

Urban Studies at the University of Glasgow bid to host the

# Congress of the Association of European Schools of Planning (AESOP) 2017

*'Smart Cities, Smart Planning'*

in Glasgow, Scotland, UK

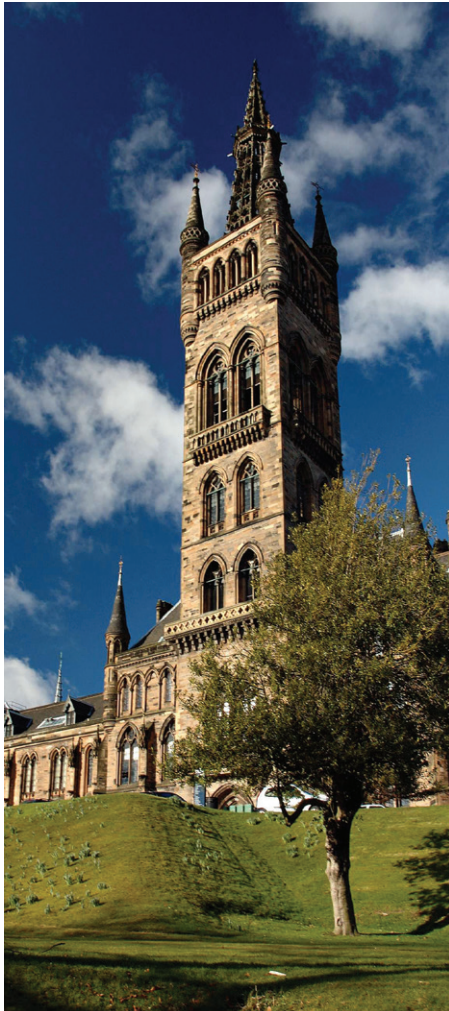


# The University of Glasgow

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## Profile:

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“I believe that the University and City of Glasgow offer a rich environment indeed and a proven track record in supporting major conferences. I therefore have every confidence that if this bid is successful, we would play our part in helping deliver an outstanding event . I wholeheartedly commend this bid to you.

Professor Anton Muscatelli, Principal of the University of Glasgow

We are delighted to present the University of Glasgow's bid to host the AESOP Congress in July 2017, at the Scottish Exhibition and Conference Centre, Glasgow, Scotland. The proposed theme 'Smart Cities, Smart Planning', the wealth of support available and the credentials of the city, we hope combine to prove an exciting prospect for AESOP's consideration.

**Founded in 1451, the University of Glasgow is the fourth oldest university in the English-speaking world. With more than 25,000 undergraduate and postgraduate students, and over 6,000 staff, it has an annual research income of more than £181m.**

**The University is a founder member of Universitas 21, an international grouping of universities dedicated to setting worldwide standards for higher education, and a member of the prestigious Russell Group of leading UK research universities.**

**For full details of the University, see <http://www.gla.ac.uk/>**

## Urban Studies

Urban Studies is a constituent member of the University's School of Social and Political Sciences ([see http://www.gla.ac.uk/schools/socialpolitical/](http://www.gla.ac.uk/schools/socialpolitical/)) and a world-leading centre for innovative, interdisciplinary urban research with significant impact. Research within Urban Studies spans all aspects of social, economic and physical change in cities, and includes communities, governance, health, housing, inequalities, planning, transport and real estate.

In the REF 2014 assessment of research excellence across 44 universities, Urban Studies was rated the UK's equal top research centre in Architecture, Built Environment and Planning and the best of all among social science submissions focused on urban studies, planning and real estate. Active research on Big Data and smart cities is being undertaken by Urban Studies staff through the Urban Big Data Centre which was recently funded by the Economic and Social Research Council as a multi-million pound consortium of leading universities led by the University of Glasgow.

