

To: Leadership Board

On: November 30, 2022

Report by: Chief Executive

Heading: Future Paisley Programme 6-monthly progress update

1. Summary

1.1 This Report provides a strategic overview of the programme of cultural regeneration activity being delivered by the council and its partners, through Future Paisley and updates Board on the previous 6 months of programme activity. The report includes a spotlight on programme activity contributing to Step Change 1 - Radically change Paisley's image and reputation in Scotland, the UK, and internationally, and Step Change 2 - Raise prosperity and increase wellbeing in our communities.

2. Recommendation

2.1 Members are asked to note the report.

3. Background

3.1 On 21st February 2018, following Paisley's Bid for UK City of Culture, the Council's Leadership Board agreed resources to deliver a bid legacy action plan and further embed Renfrewshire Council's approach to cultural regeneration, building on the momentum and profile created through the bidding process.

3.2 The Future Paisley programme was created and covers several commitments, originally expected to be delivered by the end of 2021, but extended to April 2024, due to the impact of the Covid19 pandemic:

1. Provide cross-party political representation on the Paisley Partnership Board, and the commitment to continue to deliver the vision and step change ambitions for Paisley:
 - Radically change Paisley's image and reputation in Scotland, the UK, and internationally.
 - Raise prosperity and increase wellbeing in our communities.
 - Paisley will be recognised for its cultural innovation.
 - Transform Paisley into a vibrant town centre.
 - Develop a sustainable and resilient creative economy in Renfrewshire
2. Deliver the planned investment in Council-owned cultural venues and outdoor spaces in Paisley – Paisley Museum, Paisley Art Centre, Paisley Town Hall, Paisley Library (Cultural and Learning Hub) and public realm improvements.
3. Further raise the profile of Renfrewshire and continue to promote a positive area image through networks, new partnerships, and a new destination brand.
4. Deliver an enhanced cultural, events and festivals program, promoting the area as a visitor destination and provide new cultural experiences and opportunities for local communities.
5. Grow the creative economy through the Economic Leadership Panel and develop a skills pipeline working with the West College Scotland and Skills Development Scotland.
6. Re-connect the Paisley Pattern to Paisley by retelling the story of Paisley's textile history through the redevelopment of the Paisley Museum and realise the commercial value of the pattern collection through collaborations and events.
7. Embed cultural practice in service delivery and invest in arts and cultural programmes which promote wellbeing and better health outcomes, and to ensure that all children and young people, have access to cultural experiences.
8. Develop the skills and capacity of our cultural services by investing in our cultural workforce and by developing ambitious partnerships, collaborations, and an exciting and relevant cultural offer.
9. Work collaboratively with our creative and cultural and heritage sectors to support the development of their capacity, through provision of cultural funding:
 - Cultural Heritage and Events Fund to grow cultural and creative talent and projects
 - Cultural Organisations Development Fund to grow the capacity of Renfrewshire's cultural organisations
 - Match funding to support the Creative Scotland, Place Partnership and the Heritage Lottery Great Places scheme.
10. Pursue new national and international networks and opportunities to promote Paisley as a cultural and creative destination, through work with the OECD and our partnership

with UWS and continue to demonstrate the important role towns can play in the national and regional economy.

11. Implement a new volunteering strategy which targets cultural volunteering opportunities for people from socially isolated groups, providing training and skills development, linking into wider opportunities, employment, and training.

4. Programme Status

- 4.1 Since the previous update to Leadership Board in June, the Future Paisley team have prioritised delivery of cultural funding rounds CHEF (Round 12) and CODF (Round 3), and the administration of Fund awards to a total value of £426,233. Work to design the Future Paisley evaluation framework has concluded, with a programme of workshops and training sessions underway with partners who lead projects and activities, and a new reporting mechanism implemented. This will enable the Programme to be evaluated ongoing through its final 18-months and inform which projects and activities could be considered for future funding or integrated into existing budgets beyond the current Future Paisley funding period to 2024.
- 4.2 The team have continued to progress a portfolio of events and activity, while monitoring the performance of the programme overall. 75 projects (including CHEF and CODF) form the Future Paisley Programme, with projects aligned to the new Council Plan themes Place, Economy, Fair and Green. Projects contribute to outcomes equipping all children and young people to achieve success in life, reducing inequalities including health inequalities, and demonstrating that Renfrewshire is a great place to live, work and visit. Due to resource and timescale implications, two projects within the programme will not continue to the next phase - Paisley Pattern Commercialisation (Renfrewshire Council) and Paisley People's Theatre Project Oz! (National Theatre of Scotland and OneRen).
- 4.3 The Future Paisley team have helped to establish The Sculpture House in Ferguslie Park, continued The Future Paisley Exhibition in The Art Department, and the programme has part-funded a programme of public events and performances; Underwood Lane (Johnstone Town Hall), Cycle Arts Festival (Renfrewshire's cycling network) and Paisley Halloween Festival, culminating in 49,528 visitors. The Future Paisley Partnership Board has met twice to provide Programme oversight, including a full-day's activity as part of the Centre of Culture, Sport and Events (CCSE) annual symposium. A project dashboard can be found at **Appendix 1**.
- 4.4 Through the implementation of a new communications strategy and the rebrand of digital channels, the team continue to raise the profile of programme locally and nationally. Peer networking continues through OECD, the Centre for Sport, Culture and Events (CCSE) and Scotland Towns Partnership and a network of cultural cities - Stirling, Dundee, Sunderland, and Perth. We continue to strengthen partnerships with national funders and partners such as Creative Scotland, EventScotland, VisitScotland, Glasgow School of Art, Scottish Opera and National Theatre of Scotland, to raise the profile of Future Paisley, access resources and prepare for the opening of Paisley's new cultural venues.

4.5 A portfolio of work to support preparations for the reopening of Paisley Museum has concluded, with future activity driven by OneRen. Future Paisley has delivered:

- Research and development of Paisley Museum marketing strategy and marketing proposition *Living Colour*
- Ring-fenced funding to support OneRen deliver Museum marketing and reopening programme
- 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](#)

4.6 The first of three Future Paisley and CCSE PhD research has concluded, entitled 'Telling the Untold Story: Discourses, Cultural Regeneration and the Hybridity of Cultural Regeneration in Paisley', and the Policy Insights Report has been published.

4.7 We continue to develop our cultural workforce through the council and OneRen and have helped to build and consolidate considerable programming and production expertise across art forms, engagement and co-design, social prescribing and funding. This continues to drive excellent cultural programming and audience development and will ensure our cultural services grow and develop with the ambition of our redeveloped venues. The council's partner OneRen is at the heart of building the creative community and capacity over the long term.

5. Step Change 1 Spotlight - Radically change Paisley's image and reputation

Paisley's destination brand was launched in March 2018 to change perceptions of Paisley through storytelling and to position the town as the gateway to wider Renfrewshire - a great place to visit, live and work. The brand was endorsed by VisitScotland and signalled a partnership with VisitScotland which has lasted for over 4 years. Brand management activity over the period has focused on four themes:

- 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.
- Transforming perceptions of Paisley – high impact media campaigns promoting Paisley in press, broadcast and facilitating media familiarisation trips.
- Management of digital channels – www.paisley.is and dedicated social channels, including content creation and paid-for social media.
- Working with partners like VisitScotland, EventsScotland and the Chamber of Commerce.

As the destination brand reaches the end of its 5-year cycle in March 2023, a report on performance will be commissioned and presented as part of the Future Paisley evaluation. A spotlight on current activity within this body of work is detailed below.

Visitor marketing

5.1 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, grow new audiences and create opportunities for visitors to sample the town in advance of the reopening of cultural venues. The website Paisley.is provides a one-stop-shop for visitor information and content has been extended to promote Renfrewshire attractions and events, and Renfrewshire towns and villages, with trip inspiration and itineraries. Throughout the covid19 pandemic, activity pivoted to promote outdoor attractions and to encourage people in Renfrewshire to stay local and shop local.

5.2 As reported to Leadership Board previously, 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. 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 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

5.6 In addition, 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 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 audiences, propositions and campaign creative can be found in **Appendix 2**.

