

17th December 2021

James Haworth
The King's Theatre & Theatre Royal
Ambassador Theatre Group
282 Hope Street
Glasgow
G2 3QA

Dear James

Glasgow Chamber of Commerce – Support for signage on King's Theatre building

Glasgow Chamber of Commerce (GCOC) has been the voice of business in Glasgow since 1783. As well as offering support to our growing membership of more than 1,200 organisations, our role is to promote Glasgow as a great business location to potential investors and to encourage economic and business growth locally, nationally and internationally.

GCOC is an active and collaborative city partner and has participated in a range of economic interventions including city strategies, the Glasgow Economic Leadership and the Connectivity Commission. More recently, and to support the business and city response to COVID, we have participated in the Glasgow Economic Recovery Group and the Glasgow City Centre Taskforce.

Glasgow is Scotland's only metropolitan region and our city centre has faced the longest and most significant restrictions in the UK. It has been particularly impacted because the measures imposed effectively cut Glasgow city centre off from the metropolitan catchment of 1.8 million people.

As we collectively work to recover from the impacts of the COVID19, we need to bring footfall back to our city centre and give visitors a reason to come to Glasgow. Our cultural offer, and key assets such as the King's Theatre, have a pivotal role in positioning Glasgow and attracting visitors to shows. These visitors are frequently high spend visitors who will then enjoy the broader city centre retail and leisure offer. We need more of these visitors as the city centre business community works to recover and support the many thousands of jobs that are reliant on its success.

GCOC welcomes the opportunity to support your application to update your signage with well designed digital frames that offer the operational benefits of moving to digital and also brings life to our city streets, demonstrating the importance of Glasgow as a city and an internationally recognised destination in its own right.

Yours sincerely,

Stuart Patrick CBE
Chief Executive
Glasgow Chamber of Commerce