dale Gallery
- Buildings offering 1GB corporate grade fibre connection
- Excellent transport links; 3 stations, 3 motorway junctions and 2 national cycle routes
- Range of site options all adjacent to rail stations, riverside walkways, new high quality residential areas, international sporting facilities and all supporting amenities
- Clyde Gateway is already developing an employability scheme for the creative industries, which will create a pipeline of talent for the sector
- If Channel 4 were to relocate here it would have a transformational impact on the city



4. BARROWLAND

Immediately east of the city, it is the focus of a strategic regeneration initiative including the creation of temporary parkland, reclamation of derelict land, new public realm and a new event space.



- Home to the epic Barrowland Ballroom and the old Barras market
- Emerging vibrant creative quarter focused around the Barras Art and Design Centre and the Glasgow Collective. Location for high value cultural and creative businesses
- Key site options in public sector ownership
- Significant public infrastructure spend planned for 2019. Opportunity to influence spend for incoming tenants
- Proximity to the new Glasgow City Innovation District, University of Strathclyde, Tontine and Merchant City
- Access to M8 in 5 minutes, walking distance to city centre's 2 rail stations and 15 minutes to Glasgow Airport
- Relocation here would have a significant social and economic impact



5. THE MEAT MARKET DISTRICT

This former abattoir and meat market is a key part of the wider Collegelands regeneration initiative which has seen significant public sector investment and private sector development including: student housing, new hotel, government office relocation as well as proposed major BTR scheme.

- The site is in public ownership with a masterplan in place
- Significant public infrastructure spend planned for 2019. Opportunity to influence spend for incoming tenants
- Excellent connectivity with easy access to M8 Motorway (15 minutes from the airport)
- 10 minutes' walk to city centre, Queen Street Station and 15 minutes' walk to Glasgow Central/West Coast Main Line
- Adjacent to the residential area of Dennistoun, an increasingly cool and popular place with young people and families
- Local stations at Bellgrove and High Street – possible future HSR terminus
- Relocation here would have a significant social and economic impact



NETWORKS & SUPPORT

GLASGOW IS READY

THERE IS NO BETTER PLACE TO SET UP A NEW CREATIVE COMPANY THAN GLASGOW. ACROSS THE CITY THERE ARE NUMEROUS DIFFERENT PLACES GEARED TO SUPPORTING EARLY STAGE TALENT AND PRODUCTION COMPANIES. MANY ARE IN-PART FUNDED BY THE CITY OR OFFER PACKAGES OF ASSISTANCE FROM THE SCOTTISH GOVERNMENT.

Some, like BAFTA (Scotland) and RTS (Scotland) are the Glasgow-based Scottish headquarters of UK organisations, providing opportunities for screenings, networking and awards nights, whilst many more are unique and indigenous to the city.

Film City is both a place and a network of connected companies. Based in the Old Govan Town Hall near Pacific Quay, it has a long-standing relationship with companies across the screen sector, and provides tenanted space and the use of facilities. Many Channel 4 suppliers such as Firecrest, Objective, Finestripe, Keo, Nemeton, and Hopscotch have drawn on Film City's support. It is one of the first facilities in Scotland to provide 1GB synchronous data connectivity for tenants, and its Dolby Premier theatre was the first in the UK at point of accreditation.

TRC Media, one of Scotland's flagship training companies has a rich experience of working with creative leaders, entrepreneurs, television and digital media creatives across the industry. From rising stars refreshing the industry's supply chain to senior executives adapting their business models, TRC has transformed the career prospects and business ambitions of its beneficiaries. New start-ups have been established, international business secured, skills shortages tackled, business strategies reframed and invaluable networks established.

Glasgow Film Office, the film commission for Scotland's largest city, offers a free service to all productions including feature films, television, commercials, music videos and more. Elsewhere across the city there are pockets of low-cost office and studio space aimed at creative start-ups. Hidden Lane in the city's Finnieston area has attracted many new companies from digital agencies to art departments. Wasps Studio provides space for freelance talent and a cluster of new venues in the Barrowland area have pop-up studios and freight-container offices. Another innovative space is SWG3, a cool warehouse environment providing low-cost TV studio facilities, breakout-spaces and production offices.