5.7 Evaluation of the summer campaign has recently concluded and has been 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

Developing Microadventures in Renfrewshire

5.8 Microadventures is a new visitor proposition for Renfrewshire included in the summer 2022 campaign, defined as 'adventures that are short, simple, local, fun, cheap 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
- Development of new 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)

6. Step Change 2 spotlight – Raise prosperity and increase wellbeing in our communities

Across Renfrewshire there is excellent cultural practice in health, education and digital inclusion programmes and the value of culture in improving health, wellbeing, economic vitality, and educational attainment is recognised. Through Future Paisley, we are focusing efforts on embedding cultural practice in health and education and employability programmes.

The establishment of the Culture, Heritage and Events fund has enabled the development of new talent and connections and helped build the capacity of the local cultural and creative sector. We are continuing to work with Health colleagues and OneRen to promote art in health, and social prescribing to improve wellbeing, and we will continue to provide opportunities for cultural experience and participation to support readiness to learn and help improve attainment in education outcomes. We are committed to a co-design philosophy through programme practice and work with local communities to co-produce cultural programme events and we to ensure opportunities to participate in cultural events are maximised. Work is underway to better understand the long-term impact and benefits of co-design on individuals and communities in Renfrewshire. This will be reported on conclusion of the programme in 2024. A spotlight on some of the projects that form this body of work are highlighted below:

Culture, Arts, Children and Young People

- 6.1 Twenty events have been delivered as part of OneRen's children and families programme, funded by Future Paisley, engaging 951 individuals. Partners across the programme include Fèis Phàislig, Pilgrim's Society, ZCC Dancers, ReMode, Jambo! Radio, Sewing2gether All Nations, the Ethnic Communities Steering Group, Matthew Hickman and Rainbow Turtle and the Refugee Festival Scotland.
- 6.2 Paisley's Halloween Festival, delivered by Renfrewshire Council, ran from October 27th to 29th and attracted 46,000 visitors to Paisley. The festival's co-design programme engaged with 240 children and young people through 110 hours of workshops and rehearsals, from local primary and secondary schools, Kibble, Art Boss, the scouts, Young Carers, local dance groups, Spinners Gate and the Disability Resource Centre.
- 6.3 Since May, Gallowhill Artist and Resident Programme, supported by OneRen continued to co-design creative programme and has engaged 41 children and adults in workshops covering mindful art, food and senses and musical storytelling.
- 6.4 The Promise Arts and Culture Engagement programme, led by Renfrewshire Council, began in March 2020 and supports care experienced young people and young carers who may find it difficult to get involved and stay involved in arts and culture. A programme of summer holiday taster sessions, encouraged young people to workshop with professional artists to sample activity, including fabric printing and sewing, graffiti/street art, photography, drama and singing and film making. The programme has already engaged with 66 children and young people (46x 5 to 15-year olds and 20x 16- to 24-year-olds), with a new programme called Evolve in development and due to be delivered through Brediland Flexible Learning Centre, Who Cares? Scotland, West Primary, Mary Russell Secondary School, Nether Johnstone House and Renfrewshire Carers Centre.
- 6.5 Twenty-two young people continue with ArtBoss Young Creative Producers, delivered by OneRen and Renfrewshire Council Youth Services. The project, supporting care experienced young people and young carers to design and programme cultural events and works for their peers, develops new skills, promotes positive wellbeing and offers young people an opportunity to gain accreditation through the bronze/silver arts award.

Produced work was included within Sma' Shot Festival parade and Paisley Halloween Festival - costume design, prop design and photography.

6.6 Castlehead School of Creativity, is a partnership between the council's Children's Services and Glasgow School of Art, funded by Future Paisley to place studio-based pedagogy and design thinking at the heart of the curriculum including its application within literacy and STEM subject areas. The long-term goal is to establish a School of Creative Education in Paisley and be work towards becoming a UK Centre of Excellence which nurtures and attracts learners by innovative teaching and learning regardless of learner background to achieve successful outcomes. This year, 923 pupils have engaged with 18 sessions including a full Creativity Week across the whole school and all departments along with 4 campus visits to GSA, with 60 attending portfolio classes. Castlehead High School is now top performing in Art & Design across schools in Renfrewshire.

6.7 Through the Creative Learning programme funded by Future Paisley and delivered by OneRen, a sector leading school learning programme has been developed through co-production. Over 25 partners, stakeholders and individuals are involved in shaping the new approaches. This has involved working with a pilot group of 3 primary schools to explore stories and content that maps potential curriculum links within Paisley Museum's story displays. Overall, there have been 74 sessions to date, reaching 314 children and young people, to create a menu of links - Scotland, The Pattern, The World and Beyond the Pattern.

Culture, Arts, Health and Social Care

6.8 Through Future Paisley funding, we have embedded a Culture, Arts, Health and Social Care (CAHSC) co-ordinator post within Renfrewshire Health and Social Care Partnership (HSCP), to support social prescribing and design cultural activity that meets the needs of people in contact with RHSCP services and those at risk of experiencing loneliness and social isolation. We believe Renfrewshire is the first HSCP in Scotland to create a post that works at the intersection between the health and social care and the arts and cultural sectors. The funding has enabled the design and launch of two small grant programmes (October 2020) - the Creative Wellbeing Fund to support projects that directly improve wellbeing and Making Arts and Culture Accessible Fund for projects that remove barriers to local people accessing arts and cultural participation. By making small changes that have a big impact, the funds will develop cultural agency and leadership within the community and encourage systemic change in access to culture for marginalised communities.

6.9 Work continued in 2022 to expand social prescribing across Renfrewshire, led by One Ren in partnership with Renfrewshire HSCP and other partners. Future Paisley supports a dedicated social prescribing post, working closely with the CASHC coordinator, to improve health and wellbeing through access to cultural activity and to enable people to make meaningful connections with others. A range of accessible, cultural opportunities continue to be delivered to meet the needs of local people. One example is 'Living Well @ Linwood Library', a weekly creative group, for residents experiencing loneliness and isolation and who are referred by GP Link Workers and the local housing association. The work

integrates with that delivered by the CAHSC Co-ordinator to establish a social prescribing network in Renfrewshire to help build a critical mass of practitioners using the arts and culture to improve residents' health and wellbeing.

- 6.10 The Bothy Project, due to launch in January 2023, has created a designated space within the grounds of CIRCLE Recovery Hub to enable people in recovery to meet and take part in arts activity through a variety of workshops and events. The Bothy is a co-designed space, managed by the Recovery Group - local people who have lived or living experiences of mental health, alcohol, or drug related issues, and who are responsible for programming activity with artists. 100 people have contributed to The Bothy Project to date as Steering Group members, workshop participants and through creative planning sessions and events - including the official opening event for CIRCLE attended by the Minister for Drugs Policy, Angela Constance.
- 6.11 The second Colouring Renfrewshire book was launched in September 2022 and has supported 12 young adults with learning disabilities and autism, aged between 17-26 years old to produce a colouring book of Renfrewshire's cultural landmarks - from selecting iconic buildings and commissioning artists, to arranging printing, marketing and promotions. The project, delivered by Glasgow Clyde College, OneRen and Project Search supported participants to develop employability skills and build confidence. All project participants are now in work experience positions, employment or attending college courses. The project also supported 7 professional artists. The book was launched in September 2022 and is widely available across Renfrewshire.
- 6.12 Future Paisley's Unpaid Work programme has supported 30 women in receipt of community service payback orders to attend workshop sessions with artists to develop their textile, craft and sewing skills and to build confidence. Products created are sold and positively contribute towards social causes as part of Unpaid Work hours.

7. Future focus – the next 6 months

7.1 Programme management

- Gathering data and evidence through the new evaluation framework and reporting impact will be a priority through 2023 as we seek alternative funding and/or develop business cases to support the mainstreaming/commissioning of activities and projects that are contributing most to achieving the Future Paisley strategic objectives and Step Changes. This includes ongoing work with the Centre for Culture Sport and Excellence (CCSE) to deliver case studies examining where projects have delivered impacts through co-design, for example, Glen Cinema Memorial, and series of evidence reviews that are helping to inform Future Paisley's approach to cultural regeneration. This includes The Role of Arts and Culture in Lifting Communities Out of Poverty and the Social Value of Community Events. In 2023, we will progress evidence reviews examining the impact of cultural co-design on community cohesion and wellness and participation in cultural activity on individual wellbeing. Additionally, the Future Paisley Team will work with CCSE to publish Policy briefings on two further PhDs, supported

by Future Paisley, that are providing additional evidence to measure the impact of the Future Paisley Programme.

