

Executive
Summary



Introduction

Since getting involved in helping Glasgow bid to host the 2018 Youth Olympic Games (YOG) we have had the opportunity to do all kinds of exciting, sometimes slightly nerve-wracking, things. We led the launch of the Bid itself at a fantastic event in the city's Kelvingrove Museum, appeared on stage with our brilliant London 2012 Olympians when they paraded through Glasgow, and have been interviewed by journalists about why we believe our city should host this inspiring event.

But perhaps the most significant task we have completed so far was to travel to Switzerland to deliver the Candidature File itself to the International Olympic Headquarters in Lausanne. It was such a huge honour to do this, and when we walked through the doors of the IOC it was so awe-inspiring.

Visiting the home of the Olympic Movement really brought home to us that our own city could be bringing the famous rings back to the UK in 2018 and what an exciting opportunity and honour that would be for us all to support and embrace.

We know what a fantastic sporting city Glasgow is, what passionate fans we are of sport and how well we get behind our own. Nobody does it better! The world has just witnessed what a great sporting nation we are through the spectacular and inspiring London 2012 Olympic and Paralympic Games.

What we want to do now is bring that magic back to the UK in six years time.

Staging the YOG in Glasgow in 2018 would be a unique opportunity to continue the UK's Olympic journey and continue what London started in inspiring our generation by using the power of sport to encourage us to live healthier and more active lives.

The central message of this Bid is that staging the YOG in Glasgow can empower young people across the globe to be champions in their own lives and to inspire the world to support them. That's definitely something we can get behind because it is already happening to us. By being involved in this Bid we are helping design, create and promote one of the most exciting things that could ever happen to our city. All of this is opening up opportunities for us that we might never otherwise have experienced.

Too often people our age are the subject of negative stories about how we are unhealthy, stuck in front of a computer screen all the time and aren't interested in working hard. But that couldn't be further from the truth in our experience. Sometimes we need a bit of support, but as soon as we get the tools and the opportunities to become champions in our lives there's no stopping us. There's nothing we want more than to be a success, to be healthy and to do all the things we want to in life.

If we win this Bid, the needs, aspirations and talents of people like us will be at the heart of the YOG in 2018. That sounds to us like something everyone should get behind because the chance to work with the Olympic Family to inspire young people everywhere is just too good to miss.

So on behalf of the Scottish Government, Glasgow City Council, the British Olympic Association and young people everywhere join us and back our bid to bring the YOG to Glasgow in 2018.



Jasmine Main
Young Champion
Drama Student
Langside College



Mahad Ahmed
Young Champion
Athlete
Glasgow School of Sport

The world has just witnessed what a great sporting nation we are through the spectacular and inspiring London 2012 Olympic and Paralympic Games

69% of the UK believe that staging the 2018 Youth Olympic Games in Glasgow would continue to inspire a generation of young people beyond London 2012

(source YouGov, Oct 2012)

Did you know?

“unpretentious and gregarious...”

“evolving at a dizzying pace...”

“a byword for style and chic...”

“a shopaholics paradise....”

(source Lonely Planet)

- Glasgow is hosting the Commonwealth Games in 2014
- Glasgow is now ranked 9th best sporting city in the world by the SportBusiness Ultimate Sports City Awards (2012)
- Glasgow was named as one of the world’s top cities in the Lonely Planet Travel Guide in 2011
- The city was ranked 12th in the New York Times Top 50 must-see destinations in 2012
- No venues are required to be built for the sole purpose of the YOG following an investment of £300m in sporting infrastructure in Glasgow in recent years
- World-class events taking place in Glasgow soon include the 2013 UCI World Juniors Track Cycling Championships, the 2013 IFNA World Youth Netball Championships, the 2015 World Artistic Gymnastics Championships and the 2015 IPC European Swimming Championships
- Glasgow has some of the most impressive and modern sporting venues in the UK including the recently opened Sir Chris Hoy Velodrome, the Commonwealth Arena and the soon to be upgraded Tollcross International Aquatics Centre
- Well over one million children are taking part in the Active Schools Programme in Scotland which launched in 2010
- Glasgow is ranked second only to London and Berlin in visual arts with five winners of the prestigious Turner Prize coming from the city since 1996, three in the last three years
- Glasgow’s ‘cultural offer’ is now the most significant in the UK after a £377m investment in the city’s cultural estate since 1980
- Glasgow’s impressive cultural estate includes Kelvingrove Art Gallery & Museum. Reopened after a £27m refurbishment in 2006, this free facility contains an estimated £600m worth of collections

- The Riverside Museum, a breathtaking landmark on the banks of the River Clyde, was designed by architect Zaha Hadid and has already welcomed more than 1.4 million visitors since opening in 2011
- 25,000 people are employed in the creative industries in Glasgow
- Around 2.3 million tourists visit the city each year, spending £595million
- Since 2005, conference business has been worth £827 million to the city’s economy
- There are now 110 languages spoken in Glasgow’s schools
- Youth Enterprise Zones have been developed in Glasgow to encourage entrepreneurship through the provision of start-up space and advice as well as micro-funding
- More than 2,000 apprenticeships have been created in Glasgow in three years through the Commonwealth Apprenticeship Initiative - the biggest initiative of its kind in the UK
- Glasgow is ranked as a Top 15 European Financial Centre (Global Financial Centres Index 2012)
- Millions have been invested in transport infrastructure. For example the recently completed M74 will create an estimated 20,000 new jobs in Glasgow and the west of Scotland

Top 10 world sporting city

Source SportBusiness Awards 2012



TOP LEFT

McLellan Arch at the entrance to Glasgow Green

TOP RIGHT

The Hidden Gardens at Tramway arts centre in Glasgow

MIDDLE RIGHT

Entrance to Tramway arts centre

BOTTOM LEFT

Crossing the line at Glasgow’s annual Great Scottish Run

BOTTOM RIGHT

The River Clyde at night with Clyde Auditorium in the foreground

Youth Engagement

Young people are at the heart of Glasgow's Bid to host the Youth Olympic Games in 2018 and they have played a central role in every aspect of preparation of the Candidature File as well as the Back Our Bid campaign.

Here are some examples:

Employing young people:

The Bid Team has taken on a Modern Apprentice through Glasgow City Council's Commonwealth Apprenticeship Initiative, the biggest scheme of its kind in the UK and a key legacy project for the 2014 Commonwealth Games.

There are also two graduates working within the Glasgow 2018 team, one employed through the Glasgow City Council Commonwealth Graduate Initiative, another 2014 legacy programme, and also through the VisitScotland Graduate Programme.

Creation of the Glasgow 2018 word mark:

The Bid Team and designers consulted with young people from Shawlands Academy in Glasgow, an international school which has won several awards for its work to promote global citizenship. Elite athletes from the Glasgow School Of Sport – Scotland's only school which combines elite sporting and curricular excellence - were also consulted along with the Young Voices Group in partnership with John Wheatley College and F.A.R.E.

The young people were asked what words, themes and colours came to mind when they thought of the Olympic Games, the Youth Olympic Games, Scotland, Glasgow and Great Britain and how this could influence the Glasgow 2018 word mark. This is what they said:

- They showed knowledge of the Olympics especially London 2012 including the brand colours and associated sports.
- They want Scotland and Glasgow to show off its multi-cultural society and felt the use of vibrant colours would really emphasise this.
- They want to highlight the beautiful Scottish countryside and the fantastic parks and green space within Glasgow.
- Blue was the colour most associated with Scotland.

