

Toni Lally
itison House
29 Cochrane St
Glasgow
G1 1HL

23rd August 2022

Hi there,

We are excited to announce GlasGLOW is returning to the Botanic Gardens this October and would like to update you on our plans for this year's show – alongside an invitation for you and your family to join us at our exclusive preview evening on Tuesday 25th October.

We also wanted to share some of the good we've been doing in the local area through The itison Pumpkin Fund – our community engagement programme – and extend an invitation to our Community Drop In session ahead of the event. Please see more information overpage.

As a Glasgow based company, our goal has always been to deliver a world class event that lights up the dark months, brings joy to families around the country, supports our local economy and gives back to our community – GlasGLOW now creates 150 event sector jobs each year, has an estimated £6M economic impact to the local area and donates 1000 free tickets to great causes.

This year we're also delighted to be donating £15,000 to a fantastic Maryhill based charity called East Park to build a new sensory room for the kids there – and £10,000 to improve the Children's Garden within the Botanics – a pledge dating back to 2019.

We know major events aren't without their challenges and appreciate all your support – as always we will continue to do our very best to minimise disruption – we are constantly learning and taking on feedback on how we can improve the way we do things so please do get in touch with any questions or concerns and we hope to see you at the show.

Warm wishes,

Toni Lally
Event producer/PR manager
glasglow2022@itison.com

Preview Evening

We would love to invite you and 3 guests to join us at our exclusive GlasGLOW Preview Evening on Tuesday 25th October between 6-8pm – to RSVP, please email RSVPglasglow@itison.com by **7th September** to reserve your space – these are available first come first serve so don't forget to RSVP to avoid missing out.

Community Drop in Session

We are hosting a Community Drop-In session within the Kibble Palace on **Tuesday 6th September between 4pm – 7pm** for anyone with questions, suggestions or concerns

Contact Us

As a local team ourselves, your feedback matters - please rest assured we'll always do our best to minimise impact as much as possible. If you need to get in touch, the best email to reach us on is glasglow2022@itison.com

The itison Pumpkin Fund

We launched our community engagement programme back in 2019 – we want GlasGLOW to have a positive impact on our local area and in the past year alone, we've donated...

- £10,000 to improve the Children's Garden within the Botanics
- £15,000 to fund a new sensory room at East Park in Maryhill – a fantastic charity that helps kids with complex needs including autism
- 1000 tickets to local schools, charities, community groups and good causes to help those who might be unable to attend GlasGLOW otherwise
- 600 pumpkins to local schools as part of our local school's engagement programme focused around creativity, healthy eating and sustainability
- 200 pumpkin themed activity packs delivered to the Children's Hospital to ensure the kids could be part of the GlasGLOW experience
- In 2019 we donated a 16 seater mini bus to High Park LCR in Ruchill to help the kids get out and explore the city

Supporting the Local Economy

Each year thousands of families visit GlasGLOW and create amazing memories... but the show also makes a huge contribution to the local area, more important than ever as independent businesses continue to recover from the impact of the pandemic, and face the huge challenges posed by the cost-of-living crisis and rising energy prices.

- 150 event sector jobs created each year
- Over 100 suppliers, mainly Scottish, including lots of great makers, artists and designers
- £6M estimated economic impact helping to drive local bars, restaurants, shops and hotels at a traditionally quiet time of year – giving what's been described as a 'second Christmas'
- 38% of visitors travelling from out with Glasgow – many who have never visited the Botanics before
- A five-figure fee, and environmental levy, paid to use the Gardens plus an upfront site bond to cover any remedial work

Sustainability Policy

We're serious about reducing our carbon footprint and are continuously reviewing the cleanest and greenest ways to deliver GlasGLOW. Current measures in place include:

- Use of HVO to primarily power the event – a FAME free and fossil-free CO2 friendly alternative to regular diesel
- A ban on single use plastics
- Ticketholders encouraged to use active/public transport
- Digital tickets encouraged over printed tickets
- A commitment to reduce/reuse and recycle as much as possible including food waste and all pumpkins featured on the Pumpkin Patch
- Use of power from the mains network where possible – if not we use the most efficient generators possible alongside the latest LED lighting which has dramatically reduced power consumption
- Encourage guests to avoid purchasing plastic and non-sustainable merchandise sold by unlicensed street vendors
- Reuse previous years scenic elements where possible – this helps reduce items going to landfill at the end of the event

Sustainability Policy Cont'd

- Install equipment wherever possible that is part of the circular economy where it has been previously used on another event, and will go on to be used in a future event
- We have a world class production team with a broad range of experience of working within natural woodland and curated garden environments including Royal Botanic Gardens Kew, Royal Botanic Gardens Edinburgh, Blenheim Palace World Heritage Site, The Forestry Commission, Historic Scotland and even Edinburgh Airport – each presenting its own specific set of needs, challenges, guidelines and rules.
- We will continue to work closely with GCC, Neighbourhood Services and the Gardens directly with a firm focus on preserving the grounds, paths, flora and fauna.
- We stay on hard standing path as much as possible, actively consult with wildlife experts, use small, directional speakers and keep noise at a low-level adhering to all guidance set by GCC. Our event runs for a short period of time with sound switched off by 10.30pm
- We also pay an upfront reinstatement bond to GCC in advance of the event – to ensure that remedial work can be quickly carried out in the instance of any accidental damage.
- As locals ourselves, we are in the Gardens on a daily basis and want to see it looking its best. To that end, we have also committed £10,000 to help make improvements to the Children's Garden.

Event Production Information

- The event will be delivered by a team of world-class event professionals, with years of experience in events around the globe
- A team of 40 staff including stewards and security will be on site to ensure a controlled and safe environment with 24 hour security also in place

Parking Measures

As westenders ourselves we understand parking is challenging at the best of times – we continue to work closely with Glasgow City Council and the Events Traffic team in relation to parking and will proactively encourage ticketholders to use active travel and public transport where possible, directing to:

- Subway stations: Hillhead, Kelvinbridge
- Park & Ride: Bridge Street, Kelvinbridge, Shields Road
- Nearest train station: Partick
- First Bus routes

Our Know Before You Glow videos and emails to ticketholders, and social media, will strongly encourage the use of public transport and actively discourage driving to the event.

We will also have No Event Parking signs where prohibited by GCC and will also be requesting the support of GCC parking enforcement officers.

COVID-19

We are aware Covid remains a risk and we continue to liaise closely with GCC, Event Scotland and Scottish Government and have a comprehensive Covid risk management plan should restrictions be implemented nearer the time.

GLASGLOW 2022 KEY DATES

| | |
|-----------------------|--|
| EVENT INSTALL: | FRIDAY 9TH OCTOBER - TUESDAY 25TH OCTOBER |
| EVENT RUN: | WEDNESDAY 26TH OCTOBER - SUNDAY 13TH NOVEMBER |
| EVENT DERIG: | MONDAY 14TH NOVEMBER - MONDAY 21ST NOVEMBER |

- The Gardens will be open to the public as normal during the event install and de-rig days
- Last entry to the event is 9.30pm and sound goes off at 10.30pm
- Our team will ensure noise and disruption is kept to a minimum
- First entry to the event is at 4.45pm
- The Children's Garden will remain open through the run
- itison pay an upfront site bond to GCC to cover the cost of any remedial work needing carried out after the show – in addition to a substantial five figure hire fee and environmental levy