- We will embed a new governance framework to support long-term delivery of Step Change 2, including a new Oversight Panel, Chaired by Future Paisley's Lead Officer, which will provide the strategic overview of the Culture Arts in Health and Social Care group (CAHSC) and a new Children's Services Partnership Group, bringing together senior officers from OneRen, education, social work, youth services and health and social care. The new structure will ensure we are able to build a new system and have a sustainable approach to embedding cultural practice through local policies linked to services for children and young people and health and social care services for adults.

7.2 Cultural policy and sector support

- We will continue to monitor and report the progress of The Promise Arts and Cultural engagement and the programme of work being delivered through the Culture, Arts, Health and Social Care (CAHSC) group. We will launch Cultural Champions through Renfrewshire primary schools in January 2023, to strategically connect and build a culture of family engagement in (cultural) education and learning from early years onwards. The programme will create a network of named champions from each school to share information about that wider cultural offer across Renfrewshire. This will be activated by a new network co-ordinator to help package the offer, identify barriers to access, develop audience engagement strategies and encourage uptake.
- A priority for the team is to develop and present the business case for Percent for Art and how this might be adopted within the council. Percent for Art is a worldwide initiative based on a formula that reserves a percentage of the cost of any publicly funded capital development to be allocated to an Art commission. Percent for Art promotes co-design and enables a cultural response to be part of the built environment, informed by the vision, needs and desires of the communities.
- As part of wider council support to help local business through the current cost of living crisis, Future Paisley will deliver *Spend Local* marketing campaigns and local retail incentives within Renfrew, Paisley, and Johnstone town centres throughout winter 2022/23.
- We will continue to engage with The Sculpture House Collective to monitor their Year 1 delivery plan and provide ongoing monitoring and support to recipients of CHEF and CODF, seeking opportunities to add value to emerging projects and activities, and ensuring on-going support to Art Connection – a network of CODF funded cultural organisations in Renfrewshire.
- We will support the launch of a new film and digital media space through the Creative Scotland Place Partnership, supported by OneRen. 9 filmmakers and digital artists have established a Community Interest Company (CIC) to manage a film and digital media space for Renfrewshire film makers. The space, which is currently being

negotiated, will include an accessible film exhibition space, film makers production area for networking and meetings, and will include the development of a film archive for Renfrewshire. A programming committee has been established to ensure diverse local, national, and international film and digital arts programming.

7.3 Delivering new events, cultural programme and experiences

We will continue to work with local communities to co-produce cultural programme events and maximise participation.

- Support free children and families programming to support Winter Connections as part of Christmas programming.
- Continue to support programming through OneRen's Arts team and support OneRen to open Paisley Book Festival 2023 (full programme of events across Renfrewshire due to be announced shortly).
- Work with OneRen to progress planning for the reopening of Paisley's new cultural venues, through 2023, following a period of transformation and development. A programme of partner and business engagement will be undertaken to inform programming, special events and to ensure town readiness. Future Paisley funding will support the opening programmes for Paisley Town Hall, Paisley Art Centre and Paisley Cultural and Learning Hub.
- Preview a new Play, produced in Renfrewshire - *The Other Side of the River*, co-designed by Lisa Nicoll, In Motion Theatre with community members from Ferguslie Park. The Play will tour 10 locations over 4 weekends in April and May 2023 and has been co-design with local people. The Play will be performed in community venues across Scotland, with support from local theatres. In each of the locations, an advanced programme of community engagement will include cookery workshops to provide audiences with a meal during each performance/s. The Play will preview at the Tannahill Centre in Paisley.

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, our far-reaching cultural regeneration programme, harnessing the power of the arts, heritage and culture for social and economic change.
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

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Overview of projects to date

This dashboard shows an overview of Future Paisley projects. It shows the types of programme activity, who has been reached and where it has taken place.

Links

- [1: FP Planner Project Overview](#)
- [2: FP Planner Audiences and Activity](#)
- [FP Dashboard Calculations](#)

Programme activity

Total number of programme projects

48

Projects may include several types of activity

Future Paisley has provided a number of funding programmes aimed at helping Renfrewshire's cultural and creative groups to grow and thrive.

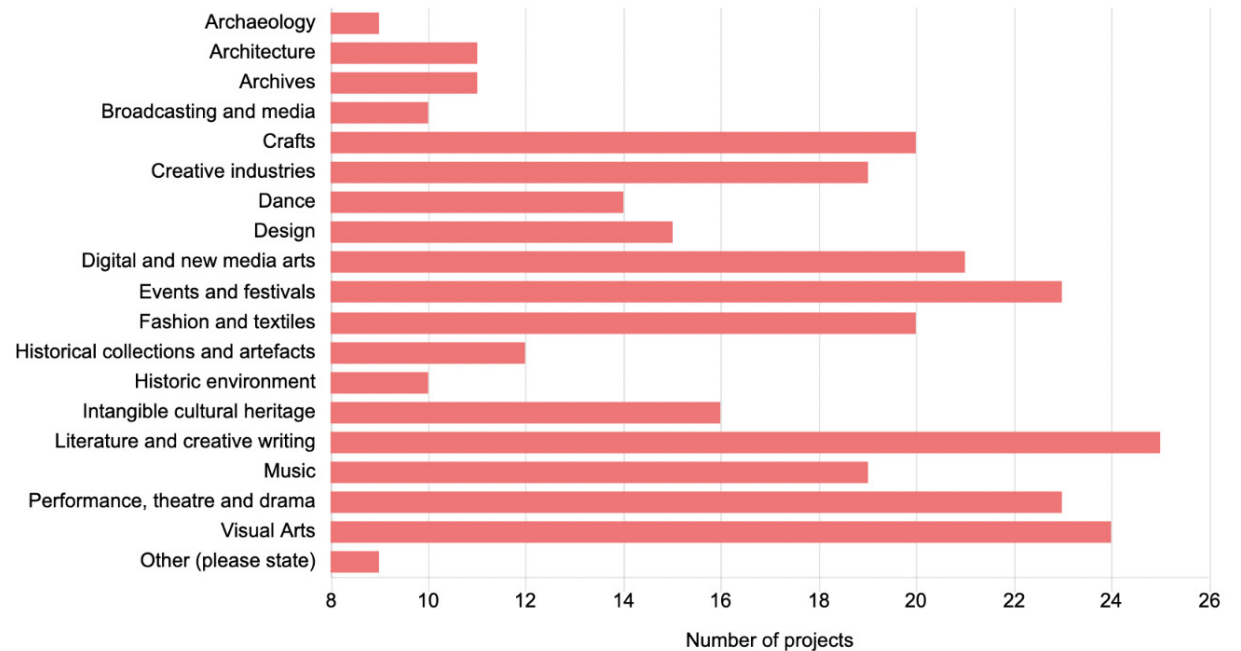
Culture, Heritage and Events Fund (CHEF)

Cultural Organisations Development Fund (CODF)

With the inclusion of these funds, total project count stands at

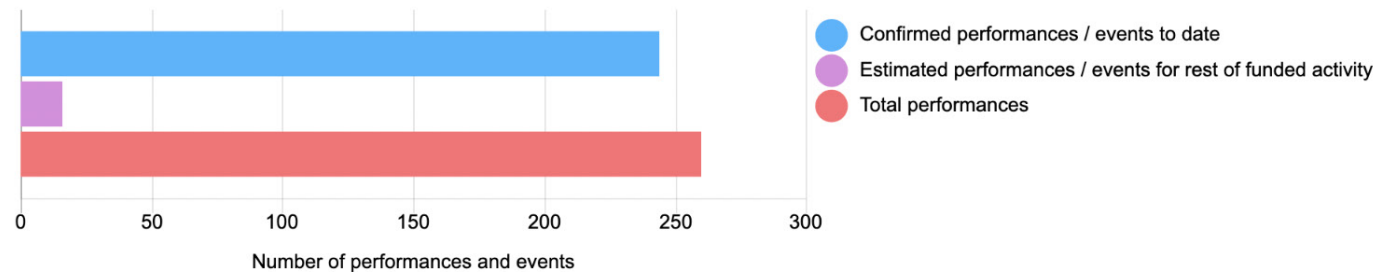
75 live projects.

