



# Glasgow Begging Strategy

Action Plan 2020-2025



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**Begging on the streets is an unfortunate yet notable feature of many town and city centres in the UK today.**

In this regard Glasgow is no exception. Often, however, little is understood about the personal circumstances of the people engaged in this activity, the challenging issues they face and, in many cases, their inherent vulnerability.

This strategy aims to respond directly to some of the associated issues by delivering an action plan focused on supporting people and underpinned by research and evidence. Glasgow City Council would like to thank all the organisations and individuals who were involved in the development of this document.



# Foreword

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*Councillor Allan Casey*  
*Glasgow City Council*  
*Ward: Dennistoun (22)*  
**SCOTTISH NATIONAL PARTY**

I am pleased to introduce the **Begging Strategy** for Glasgow. Over recent years many cities in Scotland have experienced an increase in begging, and Glasgow has been no exception. This strategy represents the work undertaken by the **Working Group** and has been developed in partnership with a range of stakeholders including **3rd sector organisations, NHS Scotland, Police Scotland, Glasgow Chamber of Commerce** and many others.

This has been a great collaborative effort because we understand that no single agency or organisation has all the tools required to reduce begging in our city. Only by working together in partnership can we all collectively take the positive steps needed to assist the most vulnerable amongst us.

I am confident that the **Glasgow Begging Strategy** will encourage transformational change by improving service delivery to those who need it most, giving Glasgow's citizens the best chance to move onto positive destinations.

I would like to thank the **Working Group** and all the stakeholders for their hard work and dedication in developing this strategy and I look forward to continuing this work with them to ensure that we deliver on the priorities established.

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# Understanding the Challenge

**The term “begging” refers to people who ask for money from members of the public in a unilateral exchange.**

Research has demonstrated that people’s begging patterns are influenced by their reasons for begging. Engagement with those participating in street begging within Glasgow city centre has revealed that the act of begging is usually a symptom of a complex set of issues. Wider societal factors can play a part in facilitating this behaviour, for instance, rising living costs against a backdrop of welfare reforms such as Universal Credit, has contributed to an increase in levels of homelessness and use of food banks.



In 2017 Glasgow City Council (GCC), in partnership with third sector organisations and the local business community, formed a Working Group to develop a Begging Strategy. Its first task was to research the issues pertaining to street begging and the impact it has on individuals involved.

The root causes of begging and rough sleeping are complex and varied and can relate to both structural and individual factors. People who engage in begging often have multiple and complex needs and require a range of inter-linked support services from different agencies.

This can include support with a range of issues including mental, physical, and sexual health, drug and alcohol dependency, criminality, behavioural problems, daily living skills, employability, and the development of social networks.

People are drawn to begging for a variety of experiential, economic and emotional reasons, and often a combination of these factors such as:

- A response to general poverty or to afford specific items such as food
- More commonly, people started begging to fund an addiction
- Begging being rooted in adverse childhood experiences, or more recent negative events

For most people, the reasons that initially motivated them to beg are the same factors that maintain their begging behaviour. This can become a vicious cycle as they find themselves trapped by their circumstances.

Begging tends to take place in areas of high footfall. Sometimes, people begging can congregate in groups where drinking and drug activity takes place. This can create issues for local businesses, public services, and the general public. Detritus can result in significant environmental degradation in these areas, with associated cost implications.

Additionally, whilst the question of whether to give money to someone begging remains a personal choice, it is important to note that this money could be used to feed an addiction, thereby contributing to that individual remaining on the street.



# 2 Begging in Glasgow



Over the last few years many cities in Scotland have experienced an increase in begging with several councils exploring options to deter or prevent this activity, including the possibility of enforcement action against the act of street begging.



On an average day in Glasgow there are between 60 and 80 people begging on the streets. The Simon Community Scotland is a critical local support service for these individuals.

Their Street Team connects with people who are begging in Glasgow city centre on a daily basis, with about 15 to 25 individuals known to be rough sleeping (numbers frequently vary). However, it should be noted that the majority of those begging in the city do have accommodation. More generally, of the many people supported by Simon Community Scotland's services, very few ever resort to begging.

There are many third sector and voluntary organisations who provide support to people who are engaged in begging activity. As the largest service provider in Glasgow city centre, Simon Community Scotland conducts a begging census during the year to understand and gain insight into the scale of the issue.