The final colours were suggested as:

- Green – to reflect the importance of Scotland's scenery and Green Glasgow
- Blue – to represent the Scottish Saltire
- Purple – from the Scottish Thistle and its connections to Scottish Sport
- Pink – a tribute to London 2012 – Glasgow 2018 can continue the UK's Olympic journey

The final outcome was a 2018 word mark designed and inspired by the thoughts and aspirations of young people:

Culture and Education Programme and Youth Olympic Village consultations:

This event included Shawlands Academy, Glasgow School Of Sport, Young Voices Group in partnership with John Wheatley College and F.A.R.E., the Urban Fox Youth Group, the Swayed Youth Project, Commonwealth Games Youth Legacy Ambassadors, members of the Scottish Youth Parliament and youth engagement charity National Young Scot.

Design of the Candidature File front cover:

The Bid Team and designers consulted with and featured young people from Shawlands Academy and the Glasgow School Of Sport in the creation of the front cover.

Face to Face Promotions:

Commonwealth Games Youth Legacy Ambassadors and the sportscotland Youth Sport Panel members have assisted with face to face promotion and outreach events for the Back Our Bid campaign. For example they were out and about in Glasgow during the Homecoming Parade for Team GB athletes.

Scottish Schools promotion:

Two Glasgow 2018 Youth Ambassadors from every secondary school across Scotland are using Glasgow 2018 promotional packs and briefings to allow them to promote the Bid to their fellow pupils. They will also create a Glasgow 2018 noticeboard within their school and update regularly with key information.

Glasgow secondary school promotion:

Face to face promotion with 30 Schools (29 Glasgow secondary schools plus the Glasgow Gaelic School) which will reach more than 30,000 young people.

Scottish primary schools

Promotion to all primary schools will happen through the Active Schools network. All teams will promote the Bid across every primary school in the country.

Delivering the Candidature File

Glasgow 2018 Young Champions Mahad Ahmed and Jasmine Main travelled to Lausanne, Switzerland, to deliver Glasgow's Bid to the International Olympic Committee (IOC).

TOP LEFT

Glasgow 2018 Bid Team on the road with the Back Our Bid campaign Submission

TOP RIGHT

Young people with Minister for Sport, Shona Robison, and Councillor Gordon Matheson, Leader of Glasgow City Council

TOP LOWER RIGHT

Pupils from Hillpark Secondary in Glasgow celebrate the Bid

BOTTOM UPPER LEFT

Young people give their views on how the Bid should be shaped

BOTTOM UPPER RIGHT

Young people talk about the Olympic Values

BOTTOM LOWER LEFT

At a Glasgow 2018 young people's workshop

BOTTOM LOWER RIGHT

The Bid Team visit St Andrew's Secondary School in Glasgow



Concept and Legacy

Theme 1

- to empower young people across the world to be champions in their own lives and inspire the world to support them
- to create a unique and powerful opportunity to build on the success of the London 2012 Olympic Games and Paralympic Games to continue to inspire a generation of young people
- to deliver a Youth Olympic Games with the passion, insight and creativity of young people at its heart
- to share a vision with the International Olympic Committee (IOC) to use the power of sport to forever change the attitudes and lifestyles of young people by empowering them to tackle the challenges they face
- to partner with the Olympic Family to deliver tangible benefits and outcomes for the world's National Olympic Committees (NOCs)
- to stage a 2018 YOG that will be a joyous celebration characterised by the passion and warmth of Glasgow and Scotland
- to continue to regenerate Glasgow to promote social renewal and the health and wellbeing of its citizens
- to build on the staging of the 2014 Commonwealth Games to showcase all Scotland and Glasgow have to offer to the world as part of a strategy that creates jobs and sustains and grows the service, tourism, cultural, sporting and major events industries
- to work in partnership with the IOC to deliver a YOG of exceptional quality in a way that is financially and commercially viable and builds a model for the future

110
languages
spoken in
Glasgow
schools

From inspiration grows empowerment

The passion, insights, energy and creativity of young people have shaped the Bid to host the 2018 Youth Olympic Games and if won by Glasgow, these Games will reach out and connect with young citizens all over the world.

When London was awarded the 2012 Olympic Games the organisers pledged to 'bring sport to the youth of the world' and to 'inspire a generation'. So much has been achieved, and if Glasgow win this Bid it will partner with the IOC to extend this reach to empower more young people and change their attitudes and lifestyles.

Over the past 20 years Glasgow has placed culture and sport at the forefront of a successful strategy to achieve social renewal through regeneration. Those most vulnerable citizens, the young people of the city, have been a key focus. Bringing the YOG to Glasgow would be a wonderful opportunity to build on this hard work and learn and share with the rest of the world.

The opportunity to host the YOG represents the pinnacle of the country's major event ambitions, most particularly because of YOG's DNA and values. It is a natural fit and a chance to deliver something that can be spectacular for the Olympic Movement and the youth of the world.

The UK's commitment to sport has never been more comprehensively embraced and the opportunity now exists to embed sport and healthy, balanced lifestyles at the top of the national agenda. More than ever before, the UK and the Olympic Movement can partner to reach and empower young people through sport.

Glasgow's objective is not constrained to youth but places the needs and concerns of youth at its centre. A Young Persons Advisory Panel will assist in all aspects of creation and delivery for the YOG and Glasgow will work with National Olympic Committees to capture the views and aspirations of young people around the world.

The young and young at heart will have a place in Glasgow's YOG. People from every age and every walk of life will be embraced and will be able to actively participate in YOG and the programmes which will be delivered because of it.

The world has seen the power of the Olympic and Paralympic Games to change national and international focus. Glasgow's ambition is to take this focus and turn it into a wave of youth activity that celebrates YOG and the Olympic Movement and reinforces the future place of Glasgow and Scotland in the world.

It is proposed that the Glasgow YOG is staged between 20 July and 1 August. These dates fall within the school and university holidays to ensure the best participation possible by young people and that there is maximum capacity available within the city's transport infrastructure. The dates also meet the requirements of the International Federations.

Glasgow's ticketing and promotion strategy centres around maximising attendance, particularly by young people. Innovative digital ticketing will be used and young people will drive their own viral ticketing exchange. Low-cost tickets will include free transport and the majority of tickets aimed at youth outreach programmes will be free.



TOP
World-renowned Club Golf junior coaching programme at Hagsgs Castle Golf Club

ABOVE
Junior triathlon at Strathclyde Park

UPPER RIGHT
People's Palace and Winter Gardens at Glasgow Green

LOWER RIGHT
Hagsgs Castle Golf Club



TOP
Under 18s international hockey match
MIDDLE
Young people's arts group at Tramway in Glasgow
BOTTOM
Exterior of SECC complex at night
FAR RIGHT TOP
Old Fruitmarket in Glasgow's Merchant City
FAR RIGHT BOTTOM
Artist's impression of Glasgow National Hockey Centre with principal field of play in foreground and second pitch in background



2000 apprentices in three years

Our aim is:

- to empower young people across the world to be champions in their own lives and inspire the world to support them
- to create a unique and powerful opportunity to build on the success of the London 2012 Olympic Games and Paralympic Games to continue to inspire a generation of young people
- to stage a 2018 YOG that will be a joyous celebration characterised by the passion and warmth of Glasgow and Scotland



Political and economic climate and structure
Theme 2

- a stable political environment with a democratically elected Government
- cross party support at national and local level
- sophisticated partnerships with clearly defined responsibilities and a proven track record of success
- innovative, cost-effective structures for the planning and delivery of the YOG

Strong support and proven partnerships

The Glasgow 2018 Bid has the full support of all levels of government. The UK Government, Scottish Government and Glasgow City Council are united in their ambition to deliver an exciting and surprising YOG that empowers young people to become champions in their lives.

