

Notice of Meeting and Agenda Economy and Regeneration Policy Board

Date	Time	Venue
Tuesday, 14 March 2023	10:00	Council Chambers (Renfrewshire), Council Headquarters, Renfrewshire House, Cotton Street, Paisley, PA1 1AN

MARK CONAGHAN
Head of Corporate Governance

Membership

Councillor Andy Steel (Convener): Councillor Michelle Campbell (Depute Convener):

Councillor Alison Ann-Dowling: Councillor Stephen Burns: Councillor Graeme Clark: Councillor Andy Doig: Councillor Neill Graham: Councillor Lisa-Marie Hughes: Councillor Colin McCulloch: Councillor Jamie McGuire: Councillor Marie McGurk: Councillor Iain McMillan: Councillor John McNaughtan: Councillor Iain Nicolson: Councillor Jim Paterson:

Hybrid Meeting

Please note that this meeting is scheduled to be held in the Council Chambers. However, it is a hybrid meeting and arrangements have been made for members to join the meeting remotely should they wish.

Members of the Press and Public

Members of the press and public wishing to attend the meeting should report to the customer service centre where they will be met and directed to the meeting.

Webcasting of Meeting

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<https://renfrewshire.public-i.tv/core/portal/home>

Items of business

Further Information

This is a meeting which is open to members of the public.

A copy of the agenda and reports for this meeting will be available for inspection prior to the meeting at the Customer Service Centre, Renfrewshire House, Cotton Street, Paisley and online at <http://renfrewshire.cmis.uk.com/renfrewshire/CouncilandBoards.aspx>
For further information, please email democratic-services@renfrewshire.gov.uk

Apologies

Apologies from members.

Declarations of Interest

Members are asked to declare an interest in any item(s) on the agenda and to provide a brief explanation of the nature of the interest.

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| 1 | Revenue and Capital Budget Monitoring Report | 1 - 8 |
| | Joint report by Chief Executive and Director of Finance & Resources. | |
| 2 | Local Authority Covid Economic Recovery - Funding Update | 9 - 16 |
| | Report by Chief Executive. | |
| 3 | Modern Apprenticeship Programme Update | 17 - 22 |
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| | Report by Chief Executive. | |



To: Economy and Regeneration Policy Board

On: 14 March 2023

Report by: Chief Executive and Director of Finance and Resources

Heading: Revenue and Capital Budget Monitoring as at 6 January 2023

1. Summary of Financial Position

- 1.1. The projected revenue outturn at 31 March 2023 for those services reporting to the Economy and Regeneration Board is a breakeven position.
- 1.2. The projected capital outturn at 31 March 2023 for projects reporting to the Economy and Regeneration Policy Board is a breakeven position against the revised budget for the year of £26.048 million.
- 1.3. This is summarised in the table below and further analysis is provided in the Appendices.

Division	Revised Annual Budget £000	Projected Annual Outturn £000	Budget Variance (Adv) / Fav £000	Budget Variance %
Economy and Development	3,075	3,075	0	0.0%

Division	Revised Annual Budget £000	Projected Annual Outturn £000	Budget Variance (Adv) / Fav £000	Budget Variance %
Economy and Development	26,048	26,048	0	0%

Recommendations

1.4. Members are requested to:

- (a) Note the projected Revenue outturn position detailed in Table 1 above;
- (b) Note the projected Capital outturn position detailed in Table 2 above; and
- (c) Note the budget adjustments detailed at sections 4 and 6.

2. Revenue

- 2.1. The Revenue Budget Monitoring report at Appendix 1 identifies a projected breakeven position for all services reporting to this Policy Board. Detailed division service reports can also be found here, together with an explanation of any significant projected variances.
- 2.2. The projected outturn is based on information currently available, and assumptions made by service budget holders. Any changes to these projections will be detailed in future reports to the Board.
- 2.3. The main reasons for the projected outturn position are indicated below the tables showing both the subjective analysis (what the budget is spent on) and the objective analysis (which division is spending the budget).

3. Revenue Budget Adjustments

- 3.1. Members are requested to note from Appendix 1 that budget adjustments totalling £0.079 million have been processed since the previous report to board, which mainly relate to pay award inflation.

4. Capital

- 4.1. The Capital Investment Programme 2022/23 to 2026/27 was approved by the Council on 3 March 2022. For Economy and Regeneration the approved capital spend for 2022/23 is £26.048m.
- 4.2. The Capital Monitoring report at Appendix 2 indicates net budget adjustments to date in the 2022/23 approved capital programme for Economy and Regeneration of £19.823m, largely as a result of reprofiling budget from 2022/23 into 2023/24 for Paisley Town Hall and Paisley Museum to reflect updated cashflows.
- 4.3. Further detail, including reasons for significant variances (where applicable), can be found at Appendix 2.

Capital Budget Adjustments

- 4.4. Since the last report, budget changes totalling £4.770m have arisen which reflect the following:

Budget carried forward into 2023/24 from 2022/23 for updated cashflows (£4.770m):

- Paisley Art Centre (£1.004m);
 - Paisley Museum (£1.500m);
 - Paisley Learning & Cultural Hub (£0.750m);
 - Paisley Junctions and Charging Hub (£1.116m);
 - Townscape Heritage CARS 2 (£0.400m).
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Implications of this report

1. **Financial** – The projected budget outturn position for the revenue budget reported to the Economy and Regeneration Policy Board is breakeven. Income and expenditure will continue to be monitored closely for the rest of the financial year and, where necessary, steps will be taken to mitigate any overspend.

The projected outturn position for capital budgets reported to the Economy and Regeneration Policy Board is breakeven. The Capital programme will continue to be monitored closely for the rest of the financial year.

Any changes to current projections in either Revenue or Capital budgets will be reported to the board as early as possible, along with an explanation for the movement.

2. **HR and Organisational Development**
None directly arising from this report.
3. **Community/Council Planning**
None directly arising from this report.
4. **Legal**
None directly arising from this report.

5. Property/Assets

The Capital expenditure in this board will result in improvements to Culture and Heritage assets and delivery of strategic place-shaping and regeneration.

6. Information Technology

None directly arising from this report.

7. Equality and Human Rights

The recommendations contained within this report have been assessed in relation to their impact on equalities and human rights. No negative impacts on equality groups or potential for infringement of individuals' human rights have been identified arising from the recommendations contained in the report because for example it is for noting only. If required following implementation, the actual impact of the recommendations and the mitigating actions will be reviewed and monitored, and the results of the assessment will be published on the Council's website.

8. Health and Safety

None directly arising from this report.

9. Procurement

None directly arising from this report.

10. Risk

The potential risk that the Council will overspend its approved budgets for the year will be managed at a Council-wide level by the Chief Executive and Directors.

11. Privacy Impact

None directly arising from this report.

12. Cosla Policy Position

N/a.

13. Climate Risk

None directly arising from this report.

List of Background Papers

Authors: Valerie Howie, Finance Business Partner (Revenue) and Geoff Borland, Finance Manager (Capital)

RENFREWSHIRE COUNCIL
REVENUE BUDGET MONITORING STATEMENT 2022/23
1 April 2022 to 6 January 2023

POLICY BOARD : ECONOMY AND REGENERATION

Objective Summary	Approved Annual Budget at Period 8	Budget Adjustments	Revised Annual Budget at Period 10	Projected Outturn	Budget Variance (Adverse) or Favourable		Previous Projected Outturn Variance	Movement
	£000	£000	£000	£000	£000	%	£000	£000
Economy and Regeneration Management	127	11	138	141	(3)	(2.2%)	(2)	(1)
Economic Development	1,932	45	1,977	1,981	(4)	(0.2%)	11	(15)
Regeneration	937	23	960	953	7	0.7%	(9)	16
NET EXPENDITURE	2,996	79	3,075	3,075	0	0.00%	0	0

Objective Heading	Key Reasons for Projected Variance
Economy and Regeneration Management	No significant projected year end variances to report.
Economic Development	No significant projected year end variances to report.
Regeneration	No significant projected year end variances to report.

RENFREWSHIRE COUNCIL
REVENUE BUDGET MONITORING STATEMENT 2022/23
1 April 2022 to 6 January 2023

POLICY BOARD : ECONOMY AND REGENERATION

Subjective Summary	Approved Annual Budget at Period 8	Budget Adjustments	Revised Annual Budget at Period 10	Projected Outturn	Budget Variance (Adverse) or Favourable		Previous Projected Outturn Variance	Movement
	£000	£000	£000	£000	£000	%	£000	£000
Employees	4,609	(14)	4,595	4,541	54	1.2%	53	1
Premises Related	52	0	52	53	(1)	(1.9%)	(1)	0
Transport Related	3	0	3	3	0	0.0%	0	0
Supplies and Services	29	0	29	30	(1)	(3.4%)	(1)	0
Third Party Payments	0	0	0	0	0	0.0%	0	0
Transfer Payments	721	88	809	860	(51)	(6.3%)	1	(52)
Support Services	39	0	39	40	(1)	(2.6%)	(1)	0
Depreciation and Impairment Losses	0	0	0	0	0	0.0%	0	0
GROSS EXPENDITURE	5,453	74	5,527	5,527	0	0.0%	51	(51)
Income	(2,457)	5	(2,452)	(2,452)	0	0.0%	(51)	51
NET EXPENDITURE	2,996	79	3,075	3,075	0	0.0%	0	0

RENFREWSHIRE COUNCIL
CAPITAL INVESTMENT STRATEGY - NON-HOUSING SERVICES
1st April to 6th January 2023
POLICY BOARD: ECONOMY & REGENERATION

Project Title	Prior Years Expenditure to 31/03/2022*	Current Year 2022-23						Full Programme - All years			
		Approved Budget 2022-23	Budget Adjustments in 2022-23	Revised Budget 2022-23	Projected Outturn 2021-22	Budget Variance (Adverse) or Favourable		Total Approved Budget to 31-Mar-27 £000	Projected Outturn to 31-Mar-27 £000	Budget Variance (Adverse) or Favourable	
	£000	£000	£000	£000	£000						
ECONOMY & DEVELOPMENT											
Paisley Art Centre Redevelopment	574	1,774	(774)	1,000	1,000	0	0%	3,050	3,050	0	0%
Paisley Town Hall Redevelopment	8,284	11,729	(4,469)	7,260	7,260	0	0%	22,050	22,050	0	0%
Flexible Outdoor Facility/Travel & Accessibility Infrastructure	447	1,283	(1,223)	60	60	0	0%	7,050	7,050	0	0%
Playing Fields and Sports Development	779	1,040	(860)	180	180	0	0%	5,600	5,600	0	0%
Paisley Museum	12,117	20,109	(7,542)	12,567	12,567	0	0%	45,522	45,522	0	0%
Town Centre Capital Fund	1,793	2,250	(2,007)	243	243	0	0%	4,037	4,037	0	0%
Paisley Learning & Cultural Hub	2,755	3,642	(1,994)	1,648	1,648	0	0%	7,000	7,000	0	0%
Place Based Fund	25	0	1,195	1,195	1,195	0	0%	4,427	4,427	0	0%
Paisley Junctions and Charging Hub	211	2,520	(1,301)	1,219	1,219	0	0%	3,346	3,346	0	0%
Townscape Heritage CARS 2	2,523	1,524	(848)	676	676	0	0%	4,099	4,099	0	0%
Total Economy & Development	29,508	45,871	(19,823)	26,048	26,048	0	0%	106,181	106,181	0	0%
TOTAL ECONOMY & DEVELOPMENT	29,508	45,871	(19,823)	26,048	26,048	0	0%	106,181	106,181	0	0%

*Rolling programmes have a prior year year expenditure of £0 as the expenditure is not directly linked from one year to the next as a singular project.



To: Economy and Regeneration Policy Board

On: 14 March 2023

Report by: Chief Executive

Heading: Local Authority Covid Economic Recovery Funding Update

1. Summary

- 1.1 Renfrewshire was awarded £2.654M from the Scottish Government Local Authority Covid Economic Recovery (LACER) Fund and a report to Leadership Board in April 2022 outlined proposals in terms of spend.
 - 1.2 This report provides an update on spend to date and outlines plans for the financial year 23-24 to utilise the remaining funds.
-

2 Recommendations

2.1 Board members are asked to:

- (i) Note the contents of the report and spend to date.
- (ii) Approve the proposed use of funding for 23-24 for similar activities
- (iii) Continues to delegate authority jointly to the Head of Policy & Commissioning and the Head of Economy & Development to flexibly manage budget changes across individual proposals throughout the year to meet local demand and council priorities,
- (iv) Note that a final report outlining actual spend will come back to a future board meeting.

3. Background

- 3.1 On 21st February 2022, Scottish Government announced a new £80 million Covid Economic Recovery Fund aimed at supporting businesses and communities to help Scotland as it moved to a new phase in the Coronavirus pandemic.
- 3.2 Renfrewshire was awarded £2.654M to be used to support covid economic recovery activity.
- 3.3 Local interventions had to meet one or more of the following principles of spend:
- Interventions that support local economic recovery and contribute to **businesses** being able to move from surviving the period of trading restrictions towards **recovery, growth, adaptation and building resilience**.
 - **Projects** that can rebuild consumer confidence and **stimulate demand and economic activity** in their specific contexts.
 - Support the **low-income households**, that are disproportionately impacted by the pandemic and the current cost of living crisis, **become more economically active**.
- 3.4 A range of project proposals were provided to board as outlined in section 4. These are also detailed in Appendix 1.