GLASGOW'S OFFER

1. Account Management from Invest Glasgow, Glasgow's inward investment service
2. Glasgow Film Office, one the UK's most 'film-friendly' local authorities and Film City Glasgow, the heart and soul of Scotland's film and television industry
3. Access to partners and industry networks
4. Relocation support and location and property advice
5. Temporary soft-landing space
6. Recruitment and training support and subsidies (Glasgow Guarantee)
7. May be eligible for Regional Selective Assistance, dependent on job patterns
8. Fast-track planning
9. Dedicated aftercare
10. Market Intelligence

A VIBRANT CITY



A PLACE TO WORK & PLAY

GLASGOW'S VIBRANCY IS DERIVED FROM MANY THINGS. ART, CULTURE AND MUSIC. THE EXCITEMENT OF QUIRKY RESTAURANTS, FINE DINING AND WORLD RENOWNED ELECTRONIC DANCE MUSIC, CLUBS AND BARS. THE INNOVATION AND CREATIVITY FROM WORLD LEADING HIGHER EDUCATION INSTITUTIONS. THE SOPHISTICATED BLEND OF GLOBAL AND UNIQUELY LOCAL RETAIL OFFERS, MAKING IT THE BEST PLACE TO SHOP IN THE UK OUTSIDE OF LONDON'S WEST END. SET AGAINST THIS IS THE CALM OF MORE PARKS AND GREEN SPACE THAN ANY OTHER CITY YOU ARE CONSIDERING. ESCAPE HALF AN HOUR AWAY IN SOME OF THE MOST WILD AND BEAUTIFUL SCENERY IN EUROPE. DARK SKIES, ISLANDS AND MOUNTAINS CLOSER THAN MOST DAILY COMMUTES.

THE CITY'S VIBRANCY COMES FROM ITS PEOPLE. GLASWEGIANS – FUNNY, WARM AND DIVERSE. ALL FIERCELY PROUD OF THEIR CITY, AND WITH GOOD REASON.

Glasgow is one of the oldest cities in Europe, with the world's best preserved Victorian architecture complemented by stunning contemporary design, with a growing population living in some of the best value housing in the UK.

Over 1,800 buildings and structures are listed of Special or Historic Interest and all within walking distance.

Glasgow is the home of Charles Rennie Mackintosh – a global design superstar. It is the only place you can see his buildings, his furniture, paintings and designs together across nine sites.

Glasgow has more than 100 cultural organisations including Scotland's national orchestra, theatre, opera, and ballet companies.

We are an internationally acclaimed centre for contemporary art, design and music.

A UNESCO CITY OF MUSIC

Glasgow is a UNESCO city of music with venues and festivals that showcase indie rock, jazz, hip-hop and classical. It is a year round festival city featuring distinct events like Celtic Connections – the world's largest annual festival of traditional and world music. Glastonbury aside, this is now the biggest music festival in the UK.

THE CITY IS NUMBER 1 OUTSIDE LONDON FOR:

- Civic museums
- Concert halls
- Live music performances
- Live music attendances
- Cultural production capacity
- TV & Film production capacity
- Turner Prize nominees and winners
- Higher education cultural training

And we have a voracious appetite for culture and performance. 9 million visits annually to cultural institutions. 5.4 million visits to museums, historic buildings and gardens. 3,600 live cultural performances. 1.45 million concert visits. 1.1 million theatre attendances.

Glasgow is also a global sporting leader – a top 5 Ultimate Sport City with infrastructure and facilities to match, ranging from the Emirates Arena and Sir Chris Hoy Velodrome to a network of state-of-the-art local fitness clubs.

GLASGOW ATTRACTS OVER 2 MILLION TOURISTS AND 20 MILLION DAY VISITORS A YEAR

—
Dr Bridget McConnell
Chief Executive, Glasgow Life

GLASGOW: COME & BE PART OF IT

GRAPHICAL HOUSE

DESIGN CONSULTANTS

community of ideas



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