



## Press Release

### For Immediate Release

Glasgow 2014 Ltd, Commonwealth House,  
32 Albion Street, Glasgow, G1 1LH  
Tel. +44 (0)30 2014 0000 Fax +44 (0)30 2014 0001  
[www.glasgow2014.com](http://www.glasgow2014.com)

# Glasgow 2014 Commonwealth Games Glasgow Welcomes set to offer Glasgow Welcomes

A significant number of volunteers for the Glasgow 2014 Commonwealth Games will receive additional training on the eve of the largest sporting and cultural event in Scotland's history.

Around 2,500 Spectator Services clyde-siders will complete Glasgow Welcomes training as part of their overall Games training further strengthening plans to ensure the city delivers the best Games ever.

Glasgow Welcomes is a Legacy 2014 project, supported by the Glasgow Tourism & Events Leadership Group and part of the Glasgow Tourism Strategy 2016.

A key focus of the initiative is to ensure the city delivers a world class visitor experience during the Commonwealth Games.

Glasgow 2014 is recruiting up to 15,000 volunteers for the Games and all of them will be trained by the Organising Committee for their Games time roles.

The Glasgow Welcomes-Online programme has been developed to enable the city's businesses to easily access customer service training in the run up to the Games.

Thousands of workers from city hotels, bars, restaurants, transport providers and visitor attractions have committed to completing the programme, demonstrating that the city's businesses are getting ready to welcome the biggest sporting and cultural event ever hosted in Glasgow.

The online training has been specially tailored for the Games, with practical advice on how to deliver excellent customer service standards; information about Glasgow's top attractions so that frontline service staff can offer up-to-date advice on what there is to see and do in the city, and facts and figures on Games events, venues and dates.

The Glasgow Welcomes initiative is aiming to create a lasting legacy of excellent customer service standards across all touch points of the visitor experience in Glasgow.

Key funders of the initiative and online programme are Scottish Enterprise, with additional funding and support from Glasgow City Council, Glasgow City Marketing Bureau, Skills Development Scotland, Visit Scotland and the tourism sector. The initiative is managed by VisitScotland on behalf of industry and partners.

**David Grevemberg, Glasgow 2014 Chief Executive, said:**

"Capitalising on the great success of the Glasgow 2014 Volunteer programme, we are delighted to offer additional training through Glasgow Welcomes for 2,500 clyde-siders working in Spectator Services.

"This specialised training focuses on the delivery of excellent customer service standards, which will truly help us achieve our ambition of providing a great Games-time atmosphere and experience for all who attend."

**Stella Callaghan, Project Manager, Glasgow Welcomes said:**

"Glasgow will be in the global spotlight like never before during the Commonwealth Games, when we will welcome thousands of visitors to our city. Our customer service must be world class to ensure they go home with a great story to tell their friends and family.

"Visitors will remember and share the positive moments from their time in the city - whether they are attending a Games event, staying over, eating and drinking, travelling or sight-seeing.

"That's why we're delighted that Spectator Services clyde-siders will join thousands of tourism and hospitality workers across the city in completing our customer service programme, helping to ensure the same excellent standards of service are offered to Games visitors during every part of their visit."

---

## Notes to Editors

1. The Commonwealth Games is an international, multi-sport event involving 71 teams of athletes from the Commonwealth of Nations. The event was first held in 1930 and takes place every four years. Glasgow 2014 will be the XX Commonwealth Games and will be held from 23 July to 3 August. It will feature 17 sports in 11 days of competition with 261 medal events on show. The Games will play host to 4500 athletes and sell 1,000,000 tickets with the event aided by an army of up to 15,000 volunteers. Glasgow 2014 Ltd is the official name for the Organising Committee tasked with delivering the Games in partnership with the Scottish Government, Glasgow City Council and Commonwealth Games Scotland.
2. Glasgow 2014's official partner level sponsors are Longines, SSE, Virgin Media, BP, Emirates and Ford. For more information on Glasgow 2014's full sponsor family, please visit <http://www.glasgow2014.com/games/our-sponsors>
3. Glasgow 2014, the Commonwealth Games Federation and UNICEF are working together in an exciting partnership that will transform the lives of children in Scotland and throughout the Commonwealth. Using the power of sport and culture this unique partnership aims to inspire, enable and empower the children of the Commonwealth to be the best they can be.

4. The Scottish Commonwealth Games Youth Trust (SCGYT) has been operating since 1989, with the aim of helping young Scottish sportspeople to improve and make use of their abilities as athletes, sports coaches, sports administrators and referees, umpires and judges - by way of grants, bursaries, loans or otherwise.
  
5. For further information on the Glasgow Welcomes initiative please visit [www.glasgowwelcomes.com](http://www.glasgowwelcomes.com)

For further information please contact [simon.buckland@glasgow2014.com](mailto:simon.buckland@glasgow2014.com) or [stella.callaghan@visitscotland.com](mailto:stella.callaghan@visitscotland.com)