The most recent census was conducted in July 2019 and found that 67 people were engaged in begging activity within Glasgow city centre. Analysis of the data shows that 34% were from the Roma community (around 4000 individuals currently live in private rented accommodation in Glasgow), and 66% were Scottish nationals (20% of which were female).

Without exception, all Scottish nationals were known to Simon Community Scotland and the other service providers<sup>1</sup>.

## Current Support Provision

There are a diverse range of service providers working across Glasgow who offer help and support to those in need. The Simon Community Scotland, Glasgow City Mission, Marie Trust, and Turning Point Scotland all have a significant role in tackling homelessness and begging in the city centre. Together, these organisations form the City Ambition Network<sup>2</sup>, an initiative focused on helping the city's most vulnerable and excluded homeless people.

As part of the multi-agency response, the **Eat, Sleep, Clothes, Meet - A Guide to Where to Get Help in Glasgow City Centre** booklet was created in 2014 to improve access to free resources and practical help<sup>3</sup>.

Copies of the booklet are distributed by the various service providers, and also by the GCC City Centre Response Team, a specialist team of Community Enforcement Officers who primarily patrol the retail zone known as the Style Mile (Sauchiehall St, Buchanan St and Argyle St) and the surrounding streets and lanes.

## Enforcement issues

Begging is not illegal in Scotland unless it is deemed to be aggressive. In such cases the Police can respond accordingly. However, research has identified a range of unintended negative consequences which can arise when enforcement is used as the primary intervention to reduce begging behaviour.

- Evidence suggests an inverse relationship between rates of begging and certain criminal activities e.g. enforcement against begging results in increased theft rates<sup>4</sup>
- People on the streets may find themselves coerced into even more harmful activities if not begging e.g. shoplifting, sex work etc.<sup>5</sup>
- Enforcement is only likely to displace begging rather than prevent it completely. This means that the activity continues to occur but in places which are less safe<sup>6</sup>. This builds upon and corroborates a 2016 report undertaken by Glasgow Homelessness Network (now Homeless Network Scotland) which investigated what people were likely to do if they were unable to get money from begging:
  - Crime was the most common response (e.g. shoplifting, theft, housebreaking, street robbery)
  - No alternative method was the second most common response
  - Others suggested that they would prioritise essentials in spending (e.g. drugs, food, alcohol)
  - Fewer suggested sorting out benefits, looking for work, borrowing money from family or friends
  - Sex work or suicide were also identified as alternatives



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<https://www.glasgowcitycentrestrategy.com/eat-sleep-clothes-meet.htm>

Like many other metropolitan cities throughout the world, Glasgow and some of its most vulnerable citizens face challenging times. Throughout the city, a range of services is available for those most in need. Individuals can receive a variety of support including; chaplaincy, education advice, outreach support, Healthcare provision meals, clothes and washing facilities.



# 3 Policy Context



Despite being a separate issue, street begging is often inaccurately conflated with rough sleeping or homelessness. Although homelessness and begging are often inextricably linked, it is important to be aware that not all homeless people beg and not all people who beg are homeless. Studies suggest that more than 70% of beggars in Glasgow have access to accommodation<sup>9</sup>.

Following laws passed in the Scottish Parliament, the planning and delivery of health and social care services across Scotland now involves councils and health boards working together (Health and Social Care Integration<sup>7</sup>) to ensure that the provision of health and social care services are targeted and effective.

Under the terms of the Public Bodies (Joint Working) (Scotland) Act 2015, Glasgow City Council and NHS Greater Glasgow and Clyde formed two organisations:

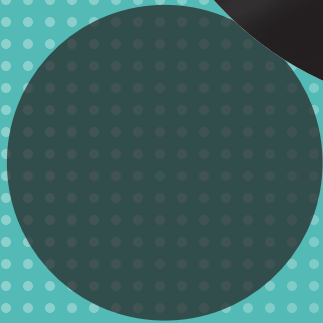
- The Glasgow City Integration Joint Board (GCIJB) is the main decision-making body

and undertakes the planning and monitoring of community health and social care services

- The Glasgow City Health and Social Care Partnership (GCHSP) is responsible for service delivery

A strategic plan was produced by GCIJB and this document, **Flourishing Communities, Healthier Lives - Glasgow City Integration Joint Board's Strategic Plan for Health and Social Care 2019 - 2022**, forms the existing strategic framework into which the Begging Strategy document will sit<sup>8</sup>.