4. Update on Progress and Spend

- 4.1 There were 5 broad areas of support agreed under the LACER fund for Renfrewshire. These were:
- Continuing or Creating Employment for unemployed people
 - Flexible Training Fund to increase employment opportunities
 - Financial support to unemployed people
 - Supporting Business
 - Financial insecurity payments
- 4.2 The proposals agreed by board provided a mix of outcomes across the 3 criteria specified and (as requested by board) could be delivered with 100% of the funding available being allocated to directly support local people (unemployed / low income / low skilled/ transitioning to employment) or to support the growth, adaptation, resilience and recovery of local businesses stimulating local economic activity across Renfrewshire.
- 4.3 It was agreed to have a flexible approach with funding and so levels of funding and numbers supported would change according to demand.

Authority to flex the budget across proposals was sought and agreed and this has been used to ensure that funding goes where impacts can be made. Delegated authority to manage the funding flexibly was provided to the Head of Economy and Development and Head of Policy and Commissioning.

- 4.4 Funding has generally gone well for year 1 with some areas (Employment and Financial Insecurities) committing more than initially planned. Other areas have spent or committed less than originally planned and have more to spend in the second year.
- 4.5 For both the Business Support theme and Parental Employment additional funding from other sources were made available in year and with a short timescale to spend the budgets. As such these funds (ERDF and Scottish Government funding) were used first as they were time restricted with LACER funds being used after they were fully committed.
- 4.6 A summary of the current financial position is below with more details provided in the Appendix.

Full Budget Allocation for Renfrewshire	Initial Proposals Outlined in Leadership Board Report	Actual Spend 22-23	Planned 23-24	Remaining Budget
£2,654,000	£1,810,000	£794,849	£900,000	£959,151

- 4.7 Within the proposals for spend for 23-24 consideration has been given to new anticipated budgets for parental employability however as the grant awards have not yet been made then the same request for flexibility is requested for the year ahead to allow budget changes across proposals to be managed throughout the year.
- 4.8 A budget of £959,151 remains uncommitted from the LACER support. This will be kept under review during 23/24 and potentially utilised to support Council financial sustainability pressures as outlined in the recent budget report (March 2023).
- 4.9 Further reports to board in due course will provide an overview of the full spend for the programme.

APPENDIX 1 Overview of Spend and Future Proposals

Theme 1: Continuing or Creating Employment	Those Supported:	Description:	Outcomes Planned and Achieved	Grant Support
Outlined in Leadership	80 employers / businesses,	Grant support to 80 businesses to continue	80 businesses supported	Estimate £240,000

Board Report	80 young people	the employment of a young unemployed person (Kickstart Plus)	80 young people employed for additional 6 months	
Delivered in 2022-23	<p>20 young people and employers</p> <p>20 long term unemployed adults</p> <p>Jobs fully funded for 10 people with disabilities</p> <p>10 Ukranian unemployed refugees</p> <p>4 unemployed parents employed</p>	<p>A total of 64 paid placements / traineeships / jobs or trainee style extensions were provided during 22-23.</p> <p>Participants were from a range of priority groups for Renfrewshire.</p> <p>More information is provided in the Appendix.</p>	<p>20 Kickstart Places for Young People</p> <p>20 Funded Work Placement Extensions for Long Term Unemployed</p> <p>10 Supported Employment Posts for people with disabilities</p> <p>10 paid council traineeships for Ukranian Refugees</p> <p>4 part time/ school hour posts for unemployed parents</p>	Committed £329,000
Planned for 23-24	<p>10 long term unemployed adults</p> <p>7 people with disabilities</p> <p>3 Ukranian refugees</p>		<p>5 Funded Work Placements for Long term Unemployed Adults</p> <p>7 Supported Employment Posts for People with Disabilities</p> <p>3 traineeships for Ukranian Refugees</p>	£150,000
Theme 2: Flexible Training Fund	Those Supported:	Description:	Outcomes Planned	Grant Support
Outlined in Leadership Board Report	UC claimants both employed but low waged or unemployed and looking	A flexible training fund for UC claimants (either unemployed or in low paid work) to increase their skills and qualifications to	250 UC claimants achieving new skills and qualifications	£250,000

	for work.	prepare them for higher paid employment. Up to £3,500 available where this secured employment.		
Delivered in 22-23	UC claimants both employed but low waged or unemployed and looking for work.	<p>A range of training and support was provided to individuals requiring support.</p> <p>We also block booked some group training with 20 candidates undertaking LGV license training and certification (due to current demands) 8 of which have already secured employment.</p>	<p>67 people were supported with training courses and certifications for work.</p> <p>Costs varied per person from £100 for First Aid training and certification to around £3,000 for LGV training (16 weeks) and certifications.</p>	£111,300
Planned for 23-24		Continuation of the programme and plans to support around 80 additional people.	Due to the ongoing need for LGV drivers it is likely that further support will be requested in this sector. The fund is not prescriptive though and all training requests are considered.	£120,000
Theme 3: Support to Unemployed People	Those Supported:	Description:	Outcomes Planned	Grant Support
Outlined in Leadership Board Report	Unemployed Parents moving into work.	Employment transition Fund supporting the additional costs parents may face in the early stages before being paid (transport, childcare, work clothes, etc). Estimate 3 months of reducing support valued at around £1000/ person.	200 UC parents financially supported to move into work	£200,000
	Unemployed people starting work or training.	3 months free bus travel for UC adults (who don't qualify for the young persons bus pass scheme) when they enter employment	<p>600 UC claimants provided free travel for 3 months</p> <p>This allows additional support in the early stages of work while benefits</p>	£120,000

		or training for employment.	change and pay is retrospective.	
Delivered in 2022-23		Parental Transition Fund	Funding has been committed to 35 parents so far but potentially more will be required in the last 5 weeks of the financial year.	£35,000
		Travel Support	59 people have received travel support, the number will go up in the final month of the year	£13,000
Planned for 23-24		Parental Transition Fund	This support will be moved to the new budget provided through the Scottish Government Parental Employment Funding for 23-23.	£0 from LACER as Funding changing to SG funds for 23-24
		Travel Support	Change to travel and clothing for work support	£30,000
Theme 4: Supporting Business	Those Supported:	Description:	Outcomes Planned	Grant Support
Outlined in Leadership Board Report	Grant support to adapt and grow / to make future savings (financial and carbon)	Net Zero Business Grant: Co-invest with business on 50:50 basis with grants of between £5k- £10k. Business Growth Grant: co-invest with business on 50:50 basis with grants from £1k to £10k to grow and develop the business.	50 businesses reduce carbon footprint 150 businesses grow / develop	£400,000 £500,000
Delivered in 22-23			16 growth grants to local businesses	£106,549 spent / committed
Planned for 23-24	40-50 business grants		To be used across both Net Zero and Business Growth grants depending on demand	£250,000
	Number of businesses (6-8)	Targeted approach to subsidise start-up costs of new businesses seeking to occupy key vacant TC (G/F)	Bringing 6-8 empty properties (across Renf town and village centres) back into use	£250,000

		properties		
Theme 5: Financial Insecurity Payments	Those Supported:	Description:	Outcomes Planned	Grant Support
Outlined in Leadership Board Report	Hardship Payments	£100 payment to be provided to people experiencing financial insecurity as a result of the cost of living crisis. Applications will be made by referral initially through support. £100 payment level was uprated to £150 during 22/23 due to increasing cost inflation being experienced by households.	1000 payments to be supported – these may be unique referrals or second payments if significant issues being experienced.	£100,000
Delivered in 22-23	Hardship Payments	£100 payment to be provided to people experiencing financial insecurity as a result of the cost of living crisis. Applications will be made by referral initially through support.	2000 payments made / planned in 22-23	£200,000
Planned for 23-24	Hardship Payments	£150 payment to be provided to people experiencing financial insecurity as a result of the cost of living crisis. Applications will be made by referral initially through support.	6,667 payments planned in 23-24	£100,000

Implications of the Report

1. **Financial** – the paper provides an overview of funding provided for covid economic recovery in Renfrewshire. No additional council funding is required. All funding goes directly to people and businesses in Renfrewshire.
2. **HR & Organisational Development** – no implications
3. **Community/Council Planning** –

Jobs and the Economy – the report outlines a number of areas of work to support economic growth, encouraging more people to be economically active, supporting business growth and development.
4. **Legal** – no implications.
5. **Property/Assets**- no implications.
6. **Information Technology** – no implications.
7. **Equality & Human Rights**- The Recommendations contained within this report have been assessed in relation to their impact on equalities and human rights. No negative impacts on equality groups or potential for infringement of individuals' human rights have been identified arising from the recommendations contained in the report.
8. **Health & Safety**- None.
9. **Procurement** – None.
10. **Risk**- None.
11. **Privacy Impact**- None.
12. **Cosla Policy Position**- Not Applicable.

Previous Reports:

Leadership Board, 20 April 2022, "COVID Economic Recovery Fund"

Author: Ruth Cooper, Economic Development Manager, ruth.cooper@renfrewshire.gov.uk



To: Economy and Regeneration Policy Board

On: 14 March 2023

Report by: Chief Executive

Heading: Modern Apprenticeship Programme Update

1. Summary

- 1.1 Renfrewshire Council's Modern Apprenticeship Programme has been successfully delivered for a number of years.
 - 1.2 The Programme supports approximately 80 apprentices at any given time, with 35 – 40 new opportunities available to Renfrewshire residents each year.
 - 1.3 Our programme outcomes consistently exceed national targets, compare well to other providers and are shown to support under-represented individuals and groups.
 - 1.4 This report updates on progress and confirms continued delivery of the programme into 2023 / 24.
-

2. Recommendations

- 2.1 It is recommended that the Board:
 - a) Note the content of this report and continuation of funding from Skills Development Scotland into 2023/24.
-

3. Background:

- 3.1 Renfrewshire Council's Modern Apprenticeship Programme (MAP) has been in place for approximately 17 years and in that time has supported over 700 Renfrewshire residents into employment. The programme is managed through the Councils Economic Development team.

- 3.2 Modern Apprenticeships (MA) mainly support young people aged 16 – 24 into employment. However, increasingly opportunities are being made available to applicants of all ages, with particular support offered to those aged up to 29, who are disabled or care experienced.
- 3.3 Modern Apprentices gain paid work experience and a qualification related to their occupational requirements. They will have an Individual Training Plan and complete an appropriate vocational qualification at either, SCQF Level 5, 6 or 7.
- 3.4 The Council has qualified staff who assess and verify a range of qualifications in the areas of Business and Administration and Social Services for several apprentices. Whilst other apprentices will attend at a local Further Education College to achieve their required qualification, for example in areas such as construction.

4. Modern Apprenticeship Programme Delivery

- 4.1 Renfrewshire Council is contracted as a National Training Provider (NTP) to deliver modern apprenticeships through a procurement process, which is led by Skills Development Scotland (SDS) on behalf of Scottish Government.
- 4.2 Each year we offer approximately 35 new apprenticeship opportunities across a range of frameworks including Business and Administration, Social Services (Children and Young People), Construction (a range of trades), Horticulture and Motor Vehicle Mechanics.
- 4.3 The number of opportunities and range of roles available each year can change based on individual Council service requirements. Discussions are ongoing on adding to the range of opportunities available, wherever possible.
- 4.4 Recruitment for these opportunities is restricted to Renfrewshire residents.
- 4.5 It can take between 12 and 48 months for an apprentice to achieve all requirements depending on the framework undertaken.
- 4.6 Our MAP also supports several apprentices who are employed with local businesses
- 4.7 Each year we provide a full range of support to around 80 apprentices, with approximately 65% being employed by the Council and 35% with local businesses.
- 4.8 SDS recently advised our 2023/24 contract will be renewed and we expect to receive a contract similar to this year. Therefore, we should offer up to 33 new opportunities in the following areas, although this can be subject to change:
- Business and Administration (19 apprenticeships)
 - Social Services (Children and Young People) (5 apprenticeships)
 - Construction (Trades) (6 apprenticeships)
 - Horticulture (2 apprenticeships)
 - Motor Vehicle Mechanics (1 apprenticeship)

5. Programme Outcomes

5.1 The main objective of our MAP is to ensure that apprentices complete all MA requirements and progress into a permanent job role. This is referred to by SDS as an Achievement. Our MAP has for many years consistently received Achievement Rates of over 90%, against National Targets of 70% - 75% (depending on framework).

5.2 For contract year 2021 / 2022 our achievement rate was 93% (27 Leavers / 25 Achievers)

Our achievement rate for 2022 / 23 is currently 94% (31 Leavers / 29 Achievers).

5.3 The vast majority of successful Modern Apprentices sustain their employment for many years, with many progressing onto further promoted posts and building excellent careers, both with the Council and with other local employers.

There are many excellent examples within the Council of colleagues who began their careers as Modern Apprentices now working very successfully in supervisory and management roles.

6. Equality and Inclusion

6.1 NTP are also required to ensure that our programme delivery supports those who are under-represented to access modern apprenticeship opportunities.

6.2 We must report on our gender profile, as there is often a gender imbalance with young women negatively impacted in general regards access to modern apprenticeships. They are also particularly negatively impacted within some frameworks, which are viewed as being traditional male industries.

6.3 We are also required to report on the number of MAs we support who have a disability, are care experienced and who are from ethnically diverse communities, as these groups are often under-represented across Modern Apprenticeship starts. The Council take this requirement very seriously and strive to ensure our programme is reflective of our local communities.

6.4 The Programme therefore take steps to engage, wherever possible, with those from the under-represented groups noted above. We also ensure that both our programme marketing and our recruitment advertising makes clear our desire for our programme to be truly representative.

6.5 The MAP is aligned to other Council employability programme provision e.g. Council Traineeship Programme, DFN Project SEARCH and Kickstart. This ensures that all Invest clients but in particular those from under-represented groups, have clear pathways to progress into apprenticeship opportunities at the right time in their employability journey to allow them to achieve secure and sustainable paid work.