Type of activity



Programme activity

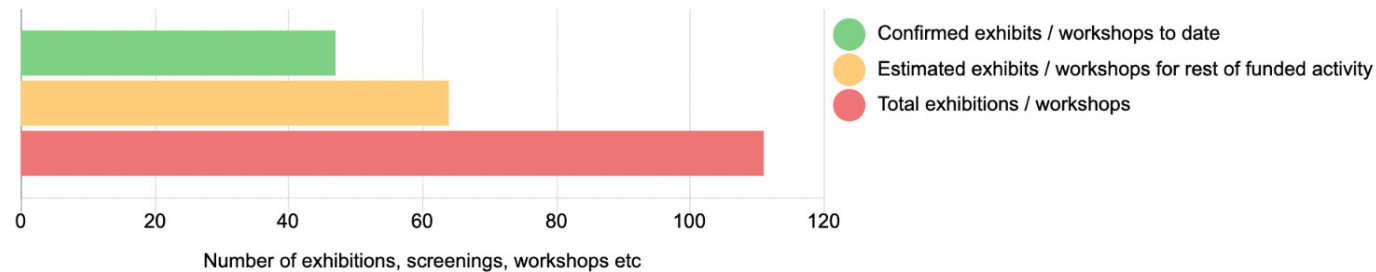
Performances and Events



Performances: an act of presenting a play, concert, or other form of entertainment.

Event: a planned public or social occasion, something which happens at a particular time, to bring people together.

Exhibitions, screenings, workshops, other outputs



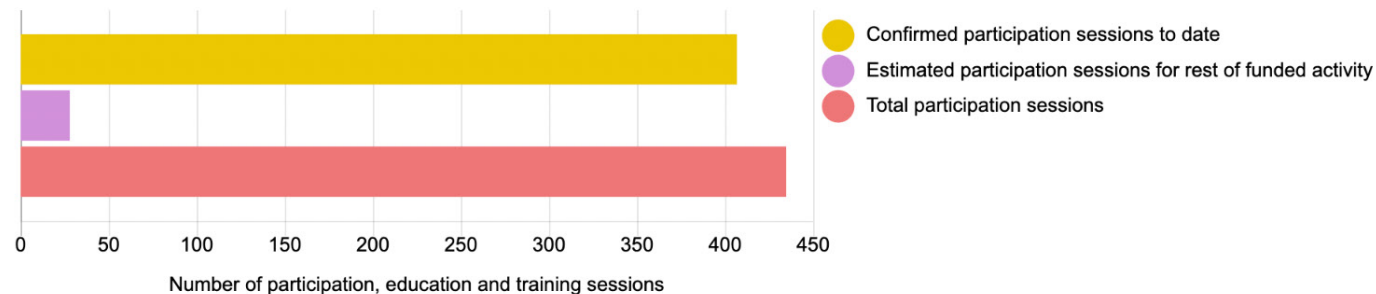
Exhibition: a showcase of work, ideas or creativity, in physical or online spaces.

Screening: a film, animation or other screen-based work shown to an audience.

Workshops: a group of people engaged in intensive discussion and activity.

Other outputs might include: Gardening, Fine Arts and Visual Arts, Music, Theatre, Performance and Dance, Design, Film and Television, Literary Art.

Participation, education and training sessions



Participation: a cooperative effort to give input, make decisions, resolve issues, and assign actions together.

Education: a chance for people to come together to learn new things and be engaged in the learning.

Training: teaching, education, instruction or professional development.

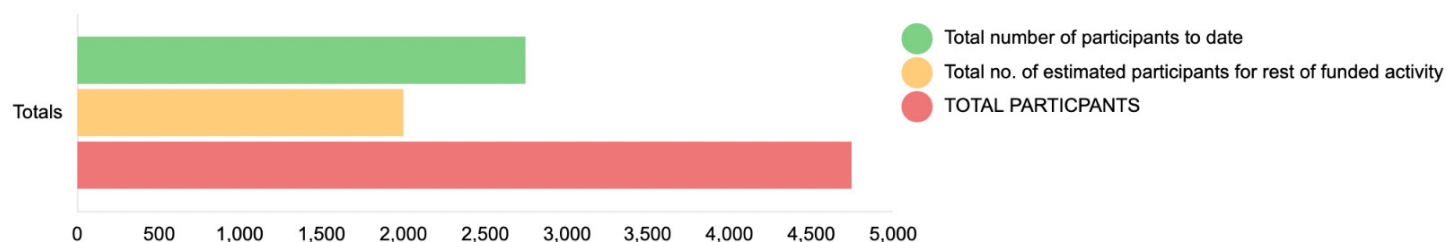
Audiences

Total combined audiences and participants

152,978

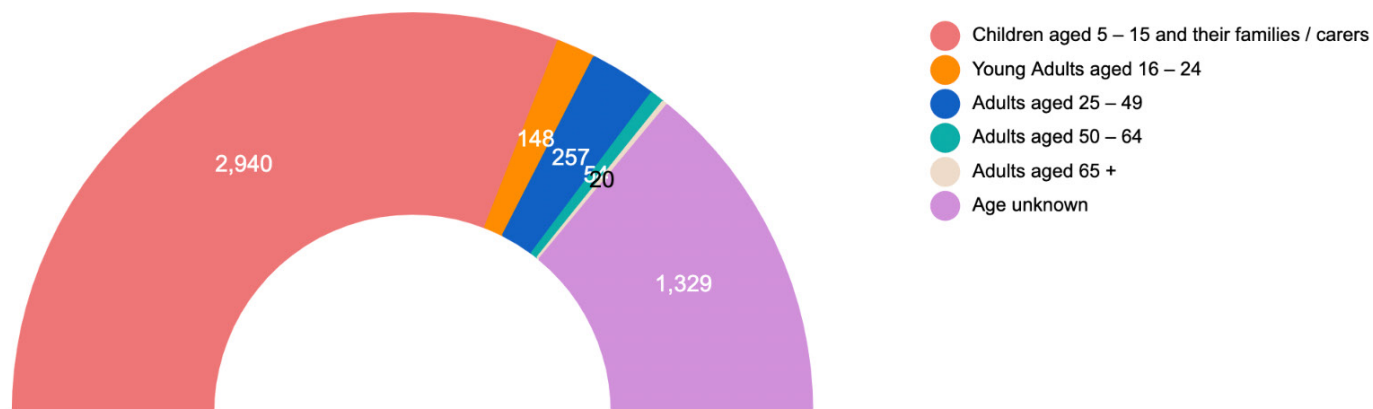
Including confirmed to date and estimated for rest of funded activity

Total participants across all activity

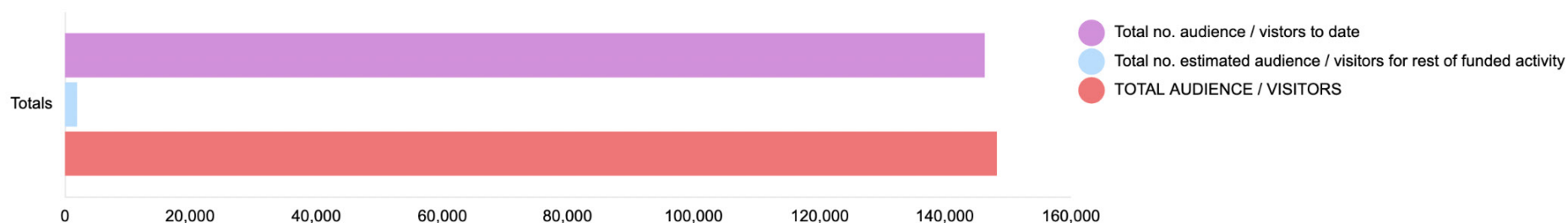


Participation attendee age breakdown

Chart shows participation for each age group - including both confirmed to date, and estimated for rest of funded activity.