In 2006, Urban Studies launched an innovative and integrated MSc Programme in Real Estate, Planning and Regeneration which won the Royal Town Planning Institute's Award for Excellence in Planning Education in 2009. Glasgow is fully recognised by the RTPI as an accredited partner university and Urban Studies has around 50 postgraduate currently registered on accredited planning programmes. Further details of the programmes can be found at <http://www.gla.ac.uk/schools/socialpolitical/postgraduate/realestateplanningregeneration/>

Alongside professional planning education, Urban Studies runs postgraduate programmes in housing, real estate, urban and public policy, with a transport programme due to be introduced in 2015-16. We also have an active doctoral programme with around 30 current PhD students – see <http://www.gla.ac.uk/schools/socialpolitical/research/urbanstudies/postgraduate/> for more details. The multidisciplinary nature of Urban Studies is also reflected in the expertise of its 30+ academic staff, full details of whom can be found at: <http://www.gla.ac.uk/schools/socialpolitical/research/urbanstudies/people/>



## Reason:

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As a relatively new UK Planning School, hosting the 2017 AESOP Congress will help Urban Studies raise its profile among the academic planning community, across Europe and beyond. Internationalisation is an important strategic theme for the University of Glasgow. Attracting the 2017 Congress would give us the opportunity to reinforce our strong international connections with many leading universities across the world, which are also reflected in the many countries from which our students come. In the last decade, we have organised two large highly successful international academic conferences in Glasgow – the European Urban Research Association Conference in 2007 and the International Sociological Association Housing Conference in 2009. This experience and successful track record in major conference organisation gives us confidence that we could deliver a top quality event for AESOP in 2017.

## Capacities:

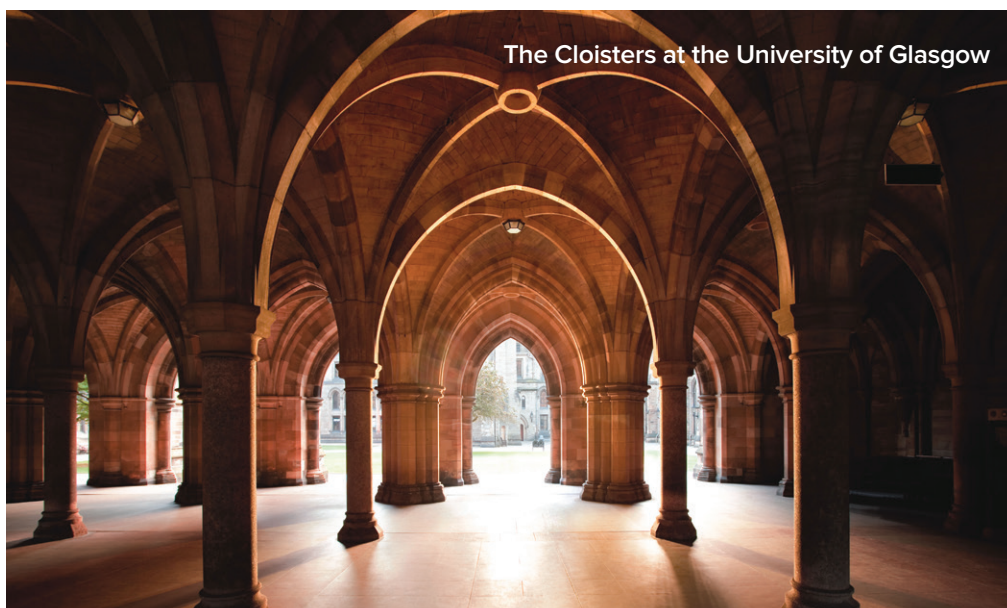
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Each year the University hosts a wide range of major academic events and conferences, which serve to bring world-class academics, researchers, policy-makers and practitioners from across the world to Glasgow. In particular, the School of Social and Political Sciences organised and hosted the European Consortium for Political Research's last general conference in September 2014, which involved 1,900 participants and 403 panel discussions over a five day period. Our proposal to host the 2017 AESOP Congress builds upon this experience and expertise.