6.6 The table below outlines our SDS equality and inclusion data for the past 5 years.

YEAR	Gender (Male / Female)		Ethnicity (Other B.M.E)		Disability (Yes)		Care Experienced (Yes)	
	National	Renfrewshire Council	National	Renfrewshire Council	National	Renfrewshire Council	National	Renfrewshire Council
2018 - 19	M 62% / F 38%	M 41% / F 59%	2.3%	2.9%	14.1%	20.6%	1.5%	5.9%
2019 - 20	M 60% / F 40%	M 52% / F 48%	2.4%	2.3%	15.4%	18.2%	1.7%	4.5%
2020 - 21	M 60% / F 40%	M 55% / F 45%	2.7%	3.2%	13%	19.4%	1.7%	9.7%
2021 - 22	M 61.2% / F 38.8%	M 61.1% / F 38.9%	3.1%	2.8%	13.3%	16.7%	2.0%	5.6%
2022 - 23*	M 62.3% / F 37.7%	M 56.5% / F 43.5%	3.3%	4.3%	14.8%	34.8%	2.0%	13.0%

*Data to Quarter 3 (December 2022)

7. Future Reporting

- 7.1 It is proposed that a further update report(s) be provided to Board at a date(s) to be agreed.

Implications of the Report

1. **Financial** – No additional finance is sought.
2. **HR & Organisational Development** – 3 FTE posts within Economic Development are supported through our SDS contract and current funding streams
3. **Community/Council Planning** – None.
4. **Legal** – None.
5. **Property/Assets** – None.
6. **Information Technology** – None.
7. **Equality & Human Rights**
 - (a) The Recommendations contained within this report have been assessed in relation to their impact on equalities and human rights. No negative impacts on equality groups or potential for infringement of individuals' human rights have been identified arising from the recommendations contained in the report.
8. **Health & Safety** – None.
9. **Procurement** – None
10. **Risk** – None.
11. **Privacy Impact** - None.

12. **COSLA Policy Position** – Not Applicable.

13. **Climate Risk** – Not Applicable.

List of Background Papers

None.

Author: Michael Moran, Assistant Economic Development Manager

Email: michael.moran@renfrewshire.gov.uk



To: Economy and Regeneration Policy Board

On: 14 March 2023

Report by: Chief Executive

Heading: Cultural Infrastructure Programme Update

1. Summary

- 1.1 This report provides an update on the progress of the Cultural Infrastructure Programme to develop the Council's four premier cultural assets in Paisley town centre. The investment programme builds on the significant cultural and heritage foundations of the town for current and future generations to experience, treasure and enjoy. Renfrewshire Council is working closely with OneRen to ensure that the projects progress through each project phase from construction, to building fit-out, into operational readiness, before delivering test events and public programming.
- 1.2 This programme of work will bring new visitors, cultural performances and activities and life-changing cultural experiences to the town. Due to the scale and complexity of the cultural infrastructure programme, a managed programme of phased venue openings will take place to enable each venue to be successfully launched and celebrated.
- 1.3 The significant scale of the construction phase, together with the unprecedented challenges faced across the wider construction sector over the past number of years, has resulted in an inevitable shift in the construction completion timelines for each venue. As the construction phase progresses, there is greater confidence in the revised construction completion dates which is allowing the opening venue timelines to be developed.

- 1.4 There are significant operational demands involved in planning, preparing and implementing each venue opening which are being actively managed to ensure that organisational capacity of both the Council and OneRen is available to appropriately support the associated demands of each venue. This report details the approach being undertaken by OneRen, in partnership with the Council, across Paisley Town Hall, Paisley Learning and Cultural Hub, Paisley Arts Centre and Paisley Museum as part of the building fit-out, operational readiness and delivery of test and opening activities and public programming.
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2. Recommendations

- 2.1 The Economy and Regeneration Policy Board is asked to note the contents of this report.
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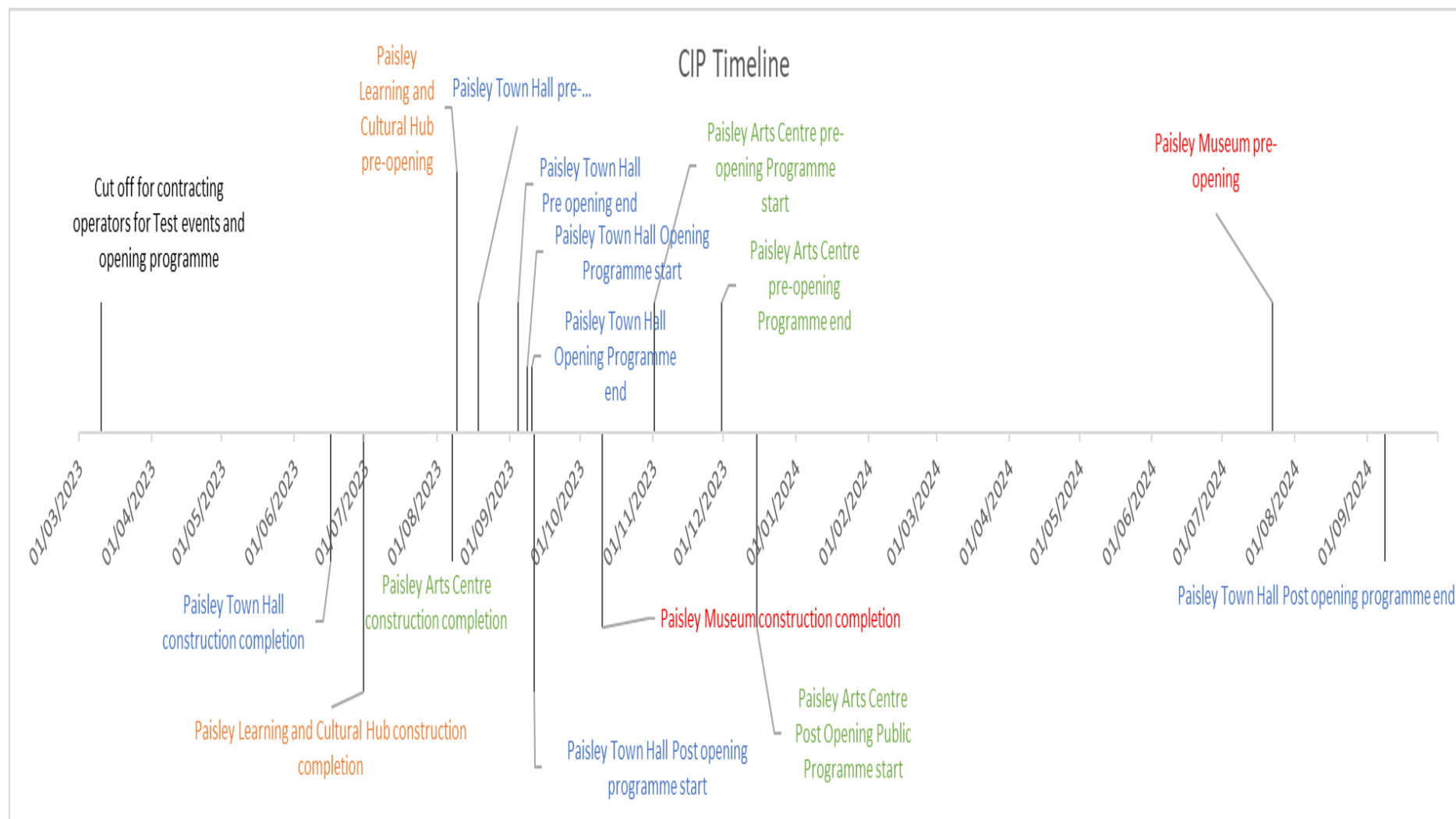
3. Background

3.1 Governance:

The work programme undertaken by OneRen for the building fit-out, operational readiness, test events, opening activities and public programming is being undertaken through cross venue workstreams, to ensure efficient and consistent delivery across the programme. Workstream leads are responsible for ensuring that their area is delivered to programme and reported to the cultural infrastructure opening programme board on a regular basis to ensure emerging issues can be addressed by all partners.

3.2 Timescales

The chart below outlines the indicative timescales and milestones for each of the projects. The chart shows that the construction phase is still underway for each of the four venues.



3.3 Building Commissioning – Pre-handover works

Several actions require to be completed before the buildings are handed over to OneRen by the contractors. The operational pre-handover works for Paisley Town Hall (PTH), Paisley Learning & Cultural Hub (PLCH), and Paisley Arts Centre (PAC) include:

- Development of Safe Operating Procedures, Risk Assessments and Operating documents in line with building operations, relevant guidelines and technical information available prior to post-handover access.
- Operational mapping to ensure staff operating models are created to reflect core operational hours at PTH, PLCH and PAC.
- Recruitment/resourcing for Paisley Town Hall, through consultation with existing venue employees to identify those with a preference to return to their core location and further internal canvassing of other employees who would like to relocate to PTH. Identifying appropriate skillsets in line with respective operating model.
- Creation of training needs in preparation of building handover.
- Familiarisation training for employees in PTH delivered by the contractor
- Recruitment timeline in place for external recruitment based on operational need. Academy training concept set up in partnership with Invest which may provide future employment following work placement exposure and employability sessions.
- Multi-partner Soft Landings Team project meetings to manage and update project progress. Attended by Renfrewshire Council, contractors and OneRen.
- FFE procurement planning in partnership with OneRen and Renfrewshire Council.

While many of these elements will be the same for Paisley Museum, there is a further requirement for exhibition fit-out and installation which will take place after the main building contractors have departed. At this point, the building is handed over to the specialist exhibition contractors to construct and install objects and displays, including specialist lighting and digital and AV equipment.

3.4 Building Commissioning – Post-handover works

To ensure that the buildings can be operated safely, several actions require to be completed after the buildings are handed over to OneRen by the contractors. The operational pre-handover works include for PTH, PLCH, PAC and Paisley Museum include:

- Staff familiarisation and induction training programme to navigate the venue (existing/new staff and contingency teams from other venues/services).
- Systems training on air handling units/energy management/ audio visual equipment and ICT kit.
- Review of existing completed Standard Operating Procedures and systems.

- Completion of fire risk assessment
 - Evacuation training and testing.
 - Safety system training on alarm systems.
 - Completion of site-specific documentation including safe systems of work / risk assessments.
 - Completion of emergency action and all associated compliance documentation.
 - Staff training of equipment / fixings / set ups.
 - FFE installation and commissioning.
 - Event set up testing.
 - Clean down.
 - Building cleaning operational systems.

3.5 Public Programming Approach

The public and private events programme for cultural venues can be defined by three key periods:

Pre-opening Events

Two test events at full capacity to include funder and stakeholders along with industry-specific activities to promote the commercial portfolio prior to the official public opening (PTH and PAC).

Opening Events

First large-scale event over a weekend to mark the public opening of the venue, animating the interior and exterior of the venue.

Post-opening events

Events programming following the Opening event, during the first year of opening for OneRen and Renfrewshire Council curated events and commercial business.

3.6 Branding, Marketing & Engagement

OneRen is currently working with Scottish branding agency Stand to develop a distinctive strong brand for Paisley Town Hall, Paisley Arts Centre and Paisley Learning and Cultural Hub. Workshops attended by key staff and stakeholders are well underway with new brand options to be presented by the end of March. The new brand will appear on signage and all marketing and communication activity. A brand awareness campaign will be integrated into the marketing and communication plans for pre-opening, opening and post opening activities.

A marketing and communications plan is being created, a media buying agency will be appointed and a fully integrated digital strategy will be rolled out for pre-opening, opening and post opening activities. An integrated stakeholder engagement plan has been created to ensure continuous engagement with the community, private sector, media, internal stakeholders, industry and partner associations.

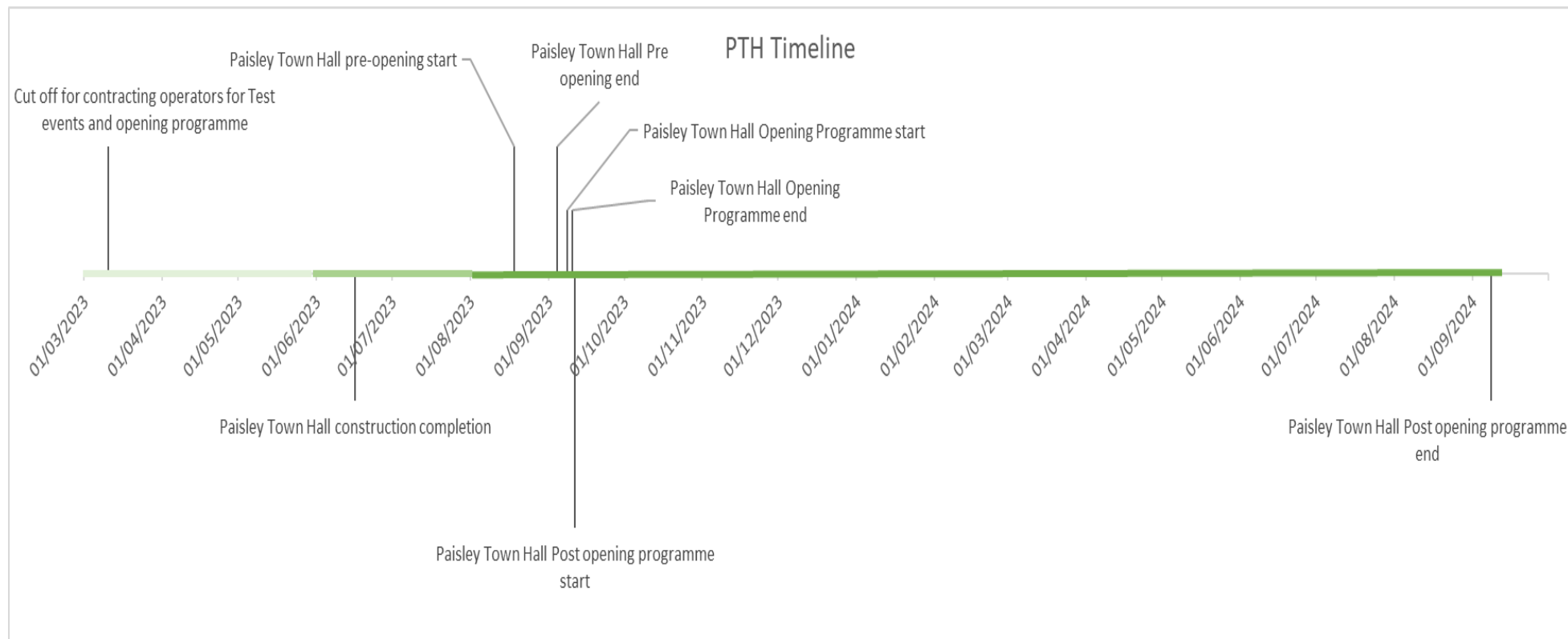
A similar approach is being planned for Paisley Museum, with a separate tender brief for branding being developed and the roll-out of a tailored communications plan which will re-introduce audiences to the project and share its aims, ambitions and tell the stories of the collection and the people behind them.