Total audience / visitors across all activity



Audiences

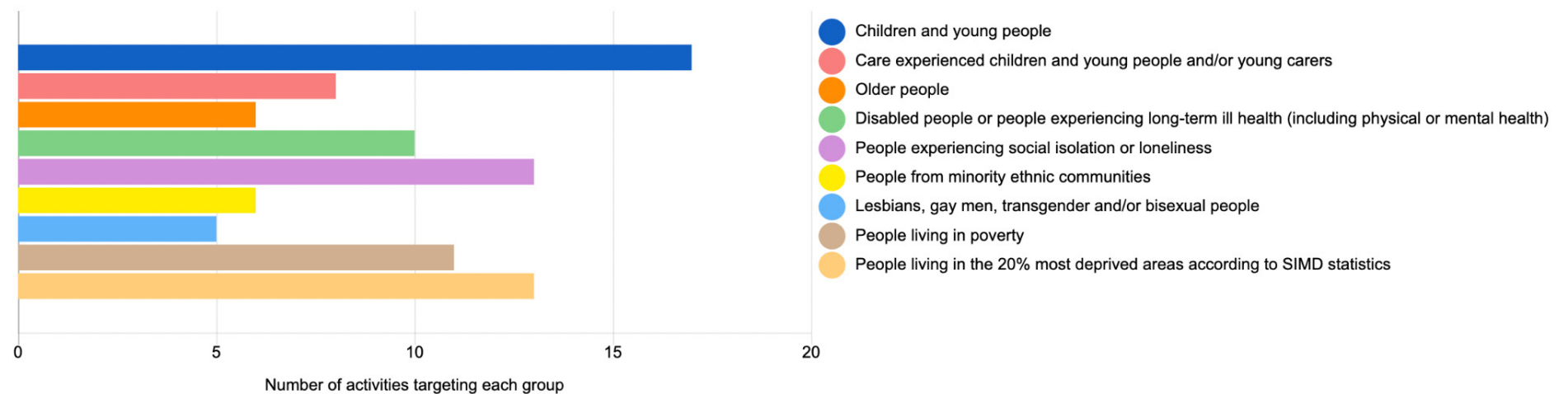
Chart shows audience/visitor figures for each age group - including both confirmed to date, and estimated for rest of funded activity.

The 'age unknown' figure is highly influenced by Paisley Halloween Festival - where it was not possible to track attendees by age. However, we know the majority of festival attendees are below 65, with a high focus on children, young adults and their families.

Audience / visitor age breakdown

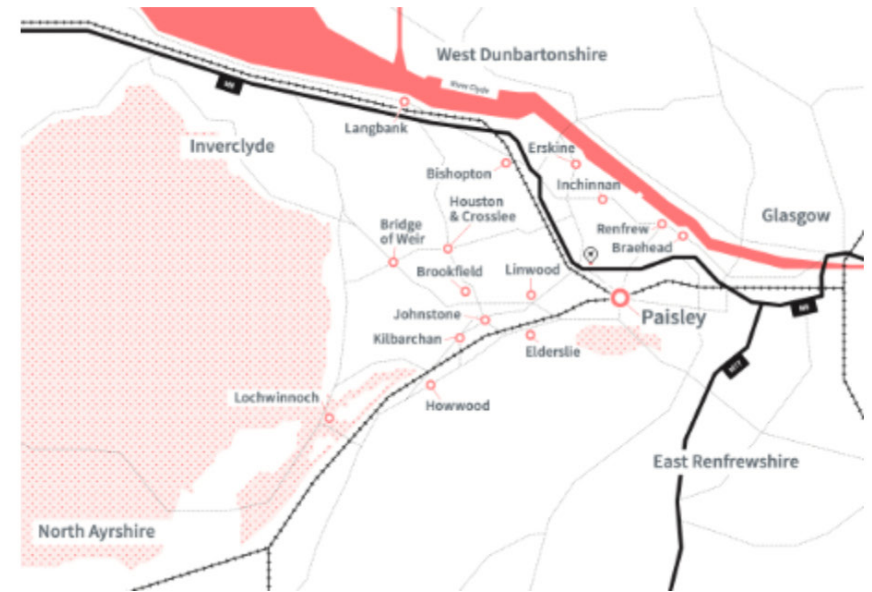
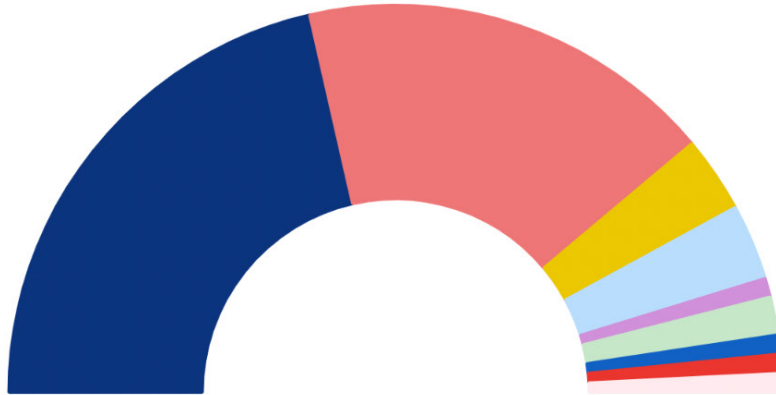


Targeted groups and protected characteristics



Activity locations

- Renfrewshire wide
- Paisley
- Renfrew
- Johnstone
- Erskine
- Elderslie
- Kilbarchan
- Lochwinnoch
- Other:



Step Changes

STEP CHANGE 1: Radically change Paisley's image and reputation

1. Increased civic pride
2. Paisley recognised as a destination of choice.
3. More people visit Paisley attractions and events.

STEP CHANGE 2: Raise prosperity and increase wellbeing in our communities

1. Cultural participation contributes to enhanced mental health and reduced loneliness in our communities.
2. Children and young people thrive through everyday access to arts and culture.
3. Cultural engagement and programme is dispersed across Renfrewshire.

STEP CHANGE 3: Paisley will be recognised for its cultural innovation

1. Renfrewshire has a thriving, resilient and diverse cultural sector.
2. Innovation in programming leads to wider engagement by local and national audiences.
3. Community led production and programming increases cultural participation and activism.

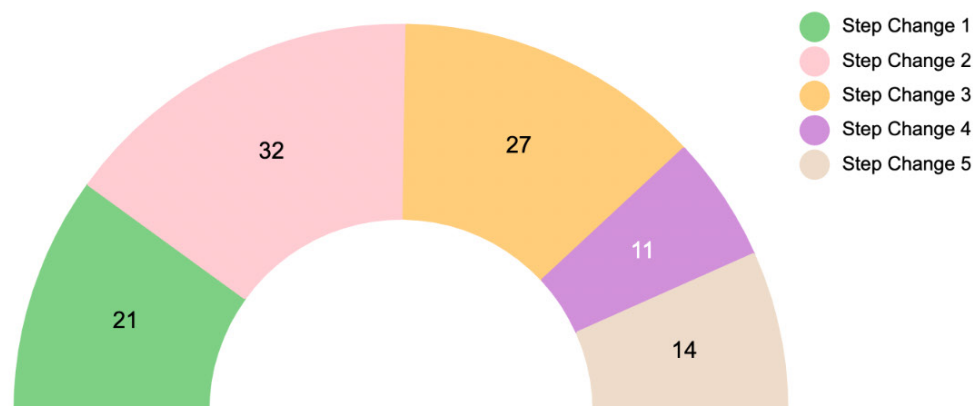
STEP CHANGE 4: Transform Paisley into a vibrant town centre

1. Paisley town centre is revitalised through the opening of major cultural venues and attractions.
2. Paisley's town centre is revitalised through improvements to the public realm.
3. Paisley town centre is animated by cultural production and participation.