Glasgow's Bid enjoys the support of the main party leaders in the Scottish and UK Parliaments and it also has the unanimous support of Glasgow City Council and the BOA. The Glasgow Bid is also fortunate to have the enthusiastic support from neighbouring local authorities that will provide access to their world-class facilities.

The 2018 YOG Bid Team has already engaged with an extensive range of youth-focused groups in Scotland, all of which are excited by the opportunities presented by the 2018 YOG. Glasgow will capture this tremendous enthusiasm throughout the delivery phase by involving young people in every possible element of Games organisation.

All the key public agencies needed to bring about an outstanding YOG are already working together, with the Scottish Government, Glasgow City Council and the BOA partnering UK Government along with many other agencies to create a powerful Bid partnership. Those other agencies include EventScotland, sportscotland, UK Sport, Strathclyde Police, Glasgow City Marketing Bureau and VisitScotland, all with extensive experience in the delivery of major world-class events.

This close working relationship between key partners ensures seamless transition from Bid phase to Games delivery with a workforce model that embeds the YOG planning and delivery within existing and empowered organisations and so builds on the enviable experience gained from staging London 2012 and preparing for the 2014 Commonwealth Games.

**2.3million
 tourists
 a year**



Glasgow's bid enjoys the support of the main party leaders in the Scottish and UK Parliaments and it also has the unanimous support of Glasgow City Council and the BOA



LEFT
 Elevated view of George Square

ABOVE
 Artist's impression of BMX track at Alexandra Park

BELOW
 Kelvingrove Art Gallery and Museum



Legal aspects
Theme 3

- decisive and empowered Bid Team structure built on proven partnerships
- transition plans in place built on the UK's formidable delivery experience
- all guarantees provided
- all venue agreements in place

Ready to hit the ground running

Organising a global event such as the Youth Olympic Games is a significant undertaking and requires that all the key agencies, venues and key logistical services necessary are either in place or planned for.

Glasgow has all the requisite guarantees in place needed to make sure that the partnership delivers a spectacular YOG in 2018. Venue guarantees and agreements are already in place, with Glasgow being in the enviable position of not needing to build a single venue for the sole purpose of YOG thanks to the £300 million investment in sporting infrastructure made by the city in recent years.

The bidding process has been used to not just plan how to win the right to host the YOG, but also to plan for a delivery phase to ensure seamless transition, cost-effective models and knowledge retention and transfer. Thanks to the experience gained by delivering London 2012 and planning for the 2014 Commonwealth Games, the Bid Team understand the need to hit the ground running and get planning off to a smooth start as quickly as possible.

Core to this planning is the determination to retain and build skills within Glasgow, Scotland and the UK, particularly amongst young people, and to benefit from the significant knowledge base already in the UK when it comes to delivering world-beating major events.

£2 billion investment in city infrastructure

BELOW
Artist's impressions of Archery at Glasgow Green Sports Centre
TOP RIGHT
Youth football coaching session
BOTTOM RIGHT
Main Entrance of SECC Clyde Auditorium



Thanks to the experience gained by delivering London 2012 and planning for the 2014 Commonwealth Games, the Bid Team understand the need to hit the ground running



Customs and immigration formalities

Theme 4

- robust and efficient processes based on experience of major events
- world-class system relating to the protection of children and young people
- no restrictions on imports relating to the Youth Olympic Games
- A smooth and stress free experience for the Olympic Family and spectators

The UK has extensive experience of handling large numbers of visitors for major events and helping those travelling here to both compete and spectate.

No athlete wants to be caught up in unnecessary bureaucracy as they make their final preparations for world-class competition and so effective processes are essential to ensure they remember their visit to Glasgow for all the right reasons.

Significant experience was gained during the London 2012 Olympic Games in processing large numbers through the entry procedures. Similar procedures will be in place for the 2014 Commonwealth Games in Glasgow, including for those visitors entering Scotland directly.

The entry procedures for the 2018 YOG, particularly for the Olympic Family and other accredited visitors, will therefore build on this experience in order to be smooth and efficient.

A smooth and stress free experience for the Olympic Family and spectators

BELOW

Aerial view of Strathclyde Park

TOP RIGHT

Artist's impression of Boxing at the SECC Halls

BOTTOM RIGHT

Scotstoun Stadium showing additional temporary seating

Robust and efficient processes based on experience of world class events



Finance
Theme 5

- full financial commitment to deliver successfully the 2018 YOG from all levels of government
- expertise and experience in financing major world-class events
- no requirement for any capital investment to be undertaken for the sole purpose of the YOG

Cost-effective and risk-assessed

Scotland is fully committed to the successful delivery of the 2018 YOG and all levels of government are supportive of the proposals contained within the Bid.

Glasgow, Scotland and the UK have extensive knowledge of staging world-class events and understand the importance of strict financial controls and management. The Bid to stage YOG is based on a cost-effective, risk-assessed model and will use all of the experience gained in the UK and leverage all public agency partnerships to ensure good value for money.

Due to the fact Glasgow already has an enviable set of world-class venues there is no need for capital investment for the sole purpose of the Games. The city will build a BMX track as part of its own plans to fulfil its Cycling Strategy and also build a diving pool at the Tollcross International Aquatics Centre as an opportunity to create legacy from development work already going on for the 2014 Commonwealth Games.

The plans to regenerate Sighthill, in the north of Glasgow, are already existing but are able to be accelerated by 20 years after the area was proposed as the site for the Youth Olympic Village.

With an estimated construction value of £250 million this plan will transform one of the most deprived areas of the UK. Sighthill is one of eight Transformational Regeneration Areas in Glasgow. The TRA Partnership is a strategic relationship between the Scottish Government, Glasgow City Council and the Glasgow Housing Association.

The Games Delivery Budget has been split between the Scottish Government and Glasgow City Council 70/30 respectively.

The estimated net Games budget for staging the YOG at 2018 prices is £203.8m. With a contingency provision of £30.5m added, this amounts to £234.3m.

- full financial commitment to deliver successfully the 2018 YOG from all levels of government
- no requirement for any capital investment to be undertaken for the sole purpose of the YOG



Top 15 European Financial Centre

ABOVE
International rowing at Strathclyde Park
TOP RIGHT
Elevated view of the SECC National Arena under construction – July 2012
BOTTOM RIGHT
Aerial view of Scottish Sailing Institute, Largs



Marketing
Theme 6

- commitment to showcase Glasgow as a worldwide hub of youth engagement
- commitment to strive for a worldwide positive impact for the Olympic Movement
- an exciting and innovative proposition for commercial sponsors

Appealing to the youth of the world

Based on the experiences of London 2012 Olympic Games, the Glasgow 2014 Commonwealth Games and other major international events hosted in the UK, the 2018 YOG can deliver a commercial programme that will excite corporate markets through innovative packaging, adding value to the Games and benefiting young people.

Glasgow is an ambitious, outward-looking city that sees the opportunity to host YOG as the most significant it could ever have. Delivery of this event in partnership with the IOC will place Glasgow on the world map with young people around the world, while adding credibility, exposure and substance to the YOG brand.