3.7 Paisley Town Hall



3.7.1 Re-opening later in 2023, Paisley Town Hall will once again be the striking centrepiece at the heart of the town's life. Building on its 140-year history, the new and improved town hall will attract more and bigger performances, bringing with it more people to Paisley. The works will transform the inside of the 19th-century Grade-A listed building into a 21st-century entertainment venue for the West of Scotland.

3.7.2 The timescale is outlined in the table below:



3.8 Paisley Town Hall will be a new home for headline acts and intends to establish itself as a go-to venue for top musicians, bands and performers in the country. The ambition is for performers to aspire to play here and once experiencing it, like our customers, will want to return again and again. More than that, it will be a place which the people of Paisley and beyond take to their hearts – a place where memories are made that last a lifetime.

3.9 **Public Programming Paisley Town Hall in 2023**

Pre-opening events

OneRen is currently working with experienced Scottish operators to deliver events that will fully test the venue, equipment, infrastructure and operational planning, offering an opportunity for stakeholders, funders and partners to gain exclusive access prior to public opening. A civic moment will be considered in this phase and delivered if timescales allow, taking a variety of factors into consideration.

Opening events

The Royal National Mod is anticipated to be one of the first events to take place in Paisley Town Hall in October. In addition to the Mod, OneRen is working in collaboration with operators to deliver a music experience that animates both the interior and exterior of the venue to mark the opening of the venue to the public. The private events programme will focus on engaging corporate clients with bespoke experiences that highlight the premium offer available in this venue.

Post-opening events

OneRen's Winter Programme will focus on a range of exciting activity in the venues that complements the existing programming in Paisley around this period.

3.10 **Public Programming Paisley Town Hall 2024**

The proposed public programme for the townhall in 2024 includes:

- *Commercial Festivals* - A diverse programme of carefully curated commercial festivals that animate the interior and exterior of the venue, linking OneRen's venues in the centre of Paisley.
- *Collaborations* - A broad range of experiences that are developed with operators and stakeholders from bespoke dance experiences to immersive larger scale ticketed events, allowing OneRen to present a unique offer that attracts a range of audiences to Paisley.
- *Seasonal Programming* - This programme forms the backbone of the offer at the venue, following the traditional pattern of performance venues in offering a range of public programming that is advertised in distinct seasons including music gigs, theatre shows, dance and comedy.
- *Special commercial events* - The refurbishment of the venue presents a premium venue for weddings and other life events to the Scottish market.

- *Corporate hire* - A range of corporate events from gala dinners to award ceremonies and bespoke experiences for the incentive market will be a key offer, along with corporate offers linked into other programming strands e.g. corporate tickets for an immersive Winter performance.
- *Private hire* - The flexibility of the venue layout and capacity will be presented to a range of private clients as an attractive proposition for hire including concerts, touring theatre and film & television.



3.11

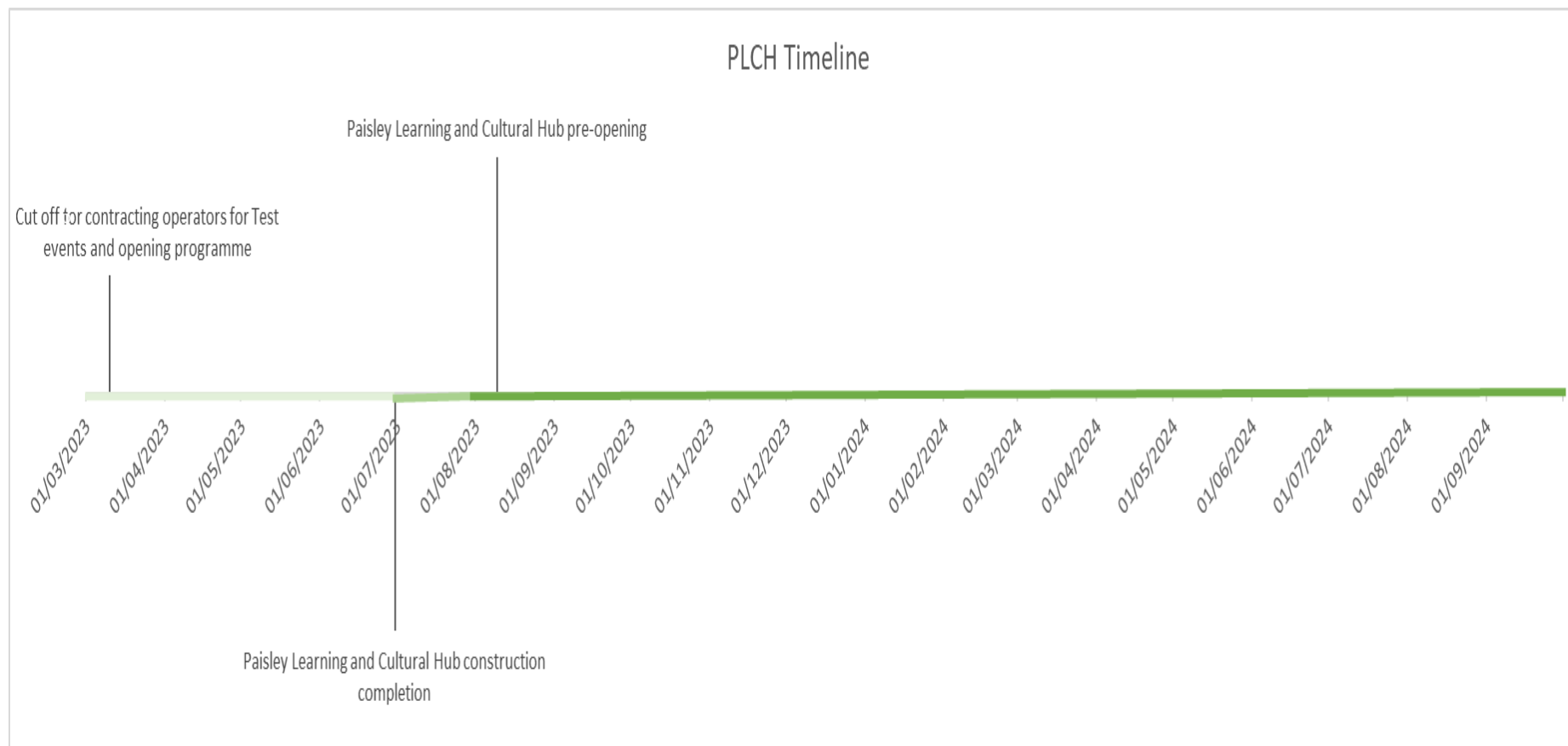
Paisley Learning and Cultural Hub



- 3.11.1 Work is ongoing on the creation of a new, modern community and educational facility housing library services in a formerly vacant High Street unit. Paisley Central Library used to be located within Paisley Museum.

In its new home, it will stand as an icon on the High Street, with the aim of attracting more people into the town centre and the venue. The new central learning and cultural hub complements other investment by the Council in the town centre, such as the nearby Secret Collection - museum store, improved transport links and outdoor spaces, and ongoing work to help property owners restore historic buildings.

3.11.2 The timescale is outlined in the table below:



3.12 Paisley Learning and Cultural Hub - Public Programming Approach

Pre-opening events

OneRen will invite groups from local nursery, primary and secondary schools as test visits for the schools' programme, and to arrange a test visit from the day care centre for adults with learning disabilities who already have a strong relationship with the library. The library team will also run some pre-opening Bookbug sessions.

Opening events

Although not yet confirmed, OneRen will look at a number of author events, as part of Book Week Scotland in November for inclusion in part of the opening programme.

Post-opening events

The main focus of the programme will be for activities which promote reading and digital inclusion, and for regular activities which encourage repeat visits and create opportunities for the development of friendships, community and social groups. In addition to the activity which already happens in Paisley Central Library such as Bookbug, the library team are also looking at initiatives including a children's reader in residence, film screenings, storytelling sessions (adult and children), Dip into Digital sessions, magic table sessions and an increase in our digital assistance sessions which support those who may be digitally excluded.

3.13 Paisley Arts Centre

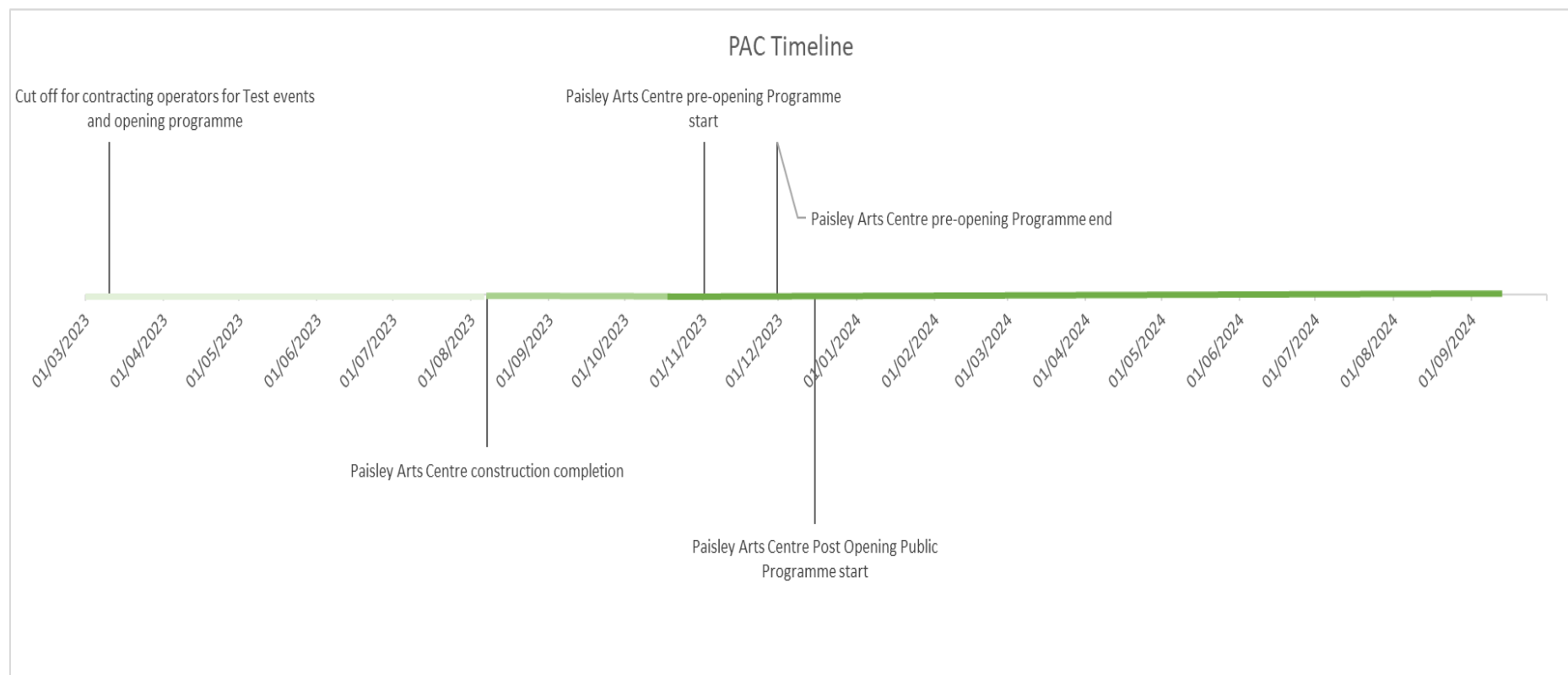


- 3.13.1 The construction phase of the refurbished Paisley Arts Centre will also be completed in 2023, improving both performance facilities and visitor experience at the popular venue.

The Paisley Arts Centre stage has hosted some of Scotland's biggest names in the three decades since the 250-year-old former church building was converted into one of the country's most vibrant small entertainment venues.

3.13.2 Paisley Arts Centre has an excellent reputation within the theatre community for programming a wide and varied range of performances. The centre will offer a platform for emerging artists and performers which will reinforce Paisley and Renfrewshire's place in Scotland's cultural scene. The facility will be modern and welcoming, while retaining the incredible character of the historic building. The refreshed venue will be flexible enough for small, intimate performances as well as the capacity for larger gigs that we know will attract a range of performers and audiences.