**The Scottish  
Government's *Ending  
Homelessness Together:  
High Level Action Plan*<sup>10</sup>  
recognises the links  
between homelessness  
and begging.**



## Scottish Legal and Strategic context

The act of begging was decriminalised with the introduction of the Civic Government (Scotland) Act 1982.

### Scottish Legal Context

The act of begging was decriminalised with the introduction of the Civic Government (Scotland) Act 1982. This legislative position has since been reaffirmed by the Scottish Government through a confirmatory statement made by the Justice Office in 2012.

Anyone begging in a manner that constitutes a breach of the peace or involves the use of threatening and abusive behaviour, can be prosecuted under existing criminal laws. This includes provisions contained within the Civic Government (Scotland) Act 1982 and the Antisocial Behaviour etc. (Scotland) Act 2004 which can be used by local authorities and the Police can use to deal with acts of aggressive street begging.

The Scottish Government encourages local authorities to continue to work pro-actively with bodies such as health boards, the Police, social services and third sector organisations to engage with street beggars to help them seek the support and advice they require to help them deal with their immediate needs.

Additionally, UK Visas and Immigration have authority to investigate any individuals engaged in street begging who are believed to be non-indigenous. Not only can they provide immigration and settlement guidance to the individual in question, they can also offer appropriate support. Further information about these services can be found online<sup>11</sup>.

### Scottish Strategic Context

Recent studies by the Glasgow Homelessness Network, **Experiences of Begging in Glasgow**<sup>12</sup>, and Shelter Scotland, **Street Begging in Edinburgh**<sup>13</sup>, have highlighted the complex nature of the issues involved.

The perceived negative impact of begging upon High Street businesses and the wider cost of health, social care and criminal justice activity related to those engaged in begging was highlighted in previous studies.

*“Street begging has a negative impact on the city’s [Aberdeen] reputation. Failing to satisfactorily address the matter may create risk to the vibrancy of the centre”<sup>14</sup>.*

The Scottish Government’s **Ending Homelessness Together: High Level Action Plan**<sup>15</sup> recognises the links between homelessness and begging:

*“We will explore ways of providing effective support to people engaged in street begging. Recognising that, while not necessarily rough sleeping or homeless, those involved in street begging or other street-based activity are also likely to need support with their housing and will be, almost without exception, extremely vulnerable, we will review support available, with a view to developing a national approach as part of the wider work to develop a national model of effective, empowered frontline outreach. We will work with partners in community justice to develop this work.”*

## Partner Projects

A variety of Partner Projects already exist which support the aims and objectives of the Begging Strategy.

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### Housing First

Glasgow Health and Social Care Partnership (GCHSCP) developed the Multi-Agency Housing First Project (Rapid Rehousing Transition Plan) in July 2018 for homeless individuals with multiple and complex needs, who had experienced multiple episodes of homelessness and rough sleeping<sup>16</sup>.

Housing First is a well-evidenced approach to tackling homelessness and shifts services from the traditional step approach (multiple different types of accommodation usually temporary and emergency before permanent accommodation) to supporting people in their own home. Housing First minimises time spent in and the need for emergency / temporary accommodation and provides a secure tenancy as a first option with wrap around support which helps people sustain tenancies. It is about rapidly rehousing people in a community as the first, rather than the last step.

The GCHSCP service is working in partnership with the Housing First Consortium Glasgow (a joint partnership between Turning Point Scotland, Simon Community Scotland and Loretto Care and the Salvation Army) which aims to support individuals directly into

independent tenancies with bespoke 'home support' that helps people manage their new home and to settle into their community.

By sustaining a permanent tenancy, individuals are in a better position to access community support, health care and social benefits. The model focuses on a harm reduction approach incorporating the individual's recovery journey, provides a furniture package and the basic necessities to settle someone in a secure tenancy.

The service in Glasgow is one of the Housing First Pathfinders developing this approach across Scotland, with funding by Social Bite and the Scottish Government over the next two years.

Housing First delivers on the national strategy of 'Rapid Rehousing' to move people into settled accommodation as directly and quickly as possible.

Not everyone who is involved in begging or rough sleeping is homeless, but anyone who is homeless with a homeless application in place and who has established complex needs can be referred to Housing First.



