



To: Economy & Jobs Policy Board

On: 18 November 2015

Report by: Director of Development and Housing Services

Heading: Paisley Heritage Asset Strategy: Progress Report 4

1. Summary

- 1.1. The Paisley Town Centre Heritage Asset Strategy (PTCHAS) highlights the world class standard of Paisley's built and cultural heritage and provides a framework for investment that will drive the economic and social regeneration of Renfrewshire.
- 1.2 This is the fourth update report to the Board and covers the period from May 2015 to October 2015. This period has seen further significant progress in a series of ambitious projects and long term partnerships with local, national and international organisations.

2 Recommendations

2.1 It is recommended that the Board:

- (i) Notes the further significant progress that has been made in the delivery of the Paisley Town Centre Heritage Asset Strategy
- (ii) Agrees to draw £3.7m from the approved Regeneration Fund resources to support the delivery of the Museum Store project.
- (iii) Authorises the Director of Development and Housing Services to finalise the terms of an advertising licence with St. Mirren Football Club to support a marketing campaign for Paisley.
- (iv) Homologates the decision to accept an invitation from the Scottish Government for the Leader of the Council to attend a reception and meetings along with senior council officers.

3 Background

- 3.1. A successful Paisley town centre is vital to the economic and social performance of all of Renfrewshire. The Paisley Heritage Asset Strategy brings forward a strategy for the town centre that seeks to exploit its wealth of heritage and cultural assets as a basis for regeneration.
- 3.2. It sets out an ambitious vision for Paisley including the development of a signature museum project of national status, developing opportunities to improve the visitor offer and rebrand Paisley as a visitor destination, providing employment and regeneration opportunities. As a regeneration platform the Strategy identifies the opportunities to ensure that the economic gains made are seen across Renfrewshire and are beneficial to local people in terms of training, employment and business development.
- 3.3. In addition many of the assets involved are located close to areas of deprivation, offering the potential to connect those communities with economic and job opportunities created by the delivery of projects. The Strategy highlights the potential to significantly improve the performance of Paisley's tourism economy, creating around 800 new jobs in the town.

4 Progress to date

- 4.1. This is the fourth update report to the Board and covers the period from May 2015 to October 2015. This period has seen significant progress in initiating a series of ambitious projects, articulating the vision, the anticipated outcomes and objectives and laying the foundations for successful implementation.

Museum Refurbishment / Extension

- 4.2. Work to develop the masterplan and outline business case for the transformation of Paisley Museum has concluded and a separate report on the project is presented to the Board for approval on this agenda.

Relocation of Renfrewshire Museum Stores

- 4.3. The purpose of this project is to relocate the Council's museum collections storage facility from Whitehaugh Barracks into the lower ground floor of the former Littlewoods store on Paisley High Street. Conditions at the Barracks are not fit for purpose for the storage of the collections and provide no opportunity for those collections not on display at the museum to be viewed by the public. The project will make them available for controlled public access, with the opportunity of using vacant town centre space for this purpose, therefore contributing to increased footfall in the town centre.

- 4.4. The vacant space is owned by Associated British Foods (ABF). A license to occupy the premises has been agreed with the owner to allow the Council's design team access to develop the refurbishment proposals. A design consultancy team has been appointed, led by Collective Architecture.
- 4.5. The project programme for delivery of the Stores is a critical dependency for the Museum refurbishment works. It is currently anticipated that the Stores require to be available for this decant by September 2017. The delivery programme will achieve this critical milestone with main contract works concluded earlier in the year and fit out of the space following. Further information on the project is appended to this report.
- 4.6. The due diligence work completed to fully develop the proposals for the project have ensured that the design and fit out meets required environmental standards, to accommodate the decant of collections from the Museum during its refurbishment and to ensure the facility will be able to operate effectively to realise the full range of anticipated benefits that it will bring. Taking into account these requirements the outline business case has established an estimated cost of delivery at £3.7 million for the project. The refusal of a funding application for £750,000 by the Scottish Government (Regeneration Capital Funding Grant) has closed off this potential part funding route for the project. It is therefore proposed to progress the project on the basis of the Council fully funding the project with the project budget set at £3.7 million. This funding will be drawn from the Council's approved and existing Regeneration Fund established as part of previous budget decisions.

