Challenge Brief example

Brief: "Improve travel choices and experience during events in the city while promoting the overall city centre offer."

Challenge overview – Glasgow

The City of Glasgow is one of the world's top sporting cities and a major destination for conferences and concerts. Many thousands of people come to the city on a regular basis to experience its year-round calendar of events.

However, this brings significant challenges in getting people safely and conveniently around the city to their location. It also impacts on the lives of residents and our business community in terms of pressures upon the public transport system and connectivity to retail destinations in particular.

In order to maintain its position as a top destination and grow its offer even further, Glasgow needs to look innovatively at how best it can manage large scale events and the movements of such large numbers of people and ensure that their experience and that of our resident and business communities is a positive one.

Why it matters for key departments and citizens in Glasgow

- **Tourism and economic development:**
  - Enhance the city's reputation as one of the world's great destinations, realizing the economic ambition of attracting one million additional tourists by 2023 and growing tourism gross value added (GVA) by £148million
  - Maintain Glasgow's position on the international stage when it comes to hosting events. The city is a cultural powerhouse and a top five sporting city producing results that impact significantly towards the aims and objectives of Glasgow's Tourism and Visitor Plan.
  - Ensure that visitors have positive experiences of accessing the city's venues and event spaces and can access information easily
- **Transport Services:**
  - Reduce congestion
  - Manage the public transport system at times of peak use
  - Enhance the visitor experience of getting around the city to events, whilst maintaining good resident and retail/business access at the same time
  - Encourage use of active travel modes (walking and cycling) or public transport wherever possible

- **Emergency Services:**
  - Ensure safe and efficient travel to and from major events and venues
  - Reduce associated disruption on the city's transport networks
- **Citizens:**
  - Proactive mobility management
  - Minimize traffic and pedestrian disruption and contribute to the retail/business community offer
  - Enable safer travel
  - Ensure major events can minimize disruption to local communities and the business community
  - Provide good communication to ensure people can plan ahead for disruption
- **Council:**
  - Provide relevant information to enable services to continue to be provided

Relevant Information

Glasgow has invested significant resources into smart city approaches to transport systems. For instance, the Council has developed the Glasgow Operations Centre, which brings together the city's CCTV network for the roads system.

Transport and people movement are major aspects of research in the higher education sector, such as the Urban Big Data Centre at the University of Glasgow.

Evaluation Criteria:

- How big an impact could the solution make to reduce congestion and improve the travel experience around major events?
- How can it ensure that better use of data drives practical solutions?
- How creative is the solution?
- Is the solution technically viable, with potential to scale?
- Is the solution cost effective?

Relevant data sources available from the City

- Link to Glasgow Convention Bureau website:
  - https://glasgowconventionbureau.com/
- Link to Glasgow Tourism and Visitor Plan:
  - http://glasgowtourismandvisitorplan.com/tourism-and-visitor-plan
- Real-time traffic flow and congestion information
- Parking information
  - Limited only for those car parks which have sensors deployed
- Real-time road work/diversion information
- Real-time air pollution data