## Glasgow Alliance to End Homelessness

On February 6th, 2020, a report was approved by the Council's Contracts & Property City Policy Committee. The document was the culmination of an initiative started in 2016 to modernise delivery of homelessness services in the city. Glasgow - Everyone's Home group was named as the preferred bidder to work with the City Council to transform the planning, design and delivery of homelessness services in the city. Seven organisations (Aspire, Crossreach, Loretto Care, Mungo Foundation, Sacro, Salvation Army and YPeople) make up the group and the contract value is worth more than £187million over a maximum of 10 years<sup>17</sup>.

The Council will retain sole responsibility for statutory homelessness services and be a member of the Alliance which will make financial and operational decisions on the provision of "purchased services" such as street and community outreach services, Housing First provision, emergency and supported accommodation, day services and specific outreach support for young people aged over 16 years.

A Director will be appointed to lead the Alliance which will have a budget of £23million in its first year. For the first two years, the Council, will also provide a further £100,000 annually in set-up costs.

## Positive Outcomes Project

The **Positive Outcomes Project (POP)** is a joint initiative between **GCHSCP, Police Scotland** and the **Criminal Justice Charity, Aid and Abet**. The Project offers a unique service that works voluntarily with individuals who are over 16 years old, reside within the Glasgow City boundary and are persistently committing offences to support their drug and/or alcohol addictions. Many of the **POP** Service Users find themselves involved in begging across Glasgow to raise funds to sustain their dependency on alcohol and/or drugs.

**POP** supports its Service Users in accessing accommodation, welfare rights, education, community/residential rehabilitation services and medical services etc. The project also encourages its participants to engage with the criminal justice system, through attending court and dealing with any outstanding matters. The objective of this outreach work is to break the cycle of offending and antisocial behaviours as well as to reduce drugs deaths, the fear of crime and to promote community wellbeing, training and employment opportunities.

The **POP team** can be contacted via telephone on 0141 276 7456 or email on [PositiveOutcomesProject@scotland.pnn.police.uk](mailto:PositiveOutcomesProject@scotland.pnn.police.uk)



# 4 Strategy Action Plan

A multi-partner Working Group was established by Glasgow City Council's City Centre Strategy Board to develop this strategy and action plan.



While there already existed a wide strategic and policy framework to support and assist vulnerable individuals in Glasgow, it did not directly address the issues of street begging. It was this disparity which became the catalyst for the development of this Begging Strategy and Action Plan, which will initially be delivered with a five-year plan that will be monitored annually and evaluated in 2025/26.

The Working Group membership was formed from a variety of organisations and agencies with a direct interest in supporting people on the streets. A full list of members can be found at **Appendix A**. As part of the development process, a significant consultation exercise was also undertaken with service users with lived experience of begging. This was extremely helpful in gathering evidence in the Glasgow context.

The process also highlighted that some actions should commence at the earliest opportunity and in advance of the Begging Strategy being formally approved in its entirety. Accordingly, recommendations to expedite delivery of the Digital Inclusion and Alternative Giving outputs have been progressed in advance of this document being formally approved.

**Three strategic objectives** have been identified for the Begging Strategy:

1. To support people on the street who are begging
2. To reduce the need for people to have to beg
3. To provide cash-alternatives for people who wish to support beggars

In order to deliver the strategic objectives, four **Key Projects** have been established:

1. Alternative Giving
2. Financial and Digital Inclusion Services
3. Environmental Strategy
4. Public Perceptions

## Key Projects Summary

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### Alternative Giving

To investigate and consider ways to:

- Provide the public with alternatives to on-street cash giving
- Assist and direct more people to positive destinations
- Change negative public perceptions about begging and provide positive narratives
- Obtain buy-in and develop partnership working with businesses and city entrepreneurs
- Raise additional funding for the vulnerable user support services currently operating within Glasgow



### Financial and Digital Inclusion Services

To ensure that vulnerable users have access to their maximum benefit entitlement whilst also investigating ways to increase their access to key services, including:

- Employment
- Housing
- Skills training and development
- Other meaningful activity
- Other tailored services appropriate to the individual



### Environmental Strategy

To explore options which:

- Encourage businesses to take a more proactive approach to securing vacant unit shopfronts
- Ensure future street design incorporates measures to discourage negative use of space
- De-clutter Street furniture



### Public Perceptions

To raise awareness and change behaviour so that members of the public:

- Can understand and access existing support services
- Can access information about what they can do to help and how to do it
- Remain informed of key issues
- Are aware of alternative options for public donations

## Action Plan Summary

The Action Plan comprises four Key Projects, all of which will contribute towards the overarching strategic objectives for this Begging Strategy. This section will provide further information about the specific actions within each project area.