Glasgow shares the IOC's vision for young people and will work exceptionally hard to enhance the YOG brand, to add to the credibility and relevance of the brand to an entire generation of young people.

Back Our Bid

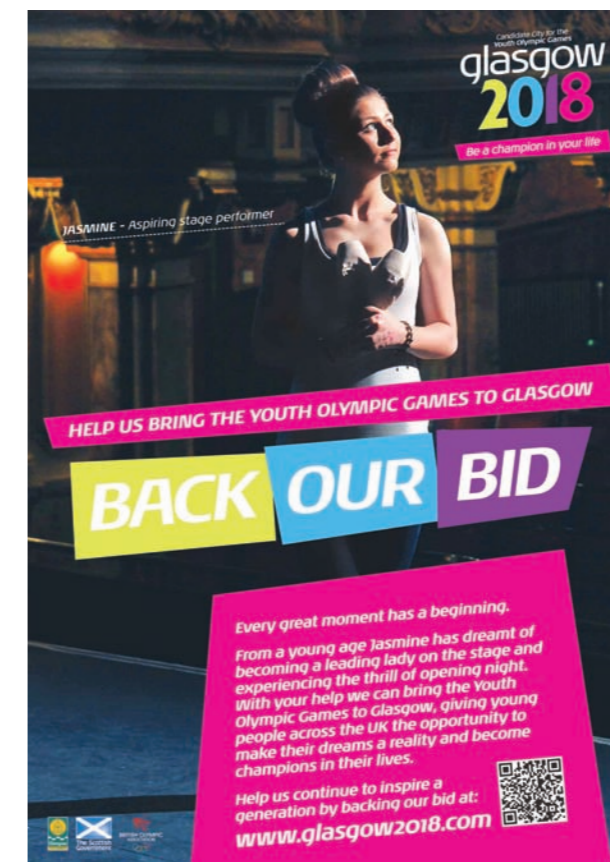
The Bid marketing team is using the mass media to reach as wide a target audience as possible, aiming to raise awareness of Glasgow's Bid to host the 2018 YOG throughout the UK. Key target audiences are young people and the general public.

The creative for the start of the campaign (pictured below) focuses on one of the young people that took part in the launch of the Bid in June - Mahad Ahmed - who is a young athlete currently studying at Glasgow School of Sport. The campaign theme is "Make his dream a reality....help us bring the Youth Olympic Games to Glasgow" and encourages the audience to Back Our Bid. The backdrop is Scotstoun Stadium in Glasgow where Mahad regularly trains.

Jasmine Main, who acted as MC for the launch event and is a drama student at Glasgow's Langside College, also appears in some of the other creatives emphasising that Glasgow's vision for the YOG is to empower all young people, whatever their field.



Worldwide broadcast audience of 247 million



Glasgow is an ambitious, outward-looking city that sees the opportunity to host YOG as the most significant it could ever have

Glasgow shares the IOC's vision for young people and will work exceptionally hard to enhance the YOG brand, to add to the credibility and relevance of the brand to an entire generation of young people

FAR LEFT
Glasgow 2018 Young Champions with Olympian Lee McConnell before leaving Glasgow Airport to deliver the Bid Submission

ABOVE TOP
A bus panel advert, marketing campaign

ABOVE BOTTOM
Back Our Bid campaign poster

Sport

Theme 7

- sporting city in a sporting nation with unrivalled levels of support and passion
- a compelling venue Master Plan with 15 of the 17 permanent venues already existing or to be completed by end of 2013
- 85% of sports 20 minutes or less from the Youth Olympic Village
- a highly experienced host with an enviable historical and future programme of events
- a drive to use sport to inspire and empower the next generation
- commitment to youth-focused sport presentation and event workforce

World class venues and world-beating passion

Glasgow is a city passionate about sport. The 2018 YOG can provide athletes with an unforgettable introduction to the Olympic stage. And as a result of more than £300m of investment in world-class sports facilities over the past 25 years, events in the 2018 YOG would be held predominantly in high quality existing permanent venues, many of which have hosted major international events.

By 2018 the great majority of Glasgow's venues will have been tested for international competition, either as a 2014 Commonwealth Games venue or through hosting world-class events in the run up to 2018.

The venues are also well-situated, ensuring the vast majority of athlete journeys to venues would be less than 20 minutes.

Glasgow's Bid to host the 2018 YOG is inspired and motivated by a strong belief in the ability of major events to accelerate and enhance the development and promotion of sport. Glasgow, Scotland and the UK have demonstrated their ability to harness major events to great effect, and the 2018 YOG can continue this practice.

Scotland has also demonstrated a leadership role in the provision of major sporting events for young people, hosting the inaugural Commonwealth Youth Games in Edinburgh in 2000 and the inaugural UK School Games in Glasgow in 2006. In both cases, Scotland played a leading role developing the event concept and long term sustainability.

The Scottish and British public regularly exhibit their passion for sport. The 2012 Olympic Torch Relay travelled to all corners of the UK and at every location the responses were overwhelming. The audiences at the London 2012 Olympic Games competition venues were equally inspiring, reinforcing the notion that the Olympic Values and sport itself hold a very special place in the hearts of the UK people and their culture.

Fundamental to this motivation is the vision and drive to make improvements for the next generation. Glasgow, Scotland and the UK remain committed to working with and supporting young people to help shape the provision of sport at all levels and stages. The 2018 YOG and the Olympic Values provide the ideal platform for this objective, continuing the legacy journey started by the London 2012 Olympic Games.

Across the UK the key focus for engaging young people in sport are initiatives that encourage sports leadership, volunteering and sporting role models. Examples include the Glasgow Sport Young Leaders Programme, sportsScotland's Young People's Sport Panel and the Youth Sport Trust's Young Ambassadors, a UK-wide programme.

The YOG 2018 Culture and Education Programme (CEP) values are already been embedded into programmes at Glasgow's School of Sport for young elite athletes, particularly through the Curriculum for Excellence which aims to produce 'confident young learners'.



ABOVE
World Cup Gymnastics Glasgow

Sport/Discipline/Event	Competition Venue	Status
Aquatics		
Diving	Tollcross International Aquatics Centre	Planned
Swimming	Tollcross International Aquatics Centre	Existing/Currently being upgraded
Archery	Glasgow Green Sports Centre	Temporary
Athletics	Scotstoun Stadium	Existing
Badminton	Commonwealth Arena	Existing
Basketball		
Basketball 3x3	Commonwealth Arena	Existing
Boxing	SECC Halls (Hall 4a)	Existing
Canoeing		
Canoe Sprint Racing	Strathclyde Park	Existing
Canoe Slalom Racing	Strathclyde Park	Existing
Cycling		
BMX	Alexandra Park BMX Centre	Planned
Mountain Bike	Cathkin Braes Mountain Biking Centre	Under construction
Road	Glasgow Green	Existing
Equestrian		
Jumping	Ingliston Country Club	Existing
Fencing	SECC Halls (Hall 4B)	Existing
Football	Lesser Hampden	Existing
Gymnastics		
Artistic Rhythmic Trampoline	SECC National Arena	Under Construction
Handball	Ravenscraig Regional Sports Facility (Football Hall)	Existing
Hockey	Glasgow National Hockey Centre	Under Construction
Judo	SECC Halls (Hall 2)	Existing
Modern Pentathlon		
No Equestrian. Running and Shooting combined.	Tollcross International Aquatics Centre	Existing/Temporary
Rowing	Strathclyde Park	Existing
Rugby		
Rugby Sevens	Scotstoun Stadium	Existing
Sailing	Scottish Sailing Institute	Existing
Shooting	Ravenscraig Regional Sports Facility (Sports Hall)	Existing
Table Tennis	SECC Halls (Hall 3)	Existing
Taekwondo	SECC Halls (Hall 4A)	Existing
Tennis	Scotstoun Leisure Centre	Existing
Triathlon	Strathclyde Park	Existing
Volleyball		
Beach	George Square	Temporary
Weightlifting	SECC Clyde Auditorium	Existing
Wrestling		
Freestyle	SECC Halls (Hall 2)	Existing
Greco-Roman	SECC Halls (Hall 2)	Existing