3.13.3 The timescale is outlined in the table below:



3.14 Paisley Arts Centre - Public Programming Approach

The Arts Centre will be a much loved performance venue that continues to support the creative arts industry in Paisley offering a platform for emerging talent. This will include:

- Festivals - An intimate performance venue that offers a performance and workshop space for a lower capacity activity, as part of a wider festival in the town centre.
- Seasonal programming - Innovative and experimental ticketed performances from theatre to comedy and dance that offers opportunities for emerging artists and production companies to develop and present ideas with accessibility being at the heart of the venue.
- Learning - Development of a programme of workshops and courses available at weekends, evenings and holiday periods.
- Private hire - Studio and performance space available for local groups and individuals to hire for classes and creative development.

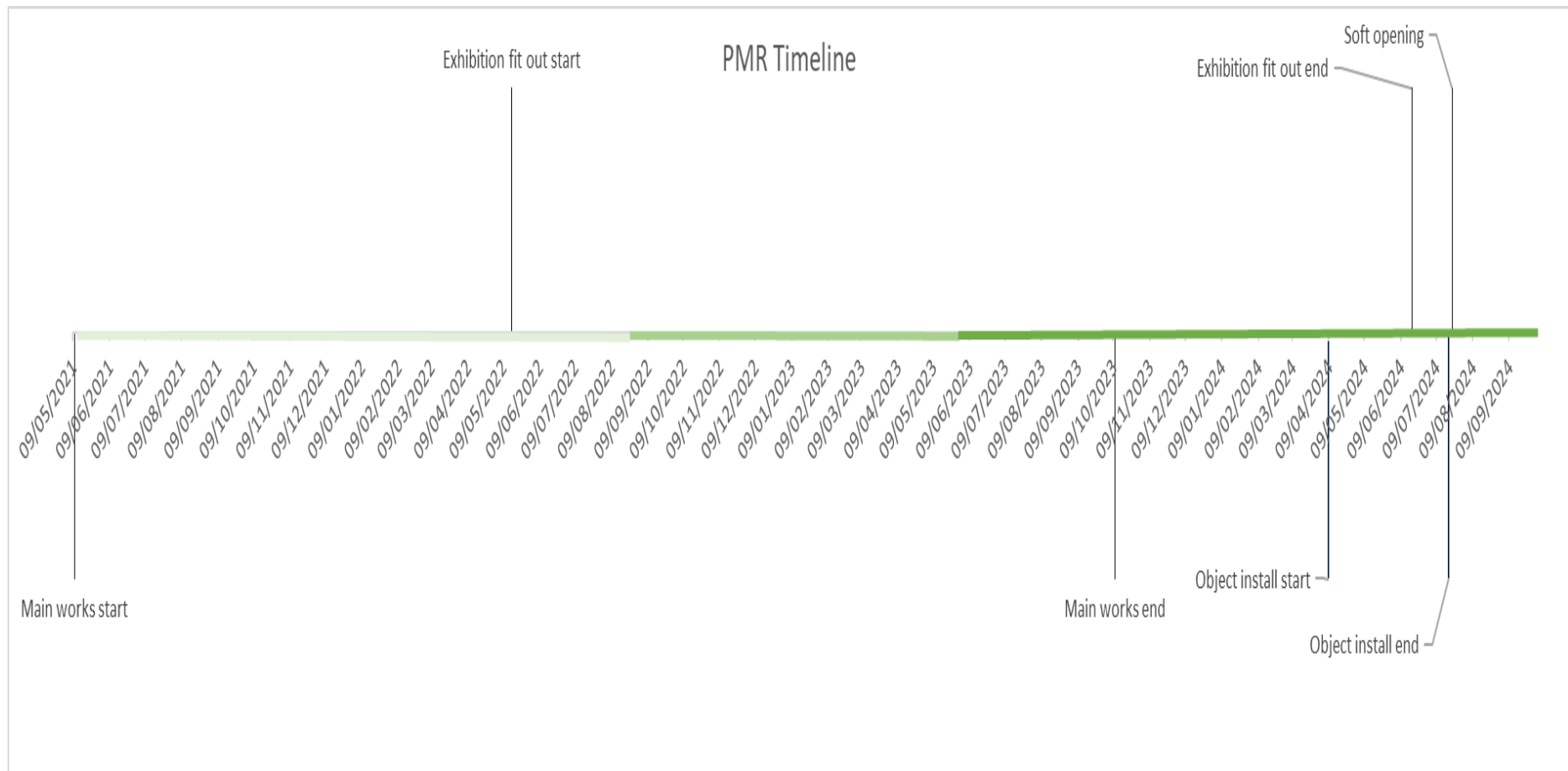
3.15 Paisley Museum



3.15.1 Opening in 2024, the world-class museum refurbishment is the flagship project in the regeneration of Paisley and Scotland's biggest cultural heritage capital development. Home to galleries, an observatory, heritage centre, public gardens, events, and more, the reimagined museum will be at the heart of the local community – and open for everyone to learn, discover, create and connect.

3.15.2 The new museum will be a vibrant and accessible cultural hub providing welcoming facilities to the community whilst attracting visitors to Paisley from across Scotland and beyond. The stories behind the museum and the treasures it holds have been extensively and collaboratively researched and will be shared more widely in the months ahead – building excitement as we look forward to revealing the jewel in our cultural crown.

3.15.3 The current timescale is outlined in the table below:



- 3.15.4 The PMR master programme includes three key stages of site works through to opening in 2024; Main Works construction, Exhibition Fit-out and Direct Works/Object Installation:

Main Works - underway (2021-2023)

The Main Works contract is currently being undertaken by Kier Construction Ltd who are due to complete this year. The work being undertaken to the buildings is ambitious, complex and transformative with wholesale renovation of external and internal fabric and major structural interventions including a new build extension and entrance building and landscaped garden.

The commissioning phase of the main work contract will commence in July with final testing activities programmed in October/November. This phase will involve attendance from the Exhibition Fit-out PMR project team, OneRen operations/asset teams, Council FM and Exhibition fit-out Contractor to ensure familiarisation with the new building systems.

Exhibition Fitout – underway (2022-2024)

The Exhibition Fit Out (EFO) contract with The Hub Ltd started with a letter of appointment on 13/05/2022 with a tendered programme of 76 weeks. The exhibition fit-out contract includes a pre-construction phase ahead any site installations. This involves a year of technical design by the contractor, prototyping of the displays and offsite fabrication. They are currently undertaking pre-construction services to execute contractor design portions (CDP) for aspects of the flexible display system (FDS), plinths and showcases, and bespoke display elements.

Once site becomes available – galleries must be dust-free for building display cases - the EFO contractor will take ownership of the site and begin to build the individual displays. Once the EFO contractor has completed their work, and we have installed all the objects, the Museum team would move onto the Direct Works installation, of FF&E, and onto pre-opening activities.

Object Install – scheduled (2024)

Object install is the final delivery phase and will involve the move of display objects from the Secret Collection to the museum for mounting and installation ahead of opening. Object install will also include the return of the Heritage Centre from its current temporary location to its permanent location within the museum. Object Install, like EFO, will be completed sectionally with the museum campus split into four sections.

The other direct works include the installation of AV hardware, interactive software and films in the digital displays. The remaining objects will be installed in the Object Install phase following completion of EFO. Install teams will be composed of both PMR/OneRen staff and EFO contracted mount makers who will install mounts alongside the object mounts to secure them in place in their display. A contracted art handler will provide additional support for larger objects being installed during the Object Install phase.

Operational Planning Pre & Post-Handover Planning (underway)

An Operations Task Force group for PMR has been formed which comprises of the Museum team members and OneRen Assets Management and Operations staff. In the period prior to building handover, the group will concentrate on the creation or development of standard operating procedures ranging from collection incident reporting, pest management and gallery procedures to security incidents and bomb threat response, as well as a programme of staff training, skills development and recruitment. The group is tasked with identifying and developing all of the Operational plans and procedures required for PMR and to review and where required, respond to architectural plans, proposed operating systems and other plans required by the external consultants/contractors. To date, the group has identified 40 policies and procedures that are required for the new museum, of which 25% have been created.

3.16 Paisley Museum - Public Programming Approach

To offer audiences a truly new experience of the museum and its collections, OneRen is creating a new approach to programming; an embedded culture which places audiences at the centre, and a framework to support this. Over the last five years, OneRen has explored many new approaches to working with audiences, through content creation, audience research, active listening exercises and stakeholder engagement at all levels of the project.

Simultaneously, through OneRen's active commitment to unlocking the stories of Renfrewshire's collections, the team has amassed a huge volume of collections' research and newfound knowledge which has relevance, interest and huge engagement potential for our audiences. The development of the public programme offers the opportunity to draw together these different threads of the PMR project and create a powerful and sustainable legacy for the project. Between March and August 2023 OneRen will work with staff and partners through a series of vision and values workshops and thinking space discussions to create an outline public programme which truly exemplifies the ambitions of what promises to be a world-class destination.

Implications of the Report

1. **Financial** - Financial modelling of the operational and opening phase of the projects has been undertaken and is being continually updated to reflect emerging factors.
2. **HR & Organisational Development** - staffing training and recruitment requirements are outlined in this report in the pre and post handover phases of the projects.

3. **Community/Council Planning –**

- *Our Renfrewshire is thriving* – These projects will link our communities and facilitate a significant increase in footfall to Paisley and surrounding areas. The infrastructure will enable Renfrewshire to host world class performances and attract new footfall from far beyond the local area.
- *Our Renfrewshire is well* - The outputs of these projects will enable safe and inspiring locations for all. From arts and performances to learning and educational space, Renfrewshire will offer anyone the ability to engage and take interest in either a new subject matter or an existing passion that is now much more accessible. Driving world class performances to the area and having 21st century work and education spaces will support people from Renfrewshire to engage in beneficial activities that will in turn support education.
- *Reshaping our place, our economy and our future* – These infrastructure projects allow access to new and existing jobs for people in our communities. Significant increase in footfall will benefit local businesses who can grow as a result and in turn support their ongoing viability in the area. An increase in arts and performances will allow a platform for Paisley becoming a cultural hub in Scotland.
- *Tackling inequality, ensuring opportunities for all* – A specific focus has been applied to the redevelopment and construction of these projects to ensure accessibility is a key feature. A significant amount of thought has gone into making historic, and predominantly inaccessible buildings, available for anyone to enjoy and utilise. There are no barriers to utilising any of these buildings, and One Ren will continue to deliver an events programme that caters for everyone including those in more deprived areas.
- *Creating a sustainable Renfrewshire for all to enjoy* – With these buildings being in the heart of Paisley Town centre, it means they are accessible by train, on foot, or by bus thanks to the well-connected nature of the town centre. Limited town centre parking will force the use of public transport which will work towards the net zero ambitions of the Council. Recently completed infrastructure through AMIDS, including the shared cycle and walkway, also enhances the connectivity, and in future years with the opening of the Clyde Waterfront and Renfrew Riverside bridge, Paisley will become a vastly accessible route by sustainable travel.
- *Working together to improve outcomes* - Officers and contractors continue to work closely with local businesses and a business engagement programme will commence shortly to bring this to focus. Throughout the development of these projects, several organisations were engaged to design the outputs including accessibility groups, the Scottish Government, Historic Environment Scotland, multiple private sector organisations and the local community.

4. **Legal** – not applicable.

5. **Property/Assets** - the investment in the four premier cultural assets will enhance and sustain the properties for the future.

6. **Information Technology** - ICT actions are included within a specific workstream for the four cultural venues and are managed by project partners.
 7. **Equality & Human Rights**
 - (a) The Recommendations contained within this report have been assessed in relation to their impact on equalities and human rights. No negative impacts on equality groups or potential for infringement of individuals' human rights have been identified arising from the recommendations contained in the report. If required following implementation, the actual impact of the recommendations and the mitigating actions will be reviewed and monitored, and the results of the assessment will be published on the Council's website.
 8. **Health & Safety** – all health and safety documents are being prepared for the operational delivery of the venues.
 9. **Procurement** – contracts are being entered into in line with contract standing orders to meet legislative regulatory requirements.
 10. **Risk** – a risk register is being maintained for the cultural infrastructure programme which is actively, updated, monitored and managed.
 11. **Privacy Impact** – not applicable.
 12. **Cosla Policy Position** – not applicable.
-

List of Background Papers – None

Author: Barbara Walker – Programme Director (City Deal & Infrastructure)
0141 618 7156



To: Economy and Regeneration Policy Board

On: March 14, 2023

Report by: Head of Marketing and Communications

Heading: Visitor marketing update

1. Summary

1.1 This report provides an update on visitor marketing undertaken by the Council and funded through Future Paisley since March 2018. It provides an outline of planned marketing activity for 2023/24 and audience development work that will support the forthcoming Tourism Action Plan and the reopening of Paisley's cultural venues. Activity incorporates marketing Renfrewshire as a visitor destination, promoting positive area image through networks, managing strategic partnerships, and managing the Paisley destination brand. All activity is co-ordinated through the visitor portal - www.paisley.is.

2. Recommendation

2.1 Members are asked to note the report.

3. Background and strategic alignment

3.1 The Paisley.is destination brand was launched in March 2018 to change perceptions of Paisley through storytelling and to position the town as the visitor gateway to wider Renfrewshire. The brand was developed following 10 months of destination research, interviews with area stakeholders, including tourism businesses, VisitScotland and Glasgow International Airport, and the activation of a digital conversation 'What's our Story' – a far reaching engagement campaign. Conversations took place with communities and leaders across Renfrewshire and drew on their expertise and experience. The brand campaign was driven locally by the Paisley Daily Express and by media across the UK to maximise awareness and coverage. Over a thousand people contributed ideas, stories, images, videos,

music and poems and the campaign reached hundreds of thousands on social media. The brand was endorsed by VisitScotland, and permission was provided to enable the Council to undertake visitor marketing. This signalled a partnership with VisitScotland which has lasted for 5 years.