Key Projects	Actions	Description	Timeline					
			2020	2021	2022	2023	2024	2025
<b>Alternative Giving</b>	Research / Case Studies	Investigate comparator projects and identify best practice	●					
	Business Participation	Identify and promote ways in which local businesses can become involved in project	●	●				
	Community Involvement	Identify and promote ways in which private individuals can become involved in project	●	●				
	Infrastructure	Source suitable infrastructure and funding mechanism to deploy and maintain it	●	●				
	Funding Stream	Allocate and monitor use/impact of AG income	●	●				
	Monitoring and Evaluation	Review impact and scope for project continuation post-pilot timescale 2021-2022	●	●				
<b>Financial and Digital Inclusion Services</b>	Additional Officer Resource	Create and fund new Social / Digital Inclusion Officer	●	●				
	Data Inclusion	Conduct street begging mapping exercises	●	●				
	Social Inclusion	Seek to maximise income of vulnerable users	●	●				
		Reduce impact of sanctions upon vulnerable users	●	●				
	Signpost support services and track progress of vulnerable users	●	●					
Monitoring and Evaluation	Review impact and scope for project continuation post-pilot timescale 2021-2022	●	●					
<b>Environmental Strategy</b>	Environmental Impacts	Encourage businesses to take a more pro-active approach to securing vacant unit shopfronts	●	●	●	●	●	●
	Safe and Secure by Design	Ensure future street design incorporates measures to discourage negative use of space and rationalise street furniture to limit negative use	●	●				
<b>Public Perceptions</b>	Internal	Establish clear information sharing protocol and data management agreement	●	●				
		External	Create branded public awareness campaign	●	●			
	Inform content from those with lived experience	Align branded message with other events/promotion	●	●	●	●	●	●
		Employ on-street wayfinding signage to promote positive messaging and to direct vulnerable users to support services	●	●	●	●	●	●

## Key project: Alternative Giving

### Enabling the public to make an informed choice when considering making donations

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#### What is it?

Although giving money to people begging on the street can appear supportive, evidence suggests that it doesn't help vulnerable individuals get away from sleeping rough and participating in begging. Nor does it assist in addressing the complicated range of reasons which brought them to that point on the contrary, cash contributions can actually sustain the very problems that they seek to address.

Alternative Giving schemes aim to redirect money that may otherwise be given directly to people on the streets, to a central fund. The money raised is then spent on interventions to assist individuals who are begging and to help provide a positive route out of this activity. In general, multiple organisations can make referrals to Alternative Giving funds on behalf of the people whom they are supporting.

Additionally, Alternative Giving schemes tend to disincentivise the act of begging to those who are engaged in it through e.g. organised gang-related begging, or to those who could otherwise be engaged in more gainful employment.

Overall, the benefits of Alternative Giving schemes are increasingly recognised by city centre policy managers and third sector organisations and many have now been established in UK cities and towns including Manchester, Cardiff and Cambridge.

Following research and comparative analysis into the ways in which other cities are responding to these matters, there is a consensus amongst the wide range of organisations actively involved in reducing begging that an Alternative Giving scheme would positively benefit Glasgow.

#### Who is involved?

The Street Change initiative was originally developed by Simon Community Scotland, utilising technology to allow people who are begging or rough sleeping to receive financial support from the wider community. Simon Community Scotland are proactively involved in supporting those who are rough sleeping in both Glasgow and Edinburgh.

The infrastructure required to facilitate the use of contactless payment technology was initially acquired by the Council through its IT partner, CGI. Additionally, the Council will also support the financial transaction systems needed to enable and collect the payments received as part of a 12 months trial to ensure that it is fit for purpose and that it demonstrates maximum effectiveness and suitability. During this period, the scope of the activity is likely to be geographically limited while its performance is monitored. This will inform decision making going forward.

Street Change Glasgow (SCG) provides an alternative that enables members of the public to make an informed choice when considering making donations, whilst also developing a long-term cultural change<sup>18</sup>.