In addition to the internal expertise and resources of the University, we will utilise a dedicated external events management company to provide the professional bespoke support that will be required for an event of this magnitude and complexity. Glasgow is an international conference destination and the city is home to a thriving community of event management businesses, which we will draw upon.

Our events management contractor will form a core part of the University's internal organising committee, which will involve the host academic lead, Professor David Adams, other engaged academic colleagues, administrative staff from the School of Social and Political Sciences and representatives from the Glasgow City Marketing Bureau and the University's Conference & Visitor Services Office. This group will oversee, coordinate and manage all aspects of the Congress's internal arrangements and logistics.

As one of the School's strategic initiatives for the 2016/17 academic year, the event will be planned and managed internally using the PRINCE 2 project management methodology and monitored by the School of Social and Political Sciences' Executive Committee.



# Proposed Congress Topic - 'Smart Cities, Smart Planning'

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Urban development and technology have always been intertwined since aqueducts were built to serve ancient civilisations. The past decades have seen a dazzling pace of development in communication technologies in parallel with a rapid growth of the world urban population. Cyberspace has already radically transformed our relationships with the city, via the ubiquitous and democratic technology of the smartphone. City governments and planners are now waking up to what this means. The concept of the 'Smart City' has captured the attention of both academia and policy makers. Across the world, governments, at local, national or supra national levels, are launching 'Smart City' initiatives. In India, for example, there are plans to deliver 100 'Smart Cities' while across Europe, more than 4500 cities are aimed to be mobilised under the European Initiative on Smart Cities.

Although such initiatives may start with the necessity of improving bandwidth for connectivity and urban competitiveness they usually go much further. They envisage new tools and methodologies for the planning, design and management of urban areas, which rely on developing new quantitative understandings of how cities work, sucking up 'Big Data' from millions of everyday transactions and movements. In this respect, the European Union sees the Smart City as a place 'where the traditional networks and services are made more efficient with the use of digital and telecommunication technologies, for the benefit of its inhabitants and businesses... It means smarter urban transport networks, upgraded water supply and waste disposal... and more efficient ways to light and heat buildings' – see <http://ec.europa.eu/digital-agenda/en/smart-cities>

The Smart City concept also encompasses a new relationship between a city and its citizens. Alongside traditional democratic and participatory structures, the Smart City looks forward to more interactive and responsive relationship with service users, with app-based services providing instant information and client-specific solutions.

'Smart Cities, Smart Planning' will be the first major European planning conference to put the claims for Smart Cities under the spotlight. It will take place in one of the leading European cities to embrace smart thinking – see <http://futurecity.glasgow.gov.uk/> Important questions on such initiatives that require urgent academic research and debate include:

- Is Smart Cities a new paradigm for urban development and urban management or a meaningless fad?
- What do Smart Cities mean for the technologies of planning, and for the strategic planning of cities?
- What new skills are needed from planning education?
- Are traditional ideas of urban governance under pressure?

## PhD workshop: 'Smart Cities/Smart Planning: Advancing smart ideas at varying spatial scales'

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The AESOP 2017 PhD Workshop will be convened in the historic university town of St. Andrews, Scotland, approximately 120 kilometres from Glasgow. St. Andrews is a beautiful, historic town on the east coast of Fife, Scotland. Home to one the nation's oldest universities, surrounded by countryside and broad sandy beaches, and with convenient transport links to major Scottish cities like Edinburgh and Glasgow, St Andrews offers a peaceful and intellectually stimulating environment for the AESOP PhD Workshop.

Sharing a common focus with the proposed AESOP 2017 Congress in Glasgow ('Smart Cities/Smart Planning'), the workshop will tackle the subtheme 'Advancing smart ideas at varying spatial scales'. This will reflect the diverse urban-rural configurations in Europe, the UK and Scotland. In addition to welcoming PhD applicants from across the planning discipline, the workshop will be of particular interest to students interested in the challenges of planning smart interventions at different spatial scales, ranging from the international to the local.