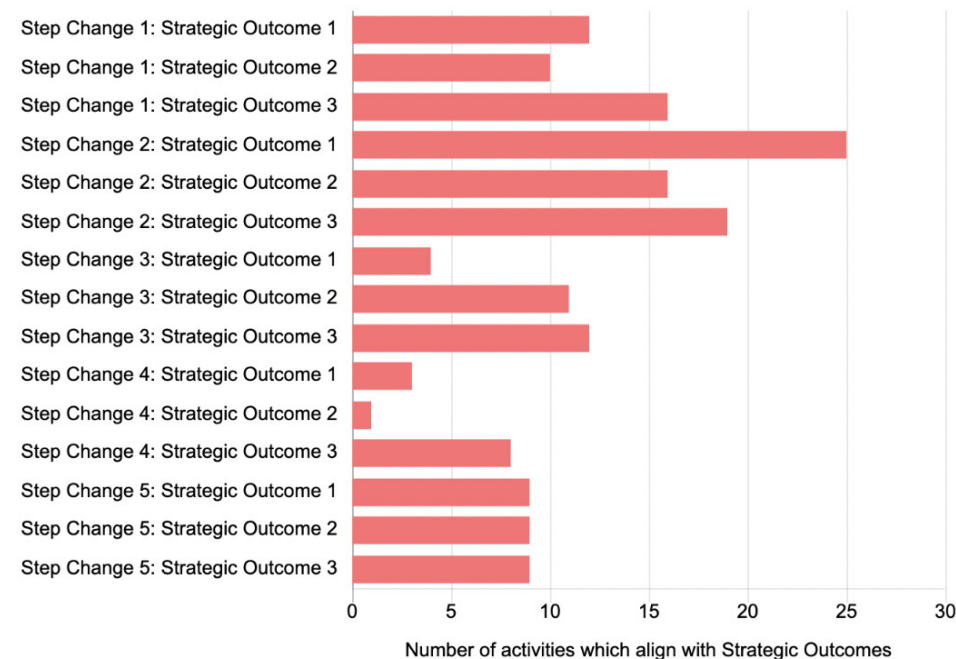
STEP CHANGE 5: Develop a sustainable and resilient creative economy in Renfrewshire

1. Organisations and sole traders working in the creative economy develop sustainable and resilient business models.
2. Pathways into employment and progression routes in local tourism, cultural and creative sectors are established.
3. More people are employed in tourism and the cultural and creative sector as Renfrewshire recovers from the pandemic.

Number of activities which align with Step Changes



Strategic Outcomes



Budget and financial leverage

By investing Future Paisley money in this programme of activity, we have been able to secure additional funding and bring on new local and national partnerships.

This includes additional investment, as well as in-kind support.

Total investment from Future Paisley across all projects

£2,520,094.00

Includes CODF Investment 2019-2022 of **£580,000**

Does not include Cultural Workforce Investment

Other investors include:

Booster Cushion Theater,
Circle Recovery Hub,
Coats PLC, Code Clubs,
Creative Scotland, Cycling
UK, Event Scotland,
Glasgow School of Art,
Health and Wellbeing
Fund, Healthy Lives Fund,
Lego Clubs, Merchant
House, One Ren, Refugee
Festival Scotland,
Renfrewshire Council,
Scottish Book Trust,
Sustrans, TH.Cars2, Visit
Scotland

Total investment from other funders

£798,637.00

Total in-kind support

£146,074.00

CHEF Investment 2016 - 2022

£1,360,000.00

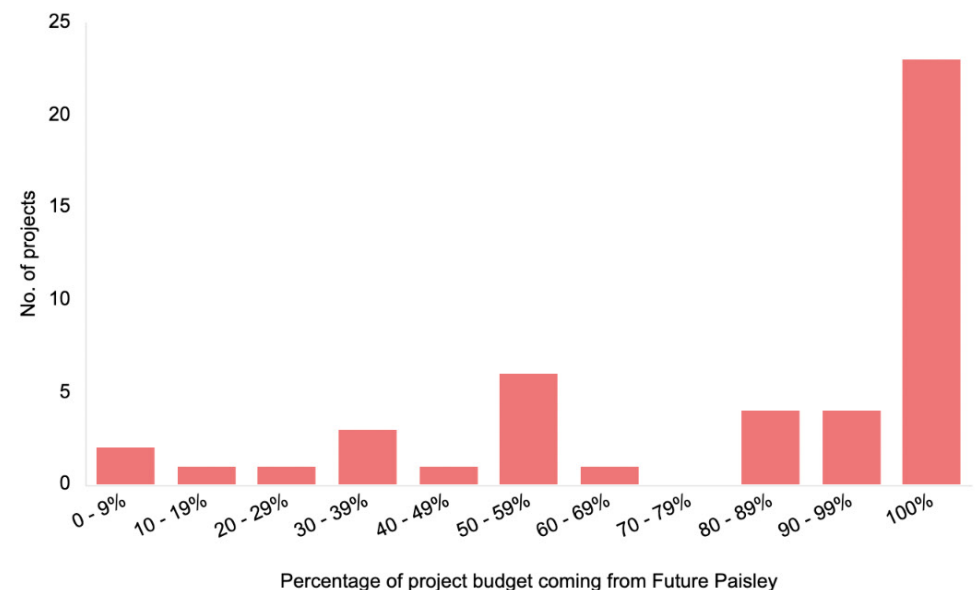
Total investment including non-FP income and in-kind support

£4,824,805.00

Number of projects 100% funded by Future Paisley

23

Percentage of project budgets from Future Paisley



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 pond is surrounded by tall green reeds and other vegetation. The background is a lush green field. There are some yellow curved lines in the top right corner and a blue triangle in the bottom left corner.

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

RSPB Lochwinnoch



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		Location/Gateway
	1a. Easy Outdoor		1b. Micro Adventures		
Parking until attraction offer is stronger. Will pick up audiences in other offers.					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





An elderly couple is standing in a lush green forest. The man, on the left, has grey hair and is wearing a light blue jacket over a dark vest. The woman, on the right, has white hair and is wearing a bright red jacket. They are both smiling and looking towards the right. They are standing behind a wooden fence. The background is filled with green foliage and tree trunks. There are decorative yellow curved lines in the top right and bottom right corners, and a light blue curved shape in the top left corner.

Forecast checked. Boots on. Let's go.

RSPB Lochwinnoch



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

Muirshiel Country Park, Lochwinnoch



Paid-for media

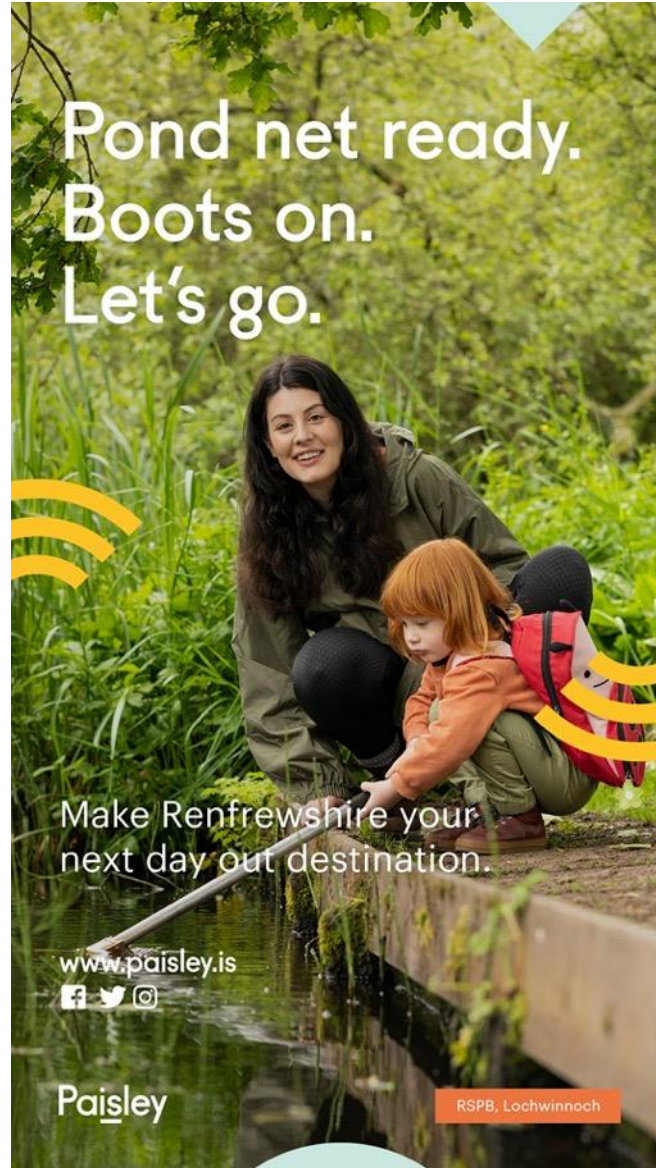
High impact paid-for media buy with strategy sitting behind

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

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Digital ads in Glasgow

Forecast checked.
Boots on.
Let's go.