All money donated to SCG will go directly to assist those participating in on-street begging against their own individual requirements with a view to enabling them to move on to a positive destination and will not be used for any staff or running costs associated with this scheme. These costs will be covered in the pilot year by GCC and the Simon Community Glasgow.

## What are the expected outputs?

The vision is of a network of businesses and other local organisations supporting and championing SCG, each hosting contactless donation points in venues across the city centre. The funds generated will be quickly accessible to ensure that it benefits those in need effectively.

Consequently, by disincentivising and effectively removing the need for begging, it is hoped that SCG also will encourage vulnerable users to actively engage with the relevant support services. More than just money, SCG is intended to enable fundamental change. The key objectives of SCG therefore include the following:

- Provide local focus on issues affecting Glasgow and tap into Glaswegians' goodwill to help those most in need
- Offer a positive alternative to on-street donations without proscribing what people do with their money
- Develop a focus on assisting those participating in on-street begging to move on to positive destinations
- Quickly release funds which though small can make a big difference to the individual
- Have a clear, effective and transparent process which publicises where donations have been allocated and promotes successes
- Ensure people with lived experience are at the heart of the project and are included in the fund approval panel
- Assist with long term cultural change in public perceptions about street giving
- Provide a resource to engage with businesses and promote the SCG scheme

## What else will the project seek to achieve?

Over the long term, further development and implementation of SCG, will include:

- Developing a publicity campaign in partnership with businesses, charities, Council services, student groups, major event locations and other local organisations and institutions
- Launching SCG with a public awareness campaign to project a clear, concise, unified message to promote the aims and objectives of the initiative to the wider public
- Installing contactless donation points at participating locations i.e. bar, nightclubs, restaurants, which also provide an opportunity to promote SCG through other existing initiatives, such as the Best Bar None accreditation scheme
- Developing an online donation facility and webpage
- Developing a SCG Ambassador programme to increase meaningful engagement with businesses / residents and achieve further stakeholder buy-in
- Including SCG within GCC tenders as a community benefit clause

## Key project: Financial and Digital Inclusion Services

People can be supported to ensure they are receiving all the benefits they are entitled to

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### What is it?

As an action arising from the research and consultation process which informed the Begging Strategy, it was agreed that a Digital Inclusion Officer post should be created at an early stage for the city centre to undertake a case management approach to enabling routes out of begging.

Since the post was created in 2018, the new digital specialist has been working on the streets alongside the Simon Community's Street team and, equipped with a tablet computer, been helping people to navigate the benefits system. In this way, people have been supported to ensure they are receiving all the benefits they are entitled to.

### Who is involved?

This full time post has been jointly funded by Glasgow City Council and Simon Community Scotland and was created ahead of the introduction of Universal Credit in Glasgow – a UK Government benefit which must be applied for online and paid into a bank or Post Office account.

### What are the expected outputs?

This service will connect vulnerable users to all the benefits they are entitled, support them with critical tasks like establishing a bank account, and link them to wider support services such as employment, housing, skills training and development etc.

Funding for this role was originally established for a period two years until March 2020. However, an additional 12 months of funding has since been agreed.

### What else will the project seek to achieve?

The Digital Inclusion Officer has also been involved with a range of other activities intended to help improve the intelligence available to supporting organisations, thereby increasing the effectiveness of the services they provide. This includes:

- Undertaking an initial and periodic mapping exercise of begging
- Implementing strategies to reduce social exclusion including:
  - Working with established GCC Financial Inclusion team
  - Maximising income as a priority
  - Reducing impact of sanctions
- Signposting individuals to support services and tracking their progress.





## Key project: Environmental Strategy

Ensuring that public realm operates effectively and is positively used

### What is it?

A city functions best when its public spaces operate effectively, supporting and facilitating local communities and businesses, and encouraging positive uses whilst restricting opportunities for negative activity. In this way, a strong and robust environmental strategy lies at the heart of many strategic initiatives undertaken by local authorities.

The Glasgow City Centre Strategy and Action Plan, for instance, has two principal strategic projects which encapsulate this ethos: the Avenues programme, and the District

Regeneration Frameworks. Both projects are focused on ensuring that Glasgow city centre becomes less traffic-dominated and more people-centred, making it cleaner, greener and easier to get around on foot, by bike and public transport.

Marketing, outdoor events, lighting and public safety will all be improved – and much more besides. Everything is geared towards delivering inclusive growth, sustainable infrastructure, and economic uplift over the next decade. These same principles will be applied to supporting the Begging Strategy throughout its lifetime.