The four day PhD workshop will be held in advance of the proposed Glasgow Congress, and provide a wide platform for intellectual engagement, social networking and team activities. At the workshop, doctoral students will have an opportunity to present their work and receive feedback from leading planning academics, as well as share research ideas with peers from across Europe. A group of workshop mentors will be selected internationally and will be drawn from a diversity of planning sub-disciplines, including: theory, regions, community, rural, design, transport and, fitting with the 'Smart' theme.

Participants will be invited to take part in a range of interactive sessions relating to the development of their research ideas and academic careers, as well as attend a fieldtrip to nearby Dundee. In addition, a number of social events will be held to fully take advantage of Scotland's cultural offerings, including a whisky tasting evening, a team golf challenge at the most iconic Old Course, and an optional visit to Edinburgh after the workshop has concluded. The conference team at the University of Glasgow will manage the workshop in conjunction with the proposed AESOP Congress in Glasgow.

# Financial Capability:

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## Capabilities of the University

The Local Organising Committee have conducted scenario planning for AESOP 2017, based on different levels of participation and have confidence in running a successful, financially sound conference in Glasgow.

## The City of Glasgow

Glasgow is very cost effective for delegates and conference organisers. Eating out, transport, taxis and hotel accommodation is cheaper than many other cities around the world. The AESOP 2017 bid team are hugely supported by Glasgow City Marketing Bureau, named best UK Convention Bureau every year since 2007. They will facilitate a wealth of support to ensure a successful AESOP 2017:

## Funding Support

Glasgow City Marketing Bureau has applied for and ring fenced a total of **£10,000** of City funding support to assist with the Congress of the Association of European Schools of Planning in Glasgow in 2017.

## Free welcome drinks reception

Held at the Glasgow City Chambers and conveniently located in the Centre of the City, the city will pay for the venue hire and a welcome drink for all delegates. The Lord Provost (City Mayor), or one of her Baillies will attend to welcome delegates.

**Estimated value** = £3,500

## Delegate experience

Glasgow City Marketing Bureau will also provide, **free of charge**:

- Social media engagement with delegates through our twitter channels, [@meetglasgow](#) and [@peoplemakeGLA](#)
- Maps and tourist information for your conference
- Free access to city museums
- Delegate discounts in restaurants

## Marketing assistance

- Promotional “save the date” printed flyer or e-blast
- Assistance with social media and e-marketing
- PR support: access local media to highlight the importance of your client’s conference, to increase delegate numbers and reach potential sponsors
- Giveaways, images, videos and local information for conference website
- Bespoke congress web page with information on the city, linked to the official congress website

## Delegate budget example

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**£400 =** 5 nights budget accommodation (en-suite, B&B) +  +  + 

can go a long way  European return flight

Please see page 8 for further information on delegates costs and registration fees



# The City of Glasgow

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Glasgow is one of Europe's most dynamic cultural capitals. Steeped in culture, rich in history and alive with an excitement you can sense as you walk through its elegant Victorian streets, squares, parks and gardens.

## Experienced City

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Glasgow is firmly established as a 'first choice' city for conferences and international events. Over 33,000 international delegates visited the city in 2013. Scotland's appeal as a destination consistently attracts high delegate numbers.

## Affordable City

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Glasgow is ranked by the Mercer Cost of Living Survey as one of Europe's most cost effective cities. With a wide range of competitively priced accommodation, travel discounts for conferences, as well as some of the cheapest taxis in the UK, Glasgow is a very affordable meeting destination.

## Easy to get to

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Glasgow is Scotland's most accessible city, with three international airports, and direct flights from 150 destinations including most major European cities and 7 North American destinations. There is also a twice daily Emirates flight direct from Dubai. A full flight guide can be provided on request. Glasgow International Airport is only 15 minutes from the City Centre. It's also a compact city to get around, and offers a great campus feel for delegates. There is an excellent public transport infrastructure - with special discounts for delegates - and it is the only Scottish city with a subway system. Further information is provided on page 8.