3.2 Visitor marketing and brand activity has been funded since 2018 through the Future Paisley programme, with funding ending at the end of March 2023. Activity contributes/ contributed to several strategic outcomes:

3.21 Renfrewshire Council Plan (2017 to 2022) - Reshaping our place, our economy and our future.

3.22 Renfrewshire Council Plan (2022 to 2027) - Place: working together to enhance wellbeing across communities.

3.23 Future Paisley Step Change 1 - Radically change Paisley's image and reputation, and 3 Strategic Outcomes: increased civic pride, Paisley positioned as a destination of choice, more people visit Renfrewshire attractions and events

3.24 Renfrewshire's Visitor Strategy 2017 to 2021

1. Grow opportunities to see or hear (OTSH) something positive about Renfrewshire as a visitor destination
2. Increase visitor numbers by 4% year on year
3. Increase visitor spend in Renfrewshire by £31m by 2021
4. Enhance the visitor experience in Renfrewshire
5. Support tourism business growth and collaboration

The Marketing and Communications service had specific tasks in relation to the previous visitor plan:

1. Implement the destination brand and manage destination marketing
2. Lead the strategic development and delivery of major events
3. Lead the development of an active industry network, coordinating funding, knowledge share and business growth opportunities and link to the national agencies

4. Visitor marketing approach

4.1 Since 2018, visitor marketing has focused on four areas:

1. Activation of brand – seasonal visitor campaigns, production of marketing materials and visitor guides, promotion of the council's major events programme, development of audience segments, visitor propositions and insights for campaign planning.
2. Transforming perceptions of Paisley – high impact media campaigns promoting Paisley in press, broadcast and facilitating media familiarisation trips.
3. Management of digital channels – www.paisley.is and dedicated social channels, including content creation and paid-for social media.

4. Working with partners like VisitScotland, EventScotland, ScotRail and the Chamber of Commerce.

4.2 Visitor marketing has helped to maintain and grow visitor numbers to Paisley, during the closure of the town's main attractions. Through integration with the major events programme, consistent marketing has helped to change perceptions of the town, develop visitor audiences, and create opportunities for visitors to sample the town in advance of the reopening of cultural venues. www.paisley.is provides a one-stop-shop for visitor information and covers all of Renfrewshire, and promotes regional attractions and events, and Renfrewshire towns and villages, with trip inspiration and itineraries.

4.3 In addition to visitor marketing, the Marketing and Communications service has supported new product development, exhibiting at VisitScotland Expo in 2018 and 2019, and the World Travel Market with VisitBritain in 2019. Supported by Digital Tourism Scotland, the service developed and launched the 'Wallace Begins' trail – a self-guided driving tour, promoted in partnership with VisitScotland and linking the Wallace Monument in Elderslie to the National Monument in Stirling and Dumbarton Castle. Collaboration with international fashion house Hermes in early 2019 produced a 'Paisley from Paisley' scarf and jewellery collection, sold world-wide and generating significant media coverage for Paisley Museum. Through Future Paisley, we have invested in the development of an online data hub, commissioning and collating multiple visitor data sources to improve analysis of visitor information and behaviours. Ongoing publicity for Paisley Museum has achieved national and international coverage through specialist and mainstream media.

5. Post-pandemic – Paisley is Calling

5.1 Through the Covid-19 pandemic, visitor marketing activity quickly pivoted to promote outdoor attractions to a local audience and to encourage people in Renfrewshire to stay local and shop local, while we continued to develop trip inspiration content for visitors from outside the area, to maintain their interest in Renfrewshire as a destination.

5.2 In 2021, Paisley.is was awarded a total of £56,000 from the VisitScotland Destination and Sector Marketing Fund to help drive tourism recovery and encourage footfall to Paisley Town Centre following Covid19. The 'Paisley.is Calling' marketing campaign was developed and ran from December 2021 to September 2022 to increase visits to Paisley Town Centre and subsequent visitor spend and dwell time.

5.3 Paisley.is Calling highlighted stories unique to Paisley - the home of the Paisley Pattern; the town with a radical past & present; rich musical history and impressive architecture. Promotional activity was linked to self-guided products which allowed visitors to experience rich stories over a day or weekend visit. These include: Four Architects Walking Trail, Mural Trail, The Paisley Music Tour App and Paisley Radicals Catalyst for Change Walking Tour App. VisitScotland visitor profiles were used (Engaged Sightseers, Curious Travellers and Natural Advocates) and activity targeted people with a propensity to visit from a 1 hour-drive time. The activity was designed to reconnect people to Paisley in advance of the reopening of the town's cultural venues. Campaign activity included:

- Paid-for advertising: Glasgow Central Station large scale screens, Glasgow City Centre Streethub screens and subway 6 sheets.
- Print – Hood Magazine, Best of Scotland insert in The Herald on Sunday and Sunday National, Staycation magazine and Scots Magazine.
- Digital – What's on Network (Glasgow, East Renfrewshire & Lanarkshire) and Spotify 30sec audio ad.
- Paid for social media campaign on Facebook and Instagram promoting the self-guided tours
- Influencer visits – BBC Journalist Nicola Meighan guest blogs on Paisley's musical heritage and promotion on her social media channels, family influencer visit to Paisley Food and Drink festival
- Content creation – six-minute film showcasing [Paisley's musical history and heritage](#) and '[Paisley.is Calling](#)' film commission which takes viewers on a journey to discover a genuine & authentic experience when they visit the town.

5.4 A new Spring 2022 digital campaign was developed to target Local Advocates and Family Favourites during the Easter holidays. This included paid-for and organic social media activity, Google ads, paid-for digital advertising and blog articles created on Paisley.is.

5.5 Campaign evaluation was presented to VisitScotland in September 2022, and included data from the Moffat Centre's Visitor Attraction, which reported an increase in visits to Paisley attractions of 237.6% in 2022, year-to-date compared to August 2021 (impact of Covid19 restrictions), and an increase in visits of 6.7% in August alone, compared with the previous year. STP hotel occupancy data highlighted an increase in hotel occupancy from 59% in July 21 to 91% in July 22. In addition, the reach of the marketing campaign was also measured:

- Paid-for social media reach – 1.6m
- Paid-for social media impressions – 5.8m
- Overall clicks generated from paid social media – 23K
- Overall number of video views – 164K
- Overall reach of all digital advertising – 1m
- PR – opportunities to see or hear something positive – 1.39m
- Media buy (outdoor impacts and print readership) – 1.3m
- Total website visits – 50K link clicks

6. Visitor campaign and audience development 2022

6.1 A new Renfrewshire-wide visitor campaign, funded by Future Paisley, was launched in June 2022 to promote Renfrewshire's outdoor attractions through the summer. Key audiences (Natural advocates, Engaged Sightseers, Local Advocates, Adventure Seekers and Family Favourites) were targeted, following the development of new visitor propositions. This was underpinned by work to understand shifts in consumer behaviour following the pandemic and to match Renfrewshire's visitor product with key audiences. The consumer campaign was developed in house to highlight must-visit places and hidden gems in Renfrewshire, linked to refreshed web content. Partners and industry also received a toolkit on how to get involved and support the campaign. An overview of the campaign, audiences and propositions can be founded in **Appendix 1**. This includes the 'History and Heritage' proposition with audiences

who have an interest in museums, history and cultural attractions. These audiences can be targeted ahead of the reopening of Paisley's cultural venues.

6.2 Evaluation of the summer campaign was informed by the Moffat Centre's Visitor Attraction Monitor (August 2022), which showed an increase in visits to Renfrewshire attractions of 1.8% compared to August 2021, with a Scotpulse survey commission reporting 46% of adults in West/Central of Scotland stating they are likely to visit Renfrewshire the coming year having seen the campaign, with families with children and 35–44-year-olds most likely to visit. Marketing campaign stats include:

- Media buy - 455k outdoor impacts, 735k print readership, 3.5m digital impressions, 15K clicks to Paisley.is, 646k reach through radio
- Total web visits – 57K
 - Visit section +120% compared to 2019
 - Homepage +61% compared to 2019
- Total social media organic and paid-for reach and impressions: 111,377
- Total social media organic and paid-for engagements: 2210

7. Looking ahead to 2023/24

The 2023/24 visitor marketing plan is in development, and it is important to note that visitor marketing undertaken by the council will reduce in line with policy guidance, budget strategy and the end of Future Paisley funding. Planned activity will spotlight Paisley to support the opening of the new cultural venues and we will continue to roll out the visitor propositions developed in 2022 which showcase the Renfrewshire-wide visitor offer. These propositions include history, heritage and cultural offer, exploring outdoors, micro-adventures in Renfrewshire, family-days out and the promotion of the council's events programme. The activity plan focuses on six priority areas and will include the following activity:

7.1 Evaluation - as we approach the five-year anniversary of the destination brand, a detailed evaluation will be completed to understand the impact of activity and success towards key performance indicators. This includes work through the Centre for Culture, Sports and Events (CCSE) and independent review on the progress made since launch. An agency will be commissioned to review the next steps for the destination brand and how we can effectively support delivery of the new industry-led Tourism Action Plan being delivered in March 2023 by Economy and Regeneration colleagues.

7.2 Always-on campaigns - we are continuing to promote Renfrewshire-wide visitor attractions and events to regional and local target audiences through 'always-on' digital activity. This means we will deliver continual messaging about our visitor products to our target audiences (as referenced in **Appendix 2**). An annual content calendar is being developed which will highlight seasonal activity, things to do and see and will mirror VisitScotland monthly themes. We are focusing on self-publishing and developing content for our own channels (social media and website) and will boost visibility through paid-for activity. Visitor information leaflets will be displayed nationwide to promote visitor products.

7.3 Events programme - promotion of the Council's visitor events programme will continue to regional and local audiences, underpinned by integrated marketing and communications plans. Paisley Food and Drink Festival, Renfrewshire's Cycle Arts Festival, Renfrew Pipe Band Championships, The Royal National Mòd (Mòd Phàislig) and Paisley Halloween Festival.

7.4 Supporting cultural venues - we will generate positive OTSH for Paisley to coincide with the opening of new cultural venues and elevate targeting of audiences with a propensity to visit museums and heritage attractions. Content will be curated on Paisley.is to support the reopening and ongoing marketing of the museum and cultural venues. We will work with OneRen partners to co-promote cultural programme. Where relevant, council event marketing and programming will actively promote the opening of the town's new cultural venues. A portfolio of work has been delivered by marketing and communications to support preparations for the reopening of Paisley Museum, with future activity to be driven by OneRen. The marketing and communications service has delivered:

- Paisley Museum marketing strategy and marketing proposition *Living Colour*, which will be delivered by OneRen
- Future Paisley funding of over £400,000 to support brand development, venue marketing and reopening programmes for Paisley Town Hall, Paisley Library, Paisley Art Centre and Paisley Museum.
- Paisley Museum PR strategy from June 2020 to June 2022, which generated 97 items of coverage, 17 print articles in major UK newspapers, 502 million total campaign reach (2.2m print, 3.8m broadcast, 496m digital).
- A fundraising website for Paisley Museum - [Transforming Paisley Museum | Paisley Museum Reimagined](#)

7.5 Microadventures in Renfrewshire – microadventures is a new visitor proposition for Renfrewshire developed in 2022 to align with Renfrewshire's new emerging Tourism Action Plan. Microadventures are defined as 'adventures that are short, simple, local, fun and perspective shifting' - a strong proposition for Renfrewshire's network of towns and rural locations. The development of campaign material and content has been curated by the Council's marketing service. An overview of the activity includes:

- A guide to microadventures in Renfrewshire – www.paisley.is/visit/microadventures
- Inspiring blog content – Five stunning woodlands in Renfrewshire (www.paisley.is/visit/five-stunning-woodlands-in-renfrewshire) Easy Cycling – three routes around Renfrewshire (www.paisley.is/visit/easy-cycling-three-routes-around-renfrewshire)
- Paid-for advertising and advertorial - Mill Magazine special features (Microadventuring and Castle Semple) and print and digital advertising package with Scottish Walks and Cycling Magazine.
- Series of commissioned content – three adventure blogs written by local writer and adventurer Cam Procter featuring cycling in Clyde Muirshiel Regional Park, Lochwinnoch, Barcraigs Reservoir and the Glennifer Braes and trail running in Johnstone and the Bluebell Woods.

- Joy of Cycling film – specially commissioned four-minute film, exploring the joy of cycling and what makes Renfrewshire the perfect place to ride
(https://www.youtube.com/watch?v=LKlwLOC_UbY)

7.6 Maintaining partnerships and industry links - we will continue to invest in a partnership with VisitScotland and The List to ensure attractions and events and our new cultural venues continue to be included within VisitScotland publicity. We will explore opportunities to work with local accommodation providers to showcase the Renfrewshire-wide visitor offer and strengthen industry links to support the delivery of the Tourism Action Plan.