Townscape Heritage/Conservation Area Regeneration Scheme II

- 4.7. The Heritage Lottery Fund has approved a Stage 1 award with £113,300 allocated to develop detailed plans for a large-scale project to target £4m of property and public realm improvements to the west area of High Street, Paisley. Dedicated project staff are now in post to develop the full Stage 2 application for submission in early 2016 that also incorporates extensive programmes of education, training, events and engagement. The project will run over 2015/2016 through to 2020/2021. Early action works to restore stone work around Dunn Square are currently on site.

Town Centre Promotion and Marketing

- 4.8. The Council has been approached by St. Mirren Football Club with a proposal to support Paisley's Town Centre regeneration proposals, and its City of Culture bid, by offering access to the Club's unique stadium asset and associated digital marketing channels. The proposal would involve St. Mirren's stadium being appropriately named to reflect Paisley's regeneration ambitions, a range of advertising being deployed around the stadium building and other promotional activities such as the use of St. Mirren's Digital TV channel.

- 4.9. This offers a unique opportunity and high profile mechanism for supporting the town and the City of Culture bid and discussions are underway with St. Mirren on the detail of the arrangement to maximise the marketing benefit that can be derived from it. It is proposed that the arrangement will be contracted through a property advertising licence between the Council and St. Mirren football club at a cost of £33,000 per annum for two years, with the option to extend depending on the outcome of the bid. This cost can be contained within existing budgets.

Events and Festivals

- 4.10. The annual events programme began with Paisley's hugely successful Beer and Food Festival in April followed by StreetVelodrome, Sma' Shot Day, British Cycling's National Youth Circuit Race Championships, Paisley Pipe Band competition, Fire Engine Rally, Doors Open Days, Bring it all Home and The Spree.
- 4.11. The autumn/winter programme will include, Halloween Festival, Fireworks Display and Paisley, Renfrew and Johnstone Christmas Lights Switch-ons. The Paisley Christmas Lights Switch-on on 14 November 2015 also provided the launch event for Paisley's bid for UK City of Culture 2021.
- 4.12. A bid for funding has been submitted to EventScotland for a major 'Paisley Makes' event in 2016. This will have a strong textiles theme and be targeted at a broad range of design and craft interests from businesses to hobbyists. Planning work is underway for 2016/17, including identifying new opportunities to continue to build on the scale, diversity and year round nature of the events calendar, recognising the importance of events to the town centre economic activity and in the context of our City of Culture bid, to grow the credibility of the Council and the town to host and successfully deliver a major events programme.

Partner Engagement

- 4.13. Meetings have been held with a number of key organisations to explore opportunities for collaborative working and /or funding. The OECD has been instrumental in assisting the Council to extend its network and draw on expertise both nationally and internationally.
- 4.14. Early discussions have been held with both the University of the West of Scotland and West College Scotland to establish a Strategic Partnership Agreement to set out an agenda for collaboration across a range of policy, property, enterprise and event agendas.
- 4.15. A delegation from Renfrewshire was invited to attend an event in October to celebrate Scotland's strong cultural and trading links with France, The invitation came from Scottish Cabinet Secretary for Culture, Europe and External Affairs, Fiona Hyslop MSP, who hosted the reception on behalf of

Scottish Development International at the offices of the British Council – the organisation which connects UK groups with opportunities around the world. With the assistance of the OECD a range of business meetings with new key international contacts were programmed around this event. At the suggestion of the Chief Executive, the Leader of the Council led a small team of senior officers who were able to use the opportunity of the visit to promote Paisley and to seek alliances with new partners to support the City of Culture bid, and the work of the Council's regeneration programme.

5 Next Steps

5.1 Subject to approval of this report, the next quarter will see –

- Completion of the technical design and commencement of procurement for the Museum stores;
- Submission of Stage 2 application to HLF and application to Historic Scotland's Conservation Area Regeneration Scheme for the Townscape Heritage development project;
- Delivery of the winter/spring events programme

Implications of the Report

1. **Financial** – All funding of all projects and workstreams is being undertaken utilising the approved Council budgets for the implementation of the Paisley Heritage Asset Strategy, approved by Council in February 2014 and February 2015. The monitoring of this budget is undertaken by the Project Steering Board. Significant external resources are being sought to supplement this budget.

2. **HR & Organisational Development** – None

3. **Community Planning** –

Community Care, Health & Well-being - The delivery of actions within the Heritage Asset strategy have the potential to positively impact on physical, emotional and mental health and wellbeing.