85% of sports
20 minutes or
less from the
Youth Olympic
Village

TOP RIGHT
 FIG World Cup Gymnastics
 Glasgow

MIDDLE
 IRB World Rugby Sevens at
 Scotstoun Stadium

BOTTOM
 Competition Arena, Ingliston
 Country Club

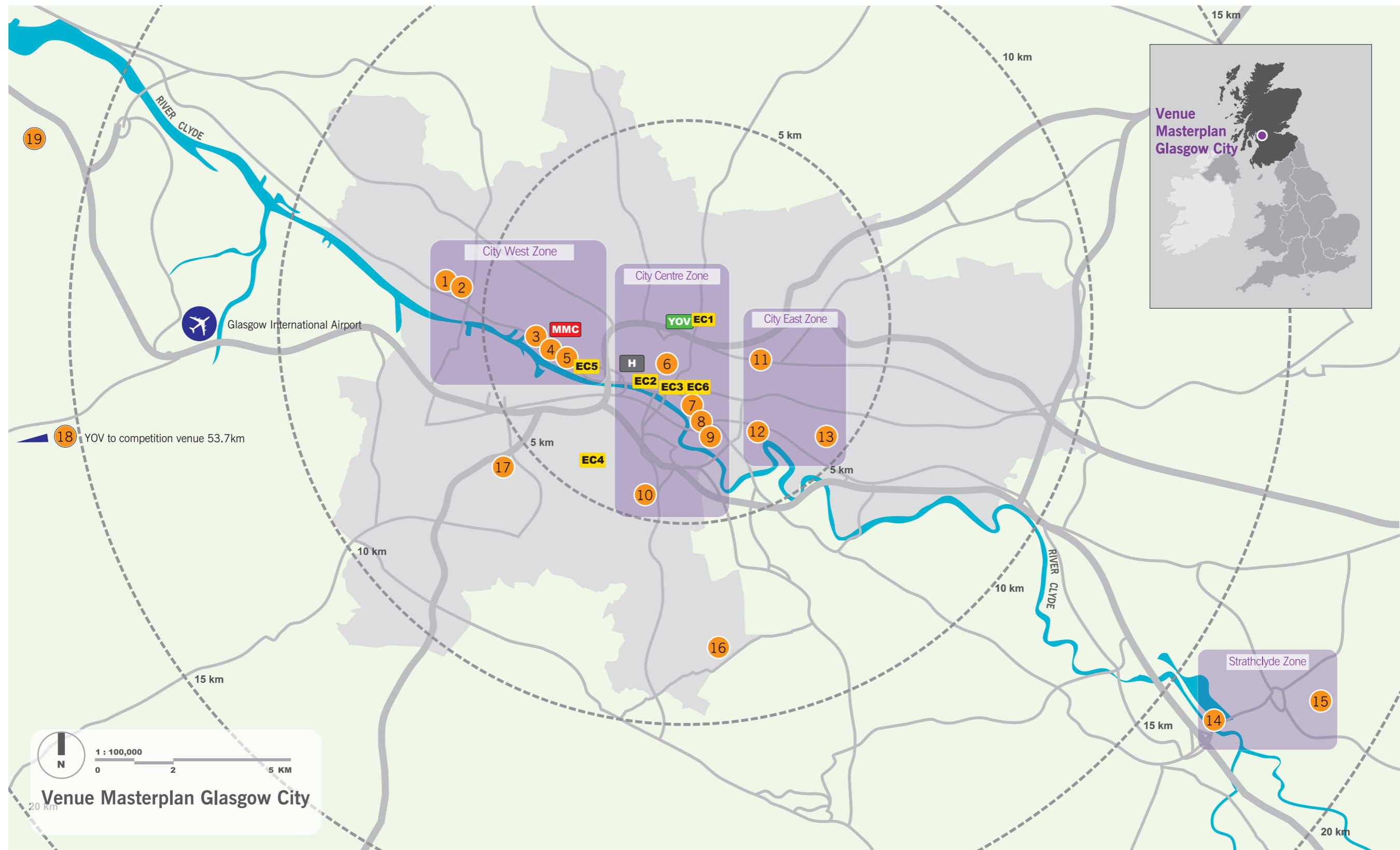
FAR RIGHT
 Sailing at Largs





Olympic Values and sport itself hold a very special place in the hearts of the UK people and their culture

TOP
Artist's impression of Beach Volleyball in George Square
LEFT
Triathletes at Strathclyde Park



LEGEND

- YOY** Youth Olympic Village
- MMC** Main Media Centre
- H** IOC Hotel

Competition Venues:

City West Zone	City Centre Zone	City East Zone	Strathclyde Zone	Stand Alone Venues
<ul style="list-style-type: none"> 1 Scotstoun Stadium – Rugby and Athletics 2 Scotstoun Leisure Centre – Tennis 3 SECC Halls – Taekwondo, Judo, Boxing, Table Tennis, Fencing and Wrestling 4 SECC Clyde Auditorium – Weightlifting 5 SECC National Arena – Gymnastics 	<ul style="list-style-type: none"> 6 George Square – Volleyball 7 Glasgow Green – Cycling (Road) 8 Glasgow Green Sports Centre – Archery 9 Glasgow National Hockey Centre – Hockey 10 Lesser Hampden – Football 	<ul style="list-style-type: none"> 11 Alexandra Park BMX Centre – Cycling (BMX) 12 Commonwealth Arena – Badminton and Basketball 13 Tollcross International Aquatics Centre – Aquatics and Modern Pentathlon 	<ul style="list-style-type: none"> 14 Strathclyde Park – Rowing, Canoe-Kayak and Triathlon 15 Ravenscraig Regional Sports Facility – Shooting and Handball 	<ul style="list-style-type: none"> 16 Cathkin Braes Mountain Biking Centre – Cycling (Mountain Bike) 17 Hags Castle – Golf 18 Scottish Sailing Institute – Sailing 19 Ingliston Country Club – Equestrian

Culture & Education and Ceremony Venues:

- EC1** Village CEP Centre
- EC2** Gallery of Modern Art
- EC3** Old Fruitmarket
- EC4** Tramway
- EC5** SECC National Arena – Opening and Closing Ceremonies
- EC6** YOGOC Headquarters



More than
1m children
taking part in
Active Schools
in Scotland

- sporting city in a sporting nation with unrivalled levels of support and passion
- 85% of sports 20 minutes or less from the Youth Olympic Village
- a drive to use sport to inspire and empower the next generation

FAR LEFT TOP

Artist's impression of Basketball in the Indoor Sports Arena

FAR LEFT BOTTOM

Artist's impression of Table Tennis at SECC Halls

ABOVE TOP

Commonwealth Arena

ABOVE BOTTOM

Indoor Sports Arena inside the Commonwealth Arena

RIGHT

Competitor at Cathkin Braes Mountain Biking Centre

Culture & education and ceremonies

Theme 8

- showcasing the Olympic Values and Scottish heritage to the world's community of young people
- putting the needs, talents and aspirations of young athletes and all youth at the centre of the YOG
- innovative and interactive programmes to appeal to all athletes and young people across the globe
- a Youth Olympic Village which is a home from home for young athletes
- a Village that inspires and is a living example of Olympic Values
- a Culture and Education Programme which showcases Glasgow's rich cultural history and current world-class reputation



The beating heart of the Youth Olympic Games

While sport is at the centre of the YOG, the Culture and Education Programme (CEP) also plays a central role and it is through this that the Olympic Values come alive for the young athletes and the youth of the world.