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## Who is involved?

Glasgow City Council will remain the primary driver of the actions contained within the Environmental Strategy key project, working with principal stakeholders and local businesses where appropriate to realise emerging opportunities for effective regenerative intervention. The capital investment already being progressed through the Avenues programme and District Regeneration Frameworks will also be supported by smaller catalyst initiatives as well as the ongoing commitment of front-line operational Services.

## What else will the project seek to achieve?

The wide scope of this work anticipates a degree of flexibility to enable realisation of emerging opportunities and for possible interventions to be explored throughout the lifetime of the Begging Strategy. Not only will this maximise the range of outputs involved and their overall effectiveness in supporting the aims and objectives of the Begging Strategy, but it is also intended to encourage stakeholder engagement and participation going forward.

## What are the expected outputs?

Within the Environmental Strategy key project, an initial range of specific outputs have already been identified and these include street de-cluttering and securing vacant shopfronts. In addition, general themes for intervention will include:

- Improving cleanliness and safety
- Restricting antisocial behaviour
- Addressing local issues arising through targeted interventions
- Encouraging positive use of the public realm
- Supporting local communities and businesses
- Cooperative working with key stakeholders and support services

## Key project: Public Perceptions

### Keeping the public informed through continuing engagement

#### What is it?

People Make Glasgow is the city's marketing brand, but it stands as more than just a simple tagline. Glaswegians pride themselves on being supportive and caring citizens. In this context, whilst the Begging Strategy is a response to the issues of on-street begging, it is also a reflection of the city's will and determination to ensure that no one is left behind. It is a collective, sustainable effort that includes partners from all over Glasgow. In the same way, the Public Perception key project will be important to help raise public awareness and change behaviour, to ensure that members of the public understand the range of support services which exist across Glasgow and which can be accessed by vulnerable users. It will also enable the public to access information about what they can do to become involved to help and how to do it, as well as enabling them to remain better informed about the key issues which the Begging Strategy is looking to address.

#### Who is involved?

The principal lead for this key project will be Glasgow City Council, who will work in partnership with other key stakeholders, in particular those support services already part of the working group, to ensure that effective proactive messaging and communication is consistent, cohesive and appropriate.

#### What are the expected outputs?

The Public Perceptions key project will seek to integrate the various narratives arising

from the wider work of the Begging Strategy into a clear and channelled public awareness campaign. Not only will this be informed by and reflective of the different activities being undertaken by the Working Group members, but it will also include content from those with lived experience. This messaging will also be used to align other promotional activities taking place through linked/supporting events and, where appropriate, corporate sponsorship opportunities.

#### What else will the project seek to achieve?

The Begging Strategy was always intended to include local stakeholders in its continuing development to help inform its shape and scope, whilst also encouraging ongoing engagement and buy-in. In this context, the Working Group has actively sought active participation from local businesses including those within the licensed trade, as well as the wider local community to help support the aims and objectives of the Begging Strategy. The involvement of Best Bar None Glasgow already provides an example of how this inclusive approach works through, for instance, the training seminars offered for staff working with vulnerable users and other individuals who may be street begging.

Going forward, other opportunities to encourage business participation and community involvement through branded and promotional messaging will be explored.

Additionally, measures to deliver improved, effective communications as well as establishing clear information sharing protocols and data management agreements will also be investigated.



## Governance/Monitoring

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The Glasgow Begging Strategy will be overseen by Glasgow City Council through a Project Coordination Group (PCG) whose membership and Chair will be drawn from the existing multi-partner Working Group. A lead officer will be responsible for each Key Action. Progress of the Strategy will be reported annually to the Wellbeing, Empowerment, Community & Citizen Engagement City Policy Committee.

## Appendix A: Working Group Membership


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- Big Issue
- British Transport Police (BTP)
- City Centre Retail Association (CCRA)
- Glasgow City Health and Social Care Partnership (GCHSCP)
- Glasgow Chamber of Commerce
- Glasgow City Council (Chair: Councillor Allan Casey)
- Glasgow City Mission
- Homeless Network Scotland (formerly Glasgow Homelessness Network)
- Marie Trust
- National Health Service Greater Glasgow & Clyde
- Police Scotland
- Simon Community Scotland
- Turning Point Scotland

## References

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If you have any questions, comments,  
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