# World Class Venue

The Scottish Exhibition + Conference Centre (SECC) is a modern, compact venue, centrally located in Glasgow and within walking distance of the principal hotel district., and only 20 minutes from Glasgow Airport. The venue can comfortably house AESOP's requirements under one roof, with exhibition and meeting space in close proximity to each other.

## Accommodation

There are over 6,500 hotel rooms within 2 miles of the SECC, and over 9,000 hotel rooms within 10 miles.

There are 4 onsite hotels at the SECC, offering over 700 rooms within 5 minutes' walk. There is also a wide choice of University and budget accommodation within walking distance of the SECC. Approximate costing have been provided on the next page. Glasgow City Marketing Bureau will provide a free accommodation booking service for AESOP delegates.

## Magic of Scotland

Scotland's international destination appeal attracts high delegate numbers as they are on the doorstep of some of the world's most beautiful scenery – tranquil lochs, towering mountains, ancient castles, world renowned golf courses, quaint whisky distilleries and scenic islands. Glasgow offers a great location to explore Scotland further. Tours will be arranged to allow ASEOP delegates to visit local regeneration schemes in and around the city of Glasgow, New Lanark World Heritage Site and Scotland's Capital City, Edinburgh, and other places of interest to European and International planners.

"In the event of our City being chosen for this most prestigious meeting, I can assure your delegates of a warm and friendly reception and my council will be only too pleased to offer civic recognition in respect of your meeting."

The Rt Hon The Lord Provost of  
Glasgow, Councillor Sadie Docherty

## Fun & Friendly City

Glasgow is the cultural capital of Scotland and delegates can enjoy some of the 23 **free to enter** Art Galleries and Museums, stroll through one of the 43 public parks and gardens or just sit and watch the world go by, soaking in the stunning architecture which surrounds them. Whatever delegates choose to do in their free time, they will be assured of the warmest of welcomes!





# Estimated Costs

Proposed Registration Fees	Early Registration	Late / On the Day Registration
Participants from AESOP member institutions and individual AESOP members	Approximately £400	Approximately £500
Others (non-members of AESOP)	Approximately £550	Approximately £650
PhD Workshop	Approximately £300	Approximately £350

*Two excellent value travel passes for delegates in Glasgow:*

## Delegate Travel Pass

Glasgow is the only UK city where such a ticket is available and the pass offers real value for money! The equivalent cost for members of the public is £64 – offering delegates a saving of £55!

### Customised

- current cost for a **5 day** pass is **£9.20**, however the ticket can be purchased for 2 – 7 days and the cost varies accordingly
- minimum order of 300 passes
- design can include congress and/or sponsor logos
- for delegates as well as accompanying persons

### Coverage

- unlimited travel on the city's extensive over ground rail network, subway system and city centre bus routes
- journey to and from Glasgow and Glasgow Prestwick Airports.
- extensive travel outside the city centre area covering a **50km radius**, including places of interest such as Loch Lomond, whisky distilleries and the scenic West Coast

## Delegate Rover Ticket

- only **£5** and valid for **5 days**
- offers unlimited travel on the rail link between the SECC and the main hotel district and city centre
- **No advance purchase needed** - can be purchased from one of the 'Conference Zone' ticket offices on presentation of a delegate badge
- offers **half price** rail travel around Scotland – ideal for exploring Scotland after the conference



## Average Accommodation Costs:

Star Rating	Standard single room (including taxes and where applicable breakfast)	Number of rooms within 2 miles of the Congress Centre	Total number of rooms within 20 miles of the Congress Centre
5 Star	£125 - £230	713	898
4 Star	£120 - £160	2,854	3,792
3 Star	£65 - £100	2,786	5,994
1 & 2 Star	£40 - £85	449	678
*Other	£20 - £50	2,395	3,454
<b>Total number of rooms</b>		<b>9,197</b>	<b>14,816</b>

\* Includes guest houses, B&Bs and university/student accommodation