The young elite athletes remain at the Games for the entire competition in order that they can take part in a wide range of activities alongside their sporting programme. These are focused on five themes:

- Olympism and Olympic Values
- Skills Development
- Wellbeing and Healthy Lifestyle
- Social Responsibility
- Expression through Digital Media

The athletes attend workshops, take part in practical activities and have the opportunity to take part in excursions, all designed to tackle issues relevant to young people, the challenges they face and the opportunities open to them. Many of these activities take place in the Youth Olympic Village where the athletes can gather together and also take part in activities alongside local young people.

Glasgow is proposing a CEP delivered across a range of endeavours, including sport, education, theatre, visual arts, music and dance. Scotland can draw on its excellent reputation for delivering renowned world-class cultural events and use Glasgow's status as a city which enjoys a rich cultural history. Building on this already successful platform, the CEP has been designed to motivate and empower young people to be champions in their lives, in any field.

As well as the Youth Olympic Village, Glasgow is proposing to use a number of its world-class cultural venues to stage the CEP. These include the Gallery of Modern Art (GoMA), the prestigious city centre art gallery, workshop and performance space at Tramway arts centre as well as performance venue, the Old Fruitmarket.

Both the Opening and Closing Ceremonies would be staged in Scotland's premier entertainment and performance space, the SECC National Arena.

The arena sits on the banks of the River Clyde, at the heart of one of Europe's largest regeneration areas that has made a major contribution to the development of Glasgow as a major cultural and sporting city.



FAR LEFT TOP
#1 Blud Street Dancers at Glasgow 2018 Bid launch event

FAR LEFT BOTTOM
Project space at Gallery of Modern Art

ABOVE TOP
Artist's impression of Opening Ceremony at SECC National Arena

ABOVE LEFT
Dance performance

ABOVE RIGHT
Exhibition space at Gallery of Modern Art

- putting the needs, talents and aspirations of young athletes and all youth at the centre of the YOG
- a Culture and Education Programme which showcases Glasgow's rich cultural history and current world-class reputation



Scotland can draw on its excellent reputation for delivering renowned world-class cultural events and use Glasgow's status as a city which enjoys a rich cultural history



ABOVE TOP
Artist's impression of debating chamber at Youth Olympic Village

ABOVE MIDDLE
Artist's impression of SECC National Arena

RIGHT
Main auditorium at the Old Fruitmarket

FAR TOP
Exterior of the Gallery of Modern Art

FAR MIDDLE
Audience at Tramway

FAR BOTTOM
Drama group at Tramway



£377m investment in cultural estate

Youth Olympic Village Theme 9

- An excellent Youth Olympic Village (YOV) delivered by committed and experienced partners
- An environment which promotes the Olympic Values at the heart of the YOG
- A location which is central to the Games Master Plan
- A YOG which delivers significant regeneration legacy for Glasgow
- Dedicated venues for the Culture and Education Programme
- Well planned international zone, dining and medical facilities
- Athlete indoor and outdoor training facilities

A nurturing and inspiring home

In Games mode, this YOV can accommodate all athletes and officials in a secure and welcoming environment, defined by the warmth of Scottish hospitality.

The vision for the YOV is to deliver ideal conditions for pre-competition preparation and to provide a relaxing, interactive environment in which to enjoy post-competition programmes offered by the 2018 YOG.

YOG Bid will fast track the transformation of a community by 20 years

TOP RIGHT

Artist's impression of Youth Olympic Village Square

BOTTOM RIGHT

Artist's impression of a Youth Olympic Village street

The key design principles include:-

- provision of 7,140 beds for athletes with minimum floor space allocations of 12m² for one and two-bed bedrooms and 18m² for three-bed bedrooms
- generous individual communal spaces with a high standard of amenity within all house types
- residential centres spread evenly across the residential areas
- provision of safe and pleasant spaces to create a sense of identity within the YOV and a green network through the site to maximise opportunities created by SUDS (Sustainable Urban Drainage System)
- ease of movement in the existing and proposed internal road, pedestrian and cycle networks
- separation of busier zones from quieter zones within and adjacent to the Residential Zone
- maximise access to the city centre by enhancing or renewing a pedestrian link across the M8
- adoption of a design standard compatible with the city's aim to reduce carbon emissions
- a commitment to the highest environmental standards including reclamation of derelict land and protection and enhancement of biodiversity.

In legacy mode, the proposed site at Sighthill will ultimately provide a vibrant, new community for the north of Glasgow and bring forward by 20 years the planned regeneration of this area whether the Bid is won or not.

Regeneration plans will include up to 700 homes – comprising a mix of tenures including private sale, low cost home ownership, and market and mid-market rent – a further 130 homes for social rent, a new education and community campus including nursery and primary schools and a village square. There will also be new public realm works and new shops as well as a network of green spaces linking the area to the city centre.

The site is a 15-minute walk to the heart of Glasgow's civic centre at George Square, and the main rail and bus transport hubs of the city. A new green pedestrian/cycle connection from the site into the city centre will create a vibrant neighbourhood and will support the development of a new road connection to the north-west.





3600
young
athletes
compete
in YOG

ABOVE
Artist's impression of a street in the Youth Olympic Village

FAR LEFT
Artist's impression of residential area

LEFT
An example of a bedroom for athletes



ABOVE TOP
Aerial view of the site chosen for the Youth Olympic Village

ABOVE
Artist's impression of Youth Olympic Village Square

RIGHT
Village in Games mode showing proximity to city centre

An environment which promotes the Olympic Values at the heart of the YOG

A nurturing and inspiring home defined by the warmth of Scottish hospitality

Medical services and doping control

Theme 10

- free access to world-class health care services for all Olympic Family members
- extensive Host City expertise in dealing with the health requirements of major sporting and public events
- seamless integration of existing emergency management procedures with YOG operations
- an unambiguous commitment to anti-doping in sport

Always available

When planning for a major sporting event the health and wellbeing of the athletes and spectators is always a top priority. And when there are around 3,600 young athletes involved this is a critical area in terms of planning.

The medical facilities in and around Glasgow are impressive with a range of world-class facilities detailed below.

Highly trained medical staff will be on hand should they be needed and they are complemented by a wide range of experts in disciplines such as sports medicine, physiotherapy and massage.

As with any major games doping control is also a top priority. This would be in the hands of independent, experienced personnel and samples will be analysed at the WADA accredited laboratory in London. Dedicated transport systems will be put on place to make sure all samples are dealt with quickly, securely and efficiently.