Implications of the Report

1. **Financial** – none
 2. **HR & Organisational Development** – none
 3. **Community/Council Planning** – Council Plan PLACE (Demonstrating that Renfrewshire is a great place to live, work and visit) - delivering Future Paisley Step Change 1.
 4. **Legal** – none
 5. **Property/Assets** – none
 6. **Information Technology** – none
 7. **Equality & Human Rights** - The Recommendations contained within this report have been assessed in relation to their impact on equalities and human rights. No negative impacts on equality groups or potential for infringement of individuals' human rights have been identified arising from the recommendations contained in the report.
 8. **Health & Safety** – none
 9. **Procurement** – none
 10. **Risk** – none
 11. **Privacy Impact** – none
 12. **Cosla Policy Position** –not applicable
-

Author: **Louisa Mahon, Head of Marketing and Communications,**
T: 0141 618 7546 E: louisa.mahon@renfrewshire.gov.uk

A woman with long dark hair, wearing a green jacket, is crouching next to a young child with red hair. The child is wearing an orange shirt and green pants, and has a red backpack with a ladybug design. They are both holding a long-handled net and are about to catch something in a small pond. The background is filled with tall green reeds and other vegetation. There are yellow curved lines in the top right and bottom right corners, and a teal triangle in the bottom left corner.

School's out. Picnic packed. Let's go.



Key aims

- Raise profile and awareness of Paisley and Renfrewshire as a place to visit
- Position Paisley and Renfrewshire as a destination of choice for day-visitors and encourage visitors
- Raise awareness of the visitor offer available across Renfrewshire
- Create ambassadors and advocates for Renfrewshire
- Re-engage industry and key stakeholders in Paisley.is activity

Paisley

www.paisley.is





Marketing objectives

- Raise awareness of product propositions across Renfrewshire – Easy Outdoor, Microadventure and Family Days Out
- Increase web visits to Paisley.is
- Encourage engagement on our social media channels
- Encourage support with industry and partners

Audiences

- Natural advocates
- Engaged sightseers
- Adventure seekers
- Local advocates
- Family favourites

Paisley

www.paisley.is



Campaign planning - Our visitor proposition

History and Heritage	Easy Outdoor	Micro Adventures	Luxury inc golf/spa/food	Location/ Gateway	Family Days Out
<div><div></div><div></div><div></div><div></div><div></div></div> <p>Walkable history is strong, but hindered by lack of places to visit. Abbey, PTH, Museum, Secret collection, Weavers cottage all closed. Threadmill & HC not great offer. Stronger offer outwith Paisley, overlaps strongly with Easy Outdoor.</p> <p>Natural advocates</p> <p>Engaged sightseers</p> <p>Local advocates</p>	<div><div></div><div></div><div></div><div></div><div></div></div> <p>Strong offer. RSPB Lochwinnoch, Castle Semple, Finlaystone, Clyde Muirshiel CP, Gleniffer Braes, Clyde Walkway, Town Centre Trails (arch/mural/radicals), Komoot Walks, Dog friendly pubs.</p> <p>Natural advocates</p> <p>Engaged sightseers</p> <p>Local advocates</p>	<div><div></div><div></div><div></div><div></div><div></div></div> <p>Everything from Easy Outdoor, plus: Braehead adventures (ski/climb), cycle networks, 10k race, Pedal in the park. Windy hill, dark(ish) skies, trail running. Accessible genuine wilderness <1hr from the city. More niche than Easy Outdoor—but also more inspiring.</p> <p>Adventure seekers</p> <p>Local advocates</p>	<div><div></div><div></div><div></div><div></div><div></div></div> <p>Spas: Bowfield, Gleddoch, Mar Hall, Eve Spa. Food: Ingleston, award winning cafés, Coach House (bow), Elderslie Butchers, Cafe 77 and The Johnstone Cafe. Golf: Mar Hall, award winning Gleddoch, also local courses with great reputations. Close to a big city. However reliant on industry relationship.</p> <p>Food loving culturalists</p> <p>Local advocates</p>	<div><div></div><div></div><div></div><div></div><div></div></div> <p>The offer is directly about the location of Renfrewshire, rather than specific attractions. We paint the picture of the place.</p> <p>Natural advocates</p> <p>Engaged sightseers</p> <p>Food loving culturalists</p> <p>Local advocates</p>	<div><div></div><div></div><div></div><div></div><div></div></div> <p>Our events. Seasonal offerings like fruit and pumpkin picking. Parks (Barshaw), RSPB Lochwinnoch, Castle Semple, Finlaystone, Clyde Muirshiel CP, Gleniffer Braes, Paisley First Town Centre Trails, Family friendly walks. Accessible adventures. Barnhill Farm, Big Adventure, Padamonium, swimming.</p> <p>Family favourites</p> <p>Local advocates</p>
History & Heritage	1. Outdoor offer		2. Luxury offer		3. Family offer
Parking until attraction offer is stronger. Will pick up audiences in other offers.	1a. Easy Outdoor	1b. Micro Adventures		Secondary theme to other propositions. Can be talked about in context of other offers.	



Strategy

Activate a campaign focused on **Family Days Out, Easy Outdoor and Microadventures**, to coincide with summer holidays and better weather June - September.

Target geographical areas

- 1-2 hour geotarget – digital activity
- 30 – 45 mins – out-of-home (surrounding Renfrewshire and rail network)

Timing

- w/c 27 June – 30 September

Budget

- £100K (Media buy and photography commission)

Campaign development in-house

- Audience and visitor offer development
- Development of campaign creative and campaign lines
- Photography production
- Marketing planning and implementation

Paisley

www.paisley.is







Forecast checked. Boots on. Let's go.



School's out.
Picnic packed.
Let's go.

Muirshiel Country Park, Lochwinnoch

Paid-for media

High impact paid-for media buy with strategy sitting behind

Outdoor	Glasgow Airport – 48 sheet – 18 – 31 July Transvision screens at Glasgow Central – 23 June – 27 September Glasgow Subway Underground - carriage cards – 18 July – 14 August Scotrail passenger panels – 25 July – 21 August Glasgow Subway 18 July – 14 August Inlink screens - Glasgow – Argle St, Gordon St - Every Tuesday from 28 June – 27 Sept
Print	Best of Scotland – 17 July, 18 September Scots Mag – August and September The List – June Chamber Magazine DPS The Mill Magazine
Digital	The List – July What's On Network – July and August Google PPC – July - September InVibes & Native ads – 4 July – 21 August Glasgow Live Native article – 4 July – 30 September YouTube – July / August / September
Radio	Clyde 1 – 4 – 17 July

Paisley

www.paisley.is





SCREEN 1 Glasgow: The Clyde



Glasgow: The Clyde
The Clyde is the heart of Glasgow, the city's lifeblood. It's the only river in Scotland that flows through the city centre. The Clyde is the heart of Glasgow, the city's lifeblood. It's the only river in Scotland that flows through the city centre. The Clyde is the heart of Glasgow, the city's lifeblood. It's the only river in Scotland that flows through the city centre.



Glasgow: The Clyde
The Clyde is the heart of Glasgow, the city's lifeblood. It's the only river in Scotland that flows through the city centre. The Clyde is the heart of Glasgow, the city's lifeblood. It's the only river in Scotland that flows through the city centre. The Clyde is the heart of Glasgow, the city's lifeblood. It's the only river in Scotland that flows through the city centre.



There are thousands of events in Glasgow every month, here we've hand-picked a few you should definitely pay attention to!



Trash Cinema Presents - The Burning

📅 11th July 2022

📍 The Old Hairdressers, Glasgow City Centre

Join Trash Cinema at the Old Hairdressers on 11th July for a hit off the notorious video nasty list - Tony Maylam's The Burning (1981)!



Creed Bratton

📅 11th July 2022

📍 Saint Lukes and the Winged Ox, Glasgow East End

Creed Bratton, star of The Office US, will return to Saint Luke's Glasgow on Monday 11th July to perform an evening of music and comedy!

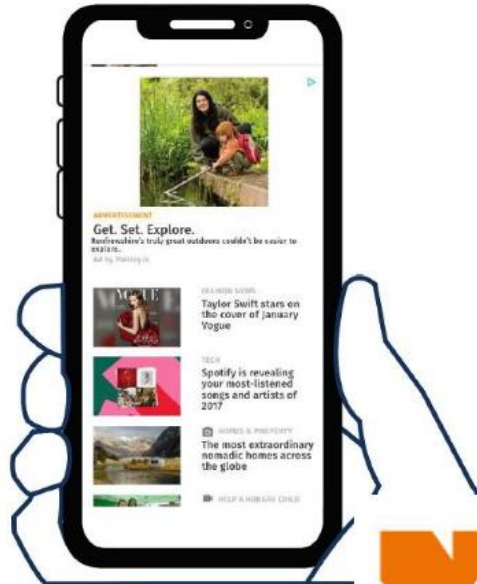


irdian Football Weekly Live

13th July 2022

SWG3 Studio Warehouse Glasgow, Glasgow West End

Sponsored Links

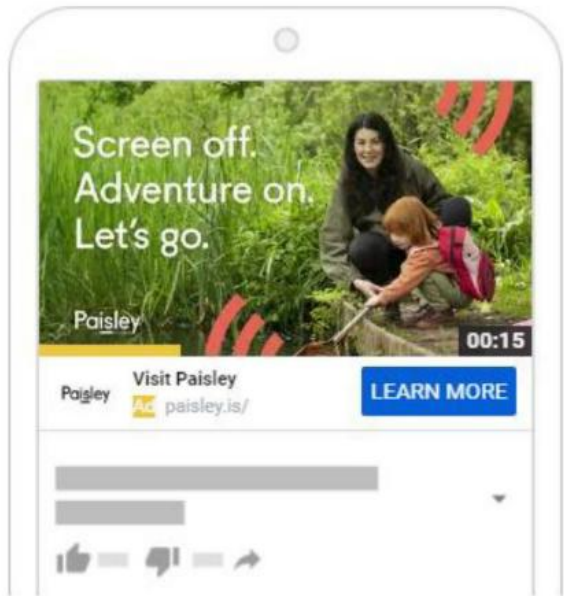


Ad • www.paisley.is/placestogo

Visit Paisley This Summer | Places To Go | Day Out Ideas

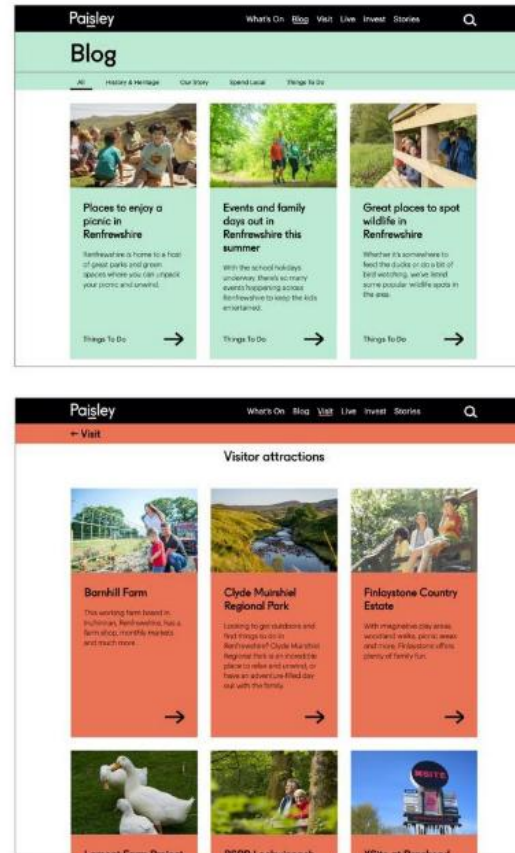
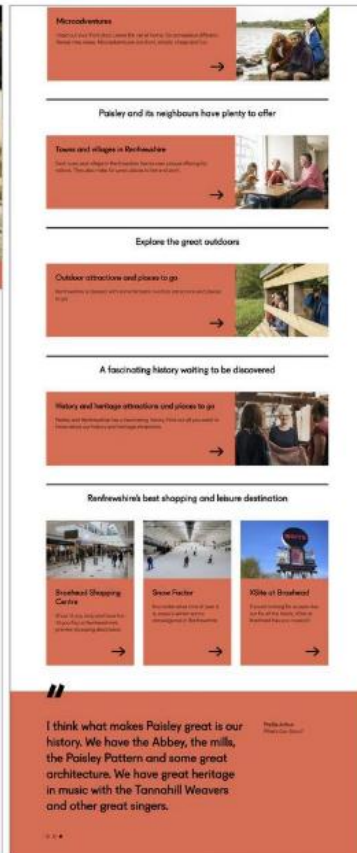
Looking for places to go this Summer? Visit Paisley and Renfrewshire. Paisley & Renfrewshire's truly great outdoors couldn't be easier to explore.

