



PEOPLE
MAKE
GLASGOW
GREENER

At Home in Glasgow

Glasgow is a city that is now attracting more people (the population has increased more than 10% since 2001) and more investment and employment – all indicators of a place’s well-being.

Such a position is considerably different from that of the early 1980s, when Glasgow was facing the need to move on from its industrial heritage and exploit its cultural and heritage capital, a strategy which was rewarded when the city was made European Capital of Culture in 1990.

So when considering why people and organisations chose to live and locate in Glasgow, it’s important to understand that before 1990, few would have predicted that the city would become a key tourist destination, a regular host of global and international events - notably the 2014 Commonwealth Games and COP26 - or that it would become one of Europe’s leading financial centres.

Simply put, Glasgow is a city that has adapted - as it has throughout its history - and can now offer, according to Kevin Rush, Director of Regional Economic Growth of the Glasgow City Region, “A supportive business environment, a highly-skilled and qualified workforce (with one of the highest levels of graduates per capita in the UK), competitive residential and commercial costs, successful universities and academic institutions, a high quality of life with an enviable list of restaurants, bars and venues - all close to so many areas of outstanding natural beauty.

Kevin is also keen to emphasise that: “All this has been delivered through a Team Glasgow approach – with public, private and academic sectors working together.”

Glasgow’s capacity to adapt in order to thrive can be seen in changes to its city centre, the biggest retail destination in the UK outside of London. In order to counter the rise in online shopping and changes accelerated by the pandemic, the city council and its partners in the retail and business sectors are working together to ensure that Glasgow city centre is as an attractive a place as possible in which to live, visit, study and invest.

Projects such as the Sauchiehall Avenue - the first of 21 such Avenues in the city centre - will make the area’s streets more attractive and easier to get around. A number of major housing developments taking shape across in the city centre point to more people wanting to live in the area.

Another area undergoing great change – and a symbol of the changing fortunes of the city - is the Clyde waterfront.

Once world-renowned as the face of Glasgow's economy, the river to some extent faded from view but over the past two decades an ongoing renaissance has taken place with Glasgow Science Centre, the International Financial Services District, BBC Scotland and Scottish Television, the Scottish Events Campus, the Riverside Museum, and one of three global hubs for Barclays, now located on the banks of the Clyde.

As Koral Anderson, Barclays Scotland Site Head, said: "With an existing footprint in Glasgow, Barclays was well aware of the calibre of the talent and the infrastructure that supports us in the city. This made Glasgow an obvious choice when deciding where to invest in a new state-of-the-art campus to support our banking operations."

Key to a successful economy is the availability of affordable housing, and record numbers of such homes are now being built throughout the city, helping Glasgow maintain its edge against competitor cities.

Glasgow is also a city that is set fair for the future as it makes the transition from the opportunities derived from its post-industrial phase to a 'knowledge city' phase, with both the University of Glasgow and the University of Strathclyde developing Innovation Districts, which will foster innovation and entrepreneurship in key economic growth sectors such as life sciences, smart technologies, creative industries and nanotechnology.

This transition will offer more opportunities for Glasgow's people and businesses, and those wishing to live and operate here.

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More information at:

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