ABOVE
Artist's impression of Cycling (Mountain Bike) at Cathkin Braes

RIGHT
Artist's impression of the upgraded pool and diving areas at Tollcross International Aquatics Centre

Hospital Name	Distance from YOY (km)	Travel time from YOY	Number of beds	List of departments	Heavy equipment
Glasgow Royal Infirmary*	1.8km	5 mins	852	E, B, C, T, R, AS, S	XR, US, MRI
Southern General Hospital (until summer 2015)**	12.2km	13 mins	915	E, C, N, T, AS, S	XR, US, MRI
Victoria Infirmary and New Victoria Infirmary	9.6km	13 mins	346	E, AS, S	XR, US, MRI
Western Infirmary*	6.1km	7 mins	1,023	E, SM, S	XR, US, MRI
Royal Hospital for Sick Children**	6.2 Km	11 mins	234	E, B, S	XR, US, MRI

** The New South Glasgow Hospitals (SGH) Campus will replace the existing Southern General Hospital and the Royal Hospital For Sick Children by the end of 2015, providing gold standard healthcare at a new maternity hospital, a new children's hospital (256 beds) with specialist neo-natal services and an emergency department, and an adult acute-services hospital (1109 beds). A new laboratory building (accommodating blood sciences, pathology, genetics, microbiology) and mortuary and post-mortem facilities on this complex opened in March 2012. The New SGH Campus will also have the biggest critical care complex and one of the biggest emergency departments in Scotland incorporating state-of-the-art operating theatres and diagnostic services.

- extensive Host City expertise in dealing with the health requirements of major sporting and public events
- an unambiguous commitment to anti-doping in sport

Security

Theme 11

- political, social and cultural stability
- safe city in a safe country
- established and sophisticated security infrastructure capable of responding to any circumstances
- extensive experience in planning for multi-sport events at a national and local level

Safe and secure

Scotland is a safe country and Glasgow is a safe city. Whether living, working or socialising, Glasgow is a pleasurable place to be and one that welcomes visitors with open arms and a safe environment.

When staging the YOG Glasgow will be able to provide the perfect mix of community policing and high visibility reassurance. Policing and security matters are currently managed by Strathclyde Police in metropolitan Glasgow, an area with a population in excess of two million people. The police service enjoys a modern and well-resourced security infrastructure.

In preparation for the Glasgow 2014 Commonwealth Games, a dedicated planning team is currently in place within Strathclyde Police to manage the security aspects of this multi-sport event. This team is building on the experience gained during the London 2012 Olympic Games and will bring a depth of security policing experience to the 2018 YOG.

Glasgow regularly plays host to high profile events, and whether it is a Papal Mass, a rock concert or a Champions League Final, the city knows how to police events safely and effectively and in a way which contributes to the city's worldwide reputation for welcoming visitors.

Safe city in a safe country

- political, social and cultural stability



Accommodation

Theme 12

- full commitment to the Youth Olympic Games by Glasgow's experienced and high quality hotel sector
- 3,462 rooms secured, fully guaranteed at competitive rates
- a strong offering for spectators, fully integrated with transport planning

Excellence with a warm welcome

Glasgow welcomes 2.5 million tourists annually. An experienced major event city, Glasgow was a recent host of the London 2012 Olympic Games Football competition, the UEFA Champions League, the UEFA Cup Final and Special Olympics British Summer Games. In 2014 Glasgow will host the Commonwealth Games and the World Artistic Gymnastic Championships in 2015.

The city's hotel community is fully committed to the 2018 YOG Bid and hotel fair pricing policies are standard.

The proposed IOC Hotel, the Glasgow Hilton, is one of the two hotels in the city that was used for Olympic athletes and officials during the Football events of the London 2012 Olympic Games. The hotel will be used as the headquarters hotel for the 2014 Commonwealth Games and is proposed as the headquarters hotel for the 2018 YOG.

The Glasgow Hilton is located in the city centre. With direct access to the motorway, travel times to 75% of sports are within a 15 minute journey time.

Glasgow's accommodation partners offer strong support for the YOG and the hotel community has considerable experience in working together to meet the accommodation needs of major sporting events. The Glasgow City Marketing Bureau, the city's destination marketing organisation, works closely with the transport providers, venues and the Greater Glasgow Hoteliers Association on all aspects of delivering major events and has also offered firm support for YOG.

The spectator accommodation plan has been developed to ensure that sports fans from around the world are able to join the friends and family members of YOG athletes to enjoy the YOG experience. The comprehensive range and choice of hotels available to YOG spectators, from 1 star budget rooms to 5 star luxury resort properties, is an ideal mix to suit all accommodation preferences.

The current inventory of Glasgow hotels is:

- 2 star hotels – 16
- 3 star hotels – 88
- 4 star hotels – 34
- 5 star hotels – 4

FAR RIGHT
Aerial view of city centre

RIGHT
Tennis player at Scotstoun

3,462 hotel
rooms secured

Excellence with a warm
welcome

The spectator accommodation
plan has been developed to
ensure that sports fans from
around the world are able to
join the friends and family
members of YOG athletes to
enjoy the YOG experience



Transport
Theme 13

- travel times of 20 minutes or less for 85% of athletes from the Youth Olympic Village to competition venues
- no construction or upgrading of existing transport infrastructure required to host the YOG
- YOG to be held during school summer holiday period to keep the city moving
- free public transport for all accredited persons and ticketed spectators
- a single command and control structure for all transport and traffic management agencies
- dedicated Games Route Network

A city on the move

Glasgow built its reputation on transport with 'Clydebuilt' ships once sailing the seven seas and locally-built locomotives criss-crossing the world.

Now in the 21st century the city has invested many millions on modernising its infrastructure and is an accessible city within an accessible country with three international airports less than an hour from Glasgow city centre.

Glasgow has the largest suburban railway network in the UK outside London, an underground Metro system, park and ride facilities, river taxis and cycle networks all of which contribute to a transport plan which should be accessible to all and underpinning the city's sustainability goals.

The key transport objectives for staging the YOG are:

- to deliver safe, secure and reliable transport for the Olympic Family
- to provide fast, frequent, comfortable and easy to use transport for spectators and workforce.
- to keep Glasgow moving during the Games
- to provide a transport system that is cost effective and leaves a positive legacy for the city.

To meet these objectives, the design and implementation of the transport system will be focused on the specific needs of each client group. Accredited clients will benefit from the significant recent investment in Glasgow's transport system, enabling a free-flowing Games Route Network (GRN). This will be supplemented by measures such as waiting and loading restrictions, priority lanes and intelligent traffic management systems.

A common shuttle service as well as pre-planned services will operate on priority routes between 2018 YOG venues and other locations. Access to pool vehicles, will be available to accredited YOG clients by exception, where operational requirements demand.

Public transport, supplemented by direct shuttle and park and ride services as required, will be provided free of charge to ticketed spectators and workforce.

- travel times of 20 minutes or less for 85% of athletes from the Youth Olympic Village to competition venues

LEFT
Rear view of the Ravenscraig Regional Sports Facility at night

TOP RIGHT
Artist's impression of Weightlifting at SECC Clyde Auditorium

BOTTOM RIGHT
Artist's impression of Wrestling in SECC Halls

New M74 to help create 20,000 jobs



Technology

Theme 14

- World class telecommunications infrastructure in Glasgow
- High bandwidth and robust, resilient services available to meet demands of increasingly sophisticated user groups
- YOG will build on the successful delivery of technological services for the London 2012 Olympic Games, as well as the Glasgow 2014 Commonwealth Games
- 21st Century Wireless City strategy first of its kind in Scotland

Driving growth for the future

Glasgow has long been a leading city with a world class telecommunications infrastructure. Glasgow was the first local authority in Scotland to establish a city-wide wireless communications strategy, 21st Century Wireless City. The city was also named Intelligent Community of the Year in 2004, a global award for excellence in applying technology to urban regeneration.