Jobs and the Economy – The strategy will contribute to meeting all of the outcomes of the Plan, for Renfrewshire to –

- Be one of the best locations in Scotland to invest, in terms of its people, businesses and local communities.
- Have a growing local economy creating employment for a well trained, qualified and motivated workforce — where unemployment is reduced and employment opportunities are growing.
- Be the best connected local economy in Scotland, internationally, nationally and regionally.

- Have attractive environments and successful town centres created through successful area regeneration that contribute positively to local community and economic growth

Safer and Stronger - Implementing the strategy will assist Renfrewshire citizens to have a positive attitude to their community.

4. **Legal** - None
5. **Property/Assets** - None
6. **Information Technology** – Dialogue has been commenced with IT Business Relationship Officers re provision of ICT infrastructure to the Museum Store to ensure appropriate consideration during technical design.
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. 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** - None
9. **Procurement** – All procurement activity follows the appropriate procedures set out in the Council's Standing Orders Relating to Contracts.
10. **Risk** - The programme actively monitors key risks and issues associated with delivery in accordance with the Council's Project Management Framework.
11. **Privacy Impact** – None.

List of Background Papers

- (a) Report to Economy and Jobs Policy Board, 29 January 2014, Paisley Heritage Asset Strategy
- (b) Paisley Heritage Asset Strategy Progress Reports to Economy and Jobs Policy Board, 21 May 2014, 19 November 2014 and 20 May 2015
- (c) Invitation from Fiona Hyslop MSP, Cabinet Secretary for Culture, Europe and External Affairs to Scottish Government reception on 20 October 2015 at The British Council, Paris

Author: Stuart McMillan, Policy and Regeneration Manager (Ext: 7850)

Appendix A: Renfrewshire Museum Store Project

Introduction

1. The purpose of the project is to create a new Accessible Store for the collections of Renfrewshire Council Arts & Museums service. Aligned closely with the broader strategy for redevelopment of the museum, the new store will provide a state-of-the-art replacement for the existing stores facilities within the main museum building and at facilities at Whitehaugh Barracks; improving the storage conditions for the collections and enabling a more complex and meaningful service offer for public and curators alike, not previously possible under the current arrangements. In response to the requirements of the Paisley Town Centre Heritage Asset Strategy, re-use of the currently vacant basement property at 7-11 High Street will enhance town centre attractions and provide an additional focal location for events and cultural activity.
2. The “Paisley Town Centre Asset Strategy aims to tell the story of Paisley’s proud past to visitors from across the world.” (Paisley The Untold Story, Paisley Town Centre Asset Strategy & Action Plan, 2014.) This project forms a central part not only to the telling of the story of Paisley through making the Council’s Museum collections accessible in a central, town centre location but is also integral to the development of the signature project, which is the development of the existing museum.

Museums Stores

3. Most museums, including Renfrewshire Museums, hold large numbers of collections which cannot all be displayed at any one time due to space constraints. Therefore museum storage is an important and integral part of any museum service delivery, fundamental to the function of a museum. The function of the stores is not only to keep the objects safe but also to make them more accessible both to the staff and the public. Stores also contain reference collections – e.g. Paisley Museum’s large collection of Paisley shawls which may be too extensive to make meaningful displays of all of them at one time or material which need to be rotated for conservation reasons. With accessible stores, staff are then able to make use of objects in displays, for research and for other types of projects such as outreach and education. Collections become more accessible to the public through accessible stores.
4. There has been a move within the museums sector over the last 25 years to develop accessible stores and an exemplar is to be found at Glasgow Museums Resource Centre at Nitshill in Glasgow. To maintain objects so that they can be made accessible to the public and preserved for future generations, they must be kept in environmental conditions which are suitable for the long term preservation of the objects. The specific temperature and humidity requirements have been provided. It should be noted that a museum store has very specific requirements which make it more complex than other types of bulk storage, while still incorporating the basics of any sort of bulk storage. A museum store is a dynamic facility, the contents of which need to be regularly interacted with by staff.
5. Having appropriate stores is fundamental to meeting museum quality standards, including Museums Accreditation, which is in turn integral to achieving external funding for museum service development, from organisations such as Heritage Lottery Fund (HLF) and Museums Galleries Scotland. The new storage facilities will be compliant with museum specialist quality standards including PAS 198:2012 and the Spectrum standard for collections management in order to enable Paisley museums to meet our Accreditation requirements.

THIS PAGE HAS BEEN REMOVED