CLYDE1



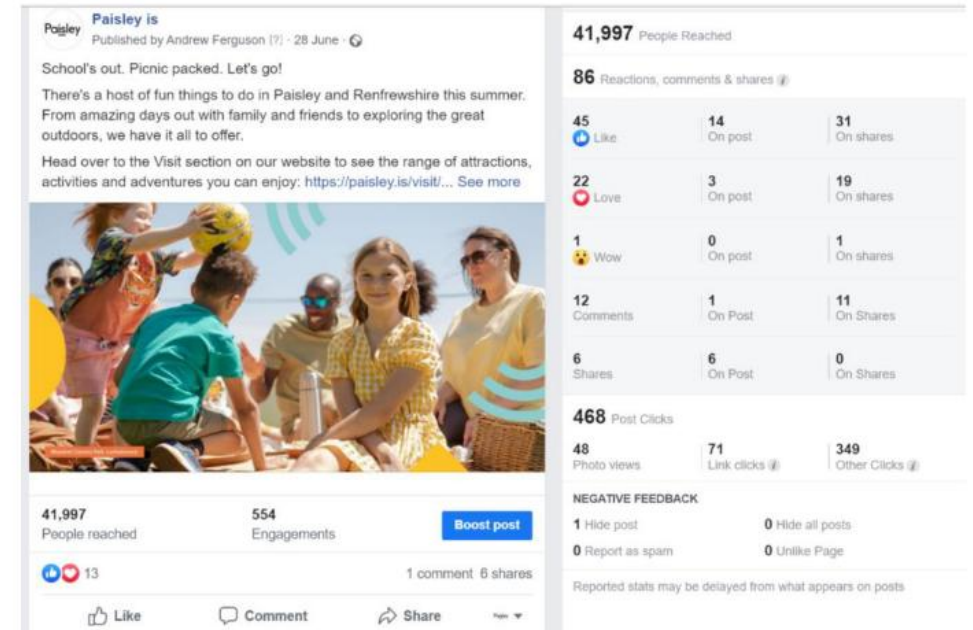
Digital - inspiring people to visit

- Content refresh on www.paisley.is
- Proposition landing pages created:
 - Easy Outdoor
 - Family Days Out
 - Microadventures
 - New pages promoted via organic /paid social & google PPC
- Creation of blogs
- Refresh of content on What's on
- User-generated content



Paisley.is social

- Editorial calendar developed to promote new pages on www.paisley.is
- Paid-for social ads in addition to organic content - specifically promoting the key propositions and targeting our visitor audiences
- 'Be a tourist in your own town' - call out for things to do / places to visit / explore on social media - highlighting Renfrewshire-wide activities – owned and local community groups
- Visit Scotland promotion of Paisley.is
Calling film also ongoing



Paisley

www.paisley.is



School's out.

MPU and Facebook Images—available for partners





Owned channels

- Cross promotion on Renfrewshire Council social media
- Gov Delivery
 - Schools
 - What's on
 - Paisley Town Centre
- Take 5
 - Staff call out – favourite things to see and do
- Event programme promotion

Press and media

- Family Days Out and Easy Outdoor
- What's on - Free things to do this summer
- Event promotion - Sma' Shot
- Micro-adventuring - Identify specialist publications and explore advertorial opportunities in relevant lifestyle mags/platforms

Paisley

www.paisley.is



Print

- Refresh of Walking Trail around Paisley and Renfrewshire
- Poster campaign around Renfrewshire and Glasgow



Paisley

www.paisley.is



A decorative graphic in the bottom right corner of the page. It features three orange triangles of varying sizes and orientations, and a large blue circle, all arranged in a stylized, abstract pattern.

- Paisley**
www.paisley.is
  





Stakeholders and partners

- VisitScotland
 - Destination funding (£56K) – Paisley.is Calling campaign activated in December until end of September to promote Paisley Town Centre and the Paisley.is Calling film.
 - Endorsed by Visit Scotland team and shared with industry team
 - Partnership opportunities to be explored in spring 2023
- Local media and community
 - Paisley.org – sponsored posts
 - The Mill Magazine partnership – special edition / sponsored content / feature development
 - Facebook community groups
- Digital toolkit created on www.paisley.is and sent to stakeholders, partners, industry and elected members
- Industry contacts sent digital toolkit

Paisley

www.paisley.is





Screen off.
Adventure on.
Let's go.

Paisley

Thanks for visiting
Castle Semple
Country Park today.

See where your next day
out might take you at
www.paisley.is



Screen off.
Adventure on.
Let's go.

Paisley

Thanks for visiting
Finlaystone Country
Estate today.

See where your next day
out might take you at
www.paisley.is



Screen off.
Adventure on.
Let's go.

Paisley

Thanks for visiting
Muirshiel Country
Park today.

See where your next day
out might take you at
www.paisley.is



Binoculars packed.
Boots on.
Let's go.

Paisley

Thanks for visiting
RSPB Lochwinnoch
today.

See where your next day
out might take you at
www.paisley.is

Banners for our four photographed attractions



Total media buy campaign results

455K
Outdoor impacts

735K
Print readership

3.5million
Digital
impressions

15K
Clicks to Paisley.is

647K
Reached through
radio

Paisley



Campaign results

- 5.1 million paid-for OTSH summer campaign messaging
- 57K website page views (campaign pages and blogs)
 - Visit section +120% compared to 2019
 - Homepage +61% compared to 2019
- **Facebook** - Reach (organic): 37,485 Reach (paid): 39,917, Engagements: 1,063
- **Twitter** - Impressions: 13,395. Engagements: 659
- **Instagram** - Reach: 6,408. Engagements: 340
- **Corporate Facebook** – Reach: 14,172. Engagements: 148

Totals - Reach/Impressions: 111,377. Engagements: 2,210

Paisley

www.paisley.is





Visitor data

- Evaluation of the summer campaign included a review of the Moffat Centre's Visitor Attraction Monitor (August 2022):
- Increase in visits to Renfrewshire attractions of 1.8% compared to August 2021
- Scotpulse survey commission reporting 46% of adults in West/Central of Scotland stating they are likely to visit Renfrewshire the coming year having seen the campaign, with families with children and 35–44-year-olds most likely to visit.

Paisley

www.paisley.is



Paisley

Audiences – for reference

Campaign planning - Our visitor proposition

History and Heritage	Easy Outdoor	Micro Adventures	Luxury inc golf/spa/food	Location/ Gateway	Family Days Out
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Parking until attraction offer is stronger. Will pick up in 2023 with new cultural venues.	1a. Easy Outdoor	1b. Micro Adventures		Secondary theme to other propositions. Can be talked about in context of other offers.	

Engaged Sightseers



Engaged sightseers are generally over 55 years old, without kids at home. They are either retired or reaching retirement.

They are above average holiday takers and are open to new places in the UK and like to seek out an authentic experience.

They are open to trying new things, within acceptable limits. 'History and Heritage'

They like to stay in 3 to 4 star hotels, B&Bs and guest houses.

Key areas:

79% England
13% Scotland



North 26%
London 16%
Midlands 13%

On holiday they like...

- Touring & sightseeing
- Historical places & monuments
- Scenery nature & wildlife
- Short walks – not 'active' sports
- Parks & gardens
- Museums & galleries

"I'm looking for the history, the culture, the scenery, walking, hiking, looking at old buildings..."

Life during Covid

- Protective but Pragmatic and Cautious but Content
- Medium - low likelihood to take UK breaks
- Messaging should tap into personal goals, quality and value, rather than pure indulgence for the sake of it.
- They will require reassurances about safety measures when travelling
- Leisure experiences are typically closer to home rather than abroad

Why Renfrewshire?

1. Landscape & scenery
2. History & culture
3. New things to discover



Food Loving Culturalists



Food loving culturalists are typically between 25-54 years old, in full time employment and are the most affluent of all the segments

Competition is fierce, so proximity to Glasgow is a key part of the proposition.

They seek a relaxing holiday where they can enjoy good food and drink and cultural activities.

They want a an exclusive experience and will only stay in 4 to 5 star hotels, B&Bs.

Key areas:

81% England
15% Scotland



London & South 34%
North 21%
Midlands 14%

On holiday they like...

- Food & drink experiences
- Historical places & castles
- Museums & galleries
- Special exhibitions
- Events & openings

“Food is critical...because a holiday is a treat you want everything to be special.”

Life during Covid

- Less to Lose and Life Goes On
- Strong likelihood to take UK domestic breaks
- Spontaneous and optimistic for the future
- Foreign travel will be back on the cards once restrictions are lifted or budgets allow
- Aspirational messages about what their lifestyle can become, are expected to resonate
- Leisure and holidays are a chance to indulge

Why Renfrewshire?

1. Luxury hotels and spas
2. Fascinating history & culture
3. Must see events




THE SUNDAY TIMES



Adventure Seekers

“Somewhere we can go diving or snorkelling, go for walks, sightseeing, historic things...not waterparks or nightclubs.”



Adventure seekers want an active holiday where they can enjoy both outdoor and cultural activities. They are typically younger (under 35 years old) and are the segment most likely to have children.

They are real thrill seekers and would participate in marathons and extreme races. They also enjoy walking and cultural activities.

Destinations that are easily accessible are important to them.

They are more likely than other segments to go camping or use hostels.

Key areas:

81% England
13% Scotland



London & South 35%
North 23%
Midlands 12%

On holiday they like...

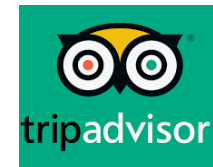
- Adventure sports
- Walking, hill climbing or cycling
- Historical places & castles
- Film locations
- Extreme sporting events

Life during Covid

- Less to Lose and Currently Constrained
- Medium likelihood to take UK domestic breaks
- Spontaneous and optimistic for the future
- Foreign travel will be back on the cards once restrictions are lifted or budgets allow
- Aspirational messages about what their lifestyle can become, are expected to resonate
- Ready to re-connect with previous lifestyle when normality returns
- Before Covid they would seize opportunities for travel
- Classic early adopters

Why Renfrewshire?

1. Outdoor offer
2. Attractions for kids
3. Must see events



Natural Advocates

“...There’s a huge variety of places and it doesn’t take very long to leave your house in Edinburgh and get out in the wilderness where there’s nobody around...”



The majority of natural advocates fall into the 35-54 age bracket are in full time employment and either have children or grandchildren, and a dog.

A trip to Scotland is the main holiday of the year for natural advocates unlike the other segments.

They enjoy being cut off from the world in wide open spaces and avoid rigid itineraries.

Key areas:

59% England
35% Scotland



Central Scotland 21%
Northern Scotland 11%
Northern England 27%

On holiday they like...

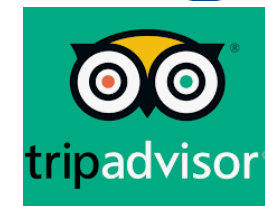
- Rural & remote locations
- Scenery & landscapes
- Walking, nature & wildlife
- Historical monuments
- Peace & quiet
- Dog friendly hotels, pubs etc

Life during Covid

- Protective but Pragmatic
- Medium likelihood to take UK breaks
- Messaging should tap into personal goals, quality and value, rather than pure indulgence for the sake of it
- Comfortable but not lavish segment

Why Renfrewshire?

1. Gateway to Loch Lomond & Trossachs National Park, NC500
2. Outdoor offer
3. History & culture



Curious Travellers

“Somewhere we can go diving or snorkelling, go for walks, sightseeing, historic things...not waterparks or nightclubs.”



Curious travellers are aged between 25-44 years old in full time employment.

They have a passion for travel and have cultural hobbies and interests. They also enjoy the outdoors by rambling and short walks.

They are interested in Paisley due to its proximity to Glasgow and have heard about its bid for UK City of Culture bid and are likely to have visited similar cities.

They will stay in a variety of accommodation including a mix of rural and city.

Key areas:

81% England
11% Scotland



London & South 30%
North 23%
Midlands 15%

On holiday they like...

- To pack a lot in
- Get off the beaten track
- Hiking, rambling or short walks
- Try new things
- History & culture
- Authentic & unique

Life during Covid

- Life Goes On
- Strong likelihood to take UK domestic breaks
- Leisure experiences and holidays are a chance to indulge
- They are willing to pay a premium and will be loyal to memorable destinations
- Unfazed by Covid

Why Renfrewshire?

1. Unexplored city/town close to Glasgow
2. History & culture
3. Must see events



Family Favourites

“...As soon as we pulled up in the car, the kids were saying wow, this is amazing... We’ve really enjoyed it all, took so many pictures, the kids have had a great time.”



The majority of family favourites visit Renfrewshire to attend an event. They often go out as a family and enjoy the cinema, live music, eating out and pantomimes.

Mostly aged between 25 to 44 years and all have children aged 0-15 years. The decision makers or information gatherers are mainly female (70%).

Aspiring Homemakers and Family Basics in Mosaic profiling.

Key areas:

30% outwith Renfrewshire
(Glasgow, Stirling, Motherwell,
Ayr, Kilmarnock and Gourock)

70% Within Renfrewshire
(Paisley, Bridge of Weir,
Lochwinnoch, Langbank and
Kilmacolm)

Central Scotland - 1 hour travel

Events that attract family favourites

- Paisley Halloween Festival
- The Wee Spree
- Doors Open Day
- Sma' Shot Day
- Food and Drink (30% family programming)

On a day out they like...

- To visit children's visitor attractions
- Free things to do
- To attend the cinema

Life during Covid

- Struggling and Currently Constrained
- Low likelihood to take UK domestic breaks
- Hit hard by the pandemic, bills are a burden
- Leisure time offers respite and a chance to escape but budgets are dwindling
- Discount deals essential if holiday or paid-for activities are to be a reality in future.
- Ready to re-connect with previous lifestyle when normality returns

Why Renfrewshire?

1. Event offer / day out for kids
2. Family friendly facilities (parking, toilets, affordable food & drink)
3. Free events



EveningTimes

CLYDE1



Google



Local advocate

“...I have lived in Elderslie all my life and I never realised I had all these stunning walking trails on my doorstep...”



Key area Renfrewshire

They enjoy showing off what their home town has to offer.

On holiday they like...

- Spending time with friends and family
- Photography
- Architecture
- Being outdoors in nature

Local advocates live in Renfrewshire, span across all age brackets, may be single or in a relationship or have children. They fall under one of two categories.

1. Residents who enjoy exploring their home town and willing to experience new adventures. They may not have previously done this however lockdown 2019/20 allowed them to rediscover what they have on their doorstep.
2. Locals who have friends and family visiting and who are looking for something to do to entertain them. Their itinerary is dependent on the audience their visitors fall under. They will have either previously experienced an attraction or rely on a recommendation before visiting.

Life during Covid

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Why Renfrewshire?

1. Photographic views - scenery & landscapes / Instagramable locations
2. Discovering new local places
3. Events: Food & Drink Festival, Doors Open Days, and Halloween