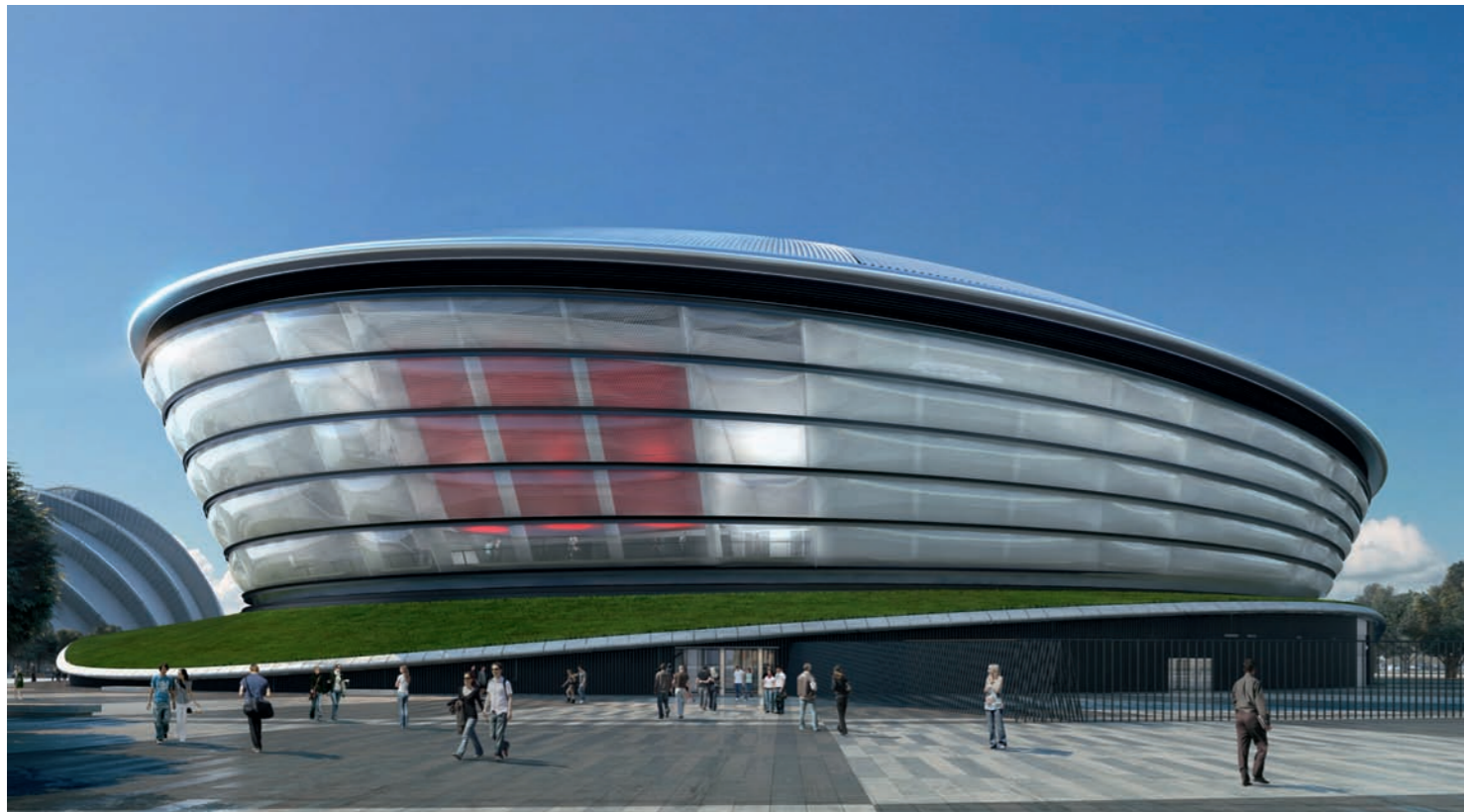
The Digital Glasgow programme, launched in 2012, is updating the telecommunications strategy and will ensure that wired and wireless telecommunications networks continue to be enhanced to suit the city's development.

Glasgow's communications network is an essential element in the city's economic and social growth. It not only enriches the experience of visitors to the city, it stimulates economic regeneration, supports the provision of cost-effective and inclusive public service delivery, enhances learning, and provides opportunities for home access, flexible working and telecare services.

The city's existing infrastructure supports Glasgow's international financial district, the city's five universities, the national media hub including the BBC Scotland headquarters, a strong science and technology sector, and a thriving tourism industry.

Driving growth for the future
Glasgow has long been a leading city with a world class telecommunications infrastructure

BELOW
Artist's impression of exterior of SECC National Arena



Media operations

Theme 15

- Main Media Centre (MMC) will be in a precinct hosting eight sports, next to the heart of Scotland's media quarter
- High quality, purpose-built MMC
- Accredited media hotel on site with direct access to MMC
- Long-standing experience of broadcasting and covering major events
- No press or media restrictions on entry to the country

Showcasing young athletes on a global stage

The first Youth Olympic Games in Singapore in 2010 was a new media phenomenon with the IOC's dedicated YouTube site ranking the third most watched in the world with seven million views.

In addition there were 5.9 million visits (3.5m unique visitors) to the official website with 19.1 million page views and 530 articles published. Almost 10,000 media stories featured or mentioned Singapore YOG 2010 in the form of print, broadcast and online from June to September 2010 and the YOG was broadcast to 160 different territories with an estimated audience of 247 million.

Glasgow's Main Media Centre will provide a combined centre of operations for Olympic Broadcasting Services, television, radio, and the written and photographic press. All facilities and services required for the young people taking part in the acclaimed IOC Young Reporters' Programme will also be within the MMC.

The official hotel for accredited media will be the Crowne Plaza, immediately adjacent to the MMC, with direct covered access.

The MMC will sit on the north bank of the River Clyde directly across from Scotland's 'media quarter' which includes the Scottish headquarters of the BBC, Scottish Television and the Glasgow Science Centre.

Showcasing young athletes on a global stage

BELOW
Main Media Hotel, the Crowne Plaza





ABOVE
Track, Stand and Media Suite
at Scotstoun Stadium

BELOW
Artist's impression of Gymnastics
at SECC National Arena



For further information and to Back Our Bid visit www.glasgow2018.com
Contact the Bid Team office on 0302 0140 900 or info@glasgow2018.com
Follow us at www.facebook.com/Glasgow2018 and www.twitter.com/glasgow2018

Executive Summary

Thanks and acknowledgements

This document is an Executive Summary of Glasgow's Candidature File for the 2018 Youth Olympic Games which was submitted to the International Olympic Committee in October 2012. It also contains images and illustrations from the accompanying Photographic File.

We would like to thank the numerous individuals and organisations who have contributed, often on a voluntary basis, to the production of the Bid Submission and our wider efforts to bring the Youth Olympic Games to Glasgow, Scotland and the UK in 2018.

Young people have inspired and informed the Bid Submission and are an integral part of the Bid Team. This includes working alongside designers Brand Oath to create this cover and those of the Bid Submission documents. Particular thanks go to pupils from Shawlands Academy in Glasgow and the Glasgow School of Sport, some of whom feature on these covers, for their creative input and dedication.