Paisley

RSPB, Lochwinnoch

Make Renfrewshire
your next day out
destination.

www.paisley.is
f t i

Sunglasses on.
Picnic packed.
Let's go.

Paisley

Muirshiel Country Park, Lochwinnoch

Make Renfrewshire
your next day out
destination.

www.paisley.is
f t i

Subway carriage cards



regions | Glasgow & The Clyde

Glasgow Cathedral
Glasgow's oldest building is a well-loved sight in the city

Glasgow Harbour
Along the riverbank grows the heart of the city

Glasgow Old Town
Glasgow has been one of the world's great cities since the 17th century

Glasgow New Town
Glasgow's modern architecture is a testament to its history

Glasgow Victoria Harbour
Glasgow's waterfront is a beautiful sight

Glasgow Victoria Harbour
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PLAN YOUR VISIT

What to see and do in Glasgow

Visit the city's oldest building, Glasgow Cathedral, and see the city's oldest church, Glasgow Old Church.

See the city's oldest church, Glasgow Old Church, and the city's oldest church, Glasgow Old Church.

See the city's oldest church, Glasgow Old Church, and the city's oldest church, Glasgow Old Church.

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See the city's oldest church, Glasgow Old Church, and the city's oldest church, Glasgow Old Church.

Binoculars packed.
Boots on.
Explore.

Renfrewshire's truly great outdoors couldn't be easier to explore.

www.paisley.is
f t @

Paisley

RHS, Lochwinnoch

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

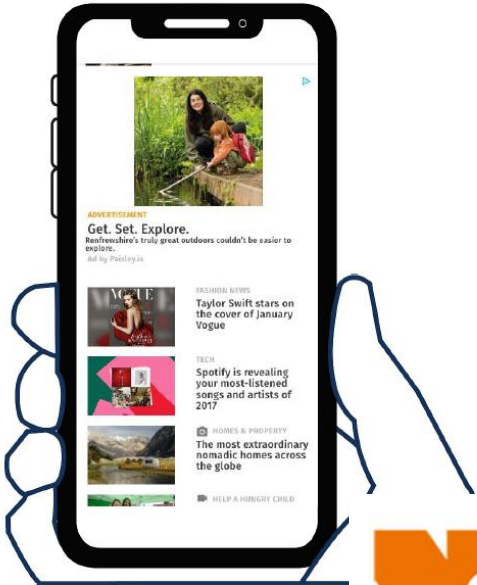
Creed Bratton, star of The Office US, will return to Saint Luke's Glasgow on Monday 11th July to perform an evening of music and comedy!



irdian Football Weekly Live

13th July 2022
SWG3 Studio Warehouse Glasgow, Glasgow West End

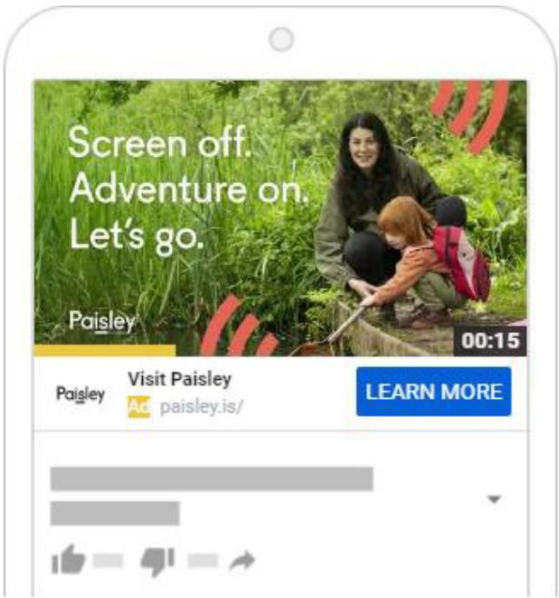
Sponsored Links



Ad · www.paisley.is/placestogo

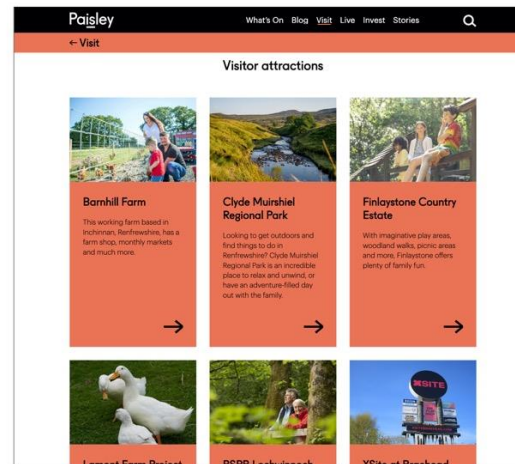
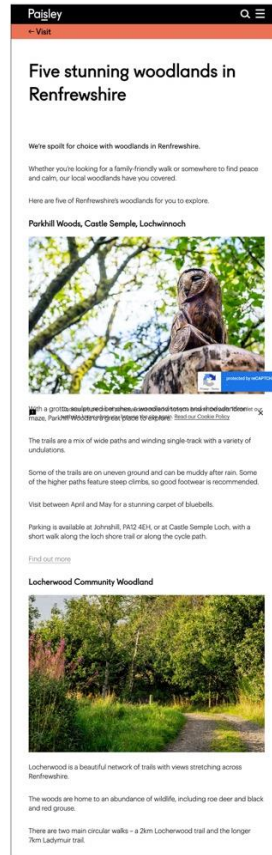
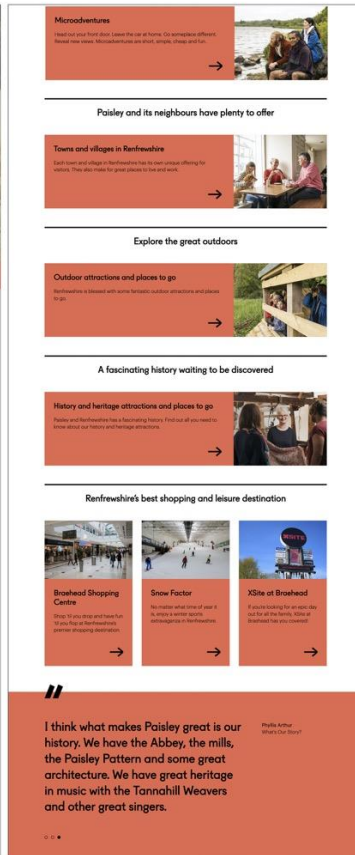
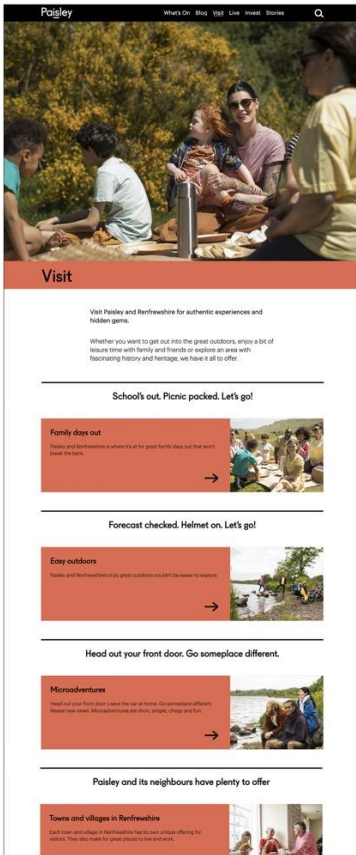
Visit Paisley This Summer | Places To Go | Day Out Ideas

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



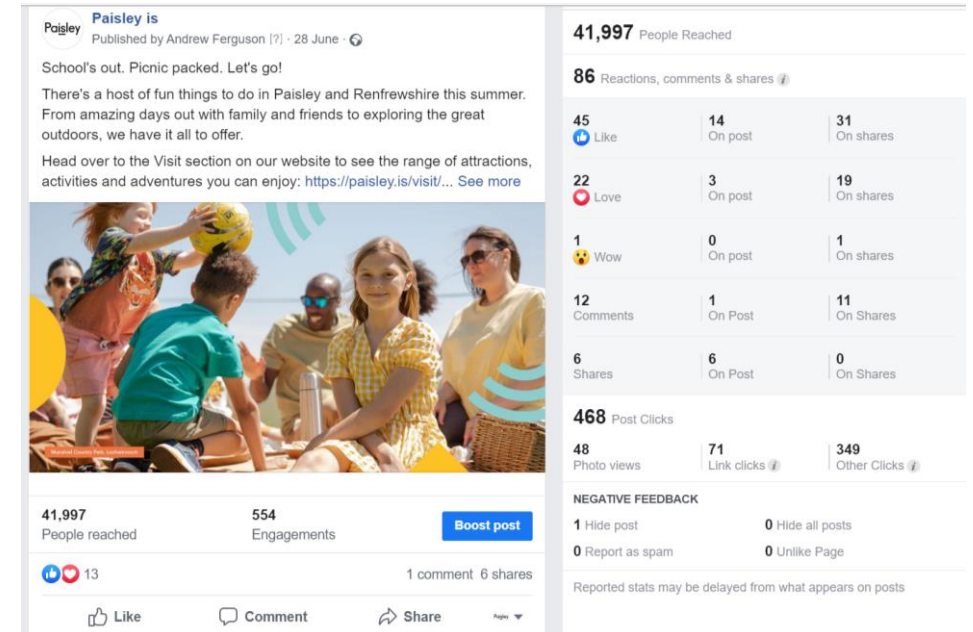
Digital - inspiring people to visit

- 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

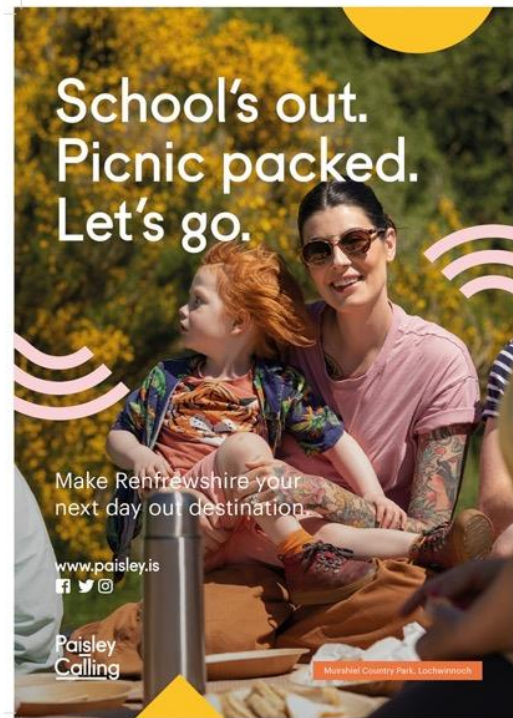
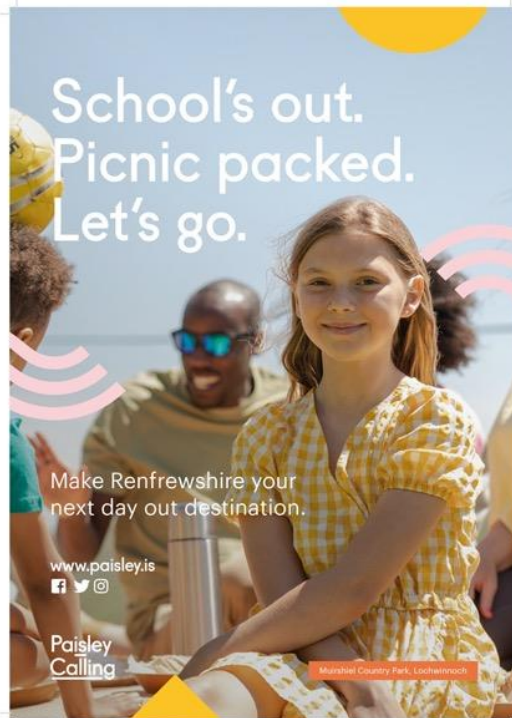
Paisley

www.paisley.is



Print

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



Paisley

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Micro-adventuring spotlight

- www.paisley.is content development
- Commissions
 - 3 routes around Renfrewshire by adventure writer/photographer
 - Short film about the beauty of cycling in Renfrewshire. Featuring a local group of ordinary cyclists—an accessible route showcasing our stunning place, our diverse communities and our excellent travel links.
- Mill Magazine special edition – Lochwinnoch, micro-adventuring and Halloween front cover and feature
- Nationwide leaflet rack showcasing outdoor offer – planned for 2023

Paisley

www.paisley.is



Whenever someone says Lochwinnoch, images of the stunning Castle Semple likely materialise in your mind. Formerly known as Castleton, this estate is so vast that at one time, it even had its own private railway station. Described in George Crawford's 1910 publication *A History of Renfrewshire* as consisting of "a large court, part of which seems to be a very ancient building, adorned with pleasant orchards and gardens", this locale in the greater Clyde Muirshiel park area has persevered through the ages to become the sight of fun-filled days out for generations of local residents.

Visited by over 80,000 people annually, there is so much scope for activities that even the staff deem it difficult to narrow them down. "Oh that's tricky," proclaimed senior instructor David Hill during an exceptionally busy day in the midst of the heatwave. "So, there's a codex of walking and cycling routes for all different abilities and distances, which is a key one. There's also the café as well as all of our outdoor activities stuff. Granted, you can't just turn up as they all require booking and often quite far in advance, but we're always amazed by the response that they get. It can sometimes be six months ahead. In terms of those courses and activities, we do everything from ranger walks to nature-based things and trails for the kids as well as coaching for kayaking and sailing."

"I suppose the thing that's great about where we are is that it's an untapped green space with loads of different trails and areas which are not welcome to come down and just use the place," he continued. "You don't need to come down and tell us, as there's so much room. Right now, we've got kids down here for multi-activity summer camps and everything else that's happening. Ultimately, we just want people to come here and have a nice time in the outdoors, whatever they're doing. There's no shortage of familiar faces and it's very well used by the locals including those from the likes of Howwood and Renfrew. They use it as a short trip with the dog or a bike ride."

Although they're eager to stress that while the activities they oversee are a massive draw, Castle Semple is ultimately for everyone to make the most of. "Folk come down all the time with their own paddle boards, kayaks or bikes and the like and they're more than welcome to come down and just use the place," he continued. "You don't need to come down and tell us, as there's so much room. Right now, we've got kids down here for multi-activity summer camps and everything else that's happening. Ultimately, we just want people to come here and have a nice time in the outdoors, whatever they're doing. There's no shortage of familiar faces and it's very well used by the locals including those from the likes of Howwood and Renfrew. They use it as a short trip with the dog or a bike ride."

board clubs which are all native to Castle Semple. If you'd like to get involved and try any of these sports, then just get in touch with them and find out whether they can accommodate you. They've got different sessions for beginners and even up to advanced classes. "Elsewhere, there's plenty of people who just come down and admire the view every single day. There's always something different to look at, particularly with all of the different clubs that we have. Even in the winter, there's loads going on and we have events across the calendar," Dave concluded. "So, no matter the time of year, there's plenty of reasons to come down."

To find out more about what Castle Semple may have in store for you and your family, please visit cysdemainside.co.uk

- ### TOP 5 Things To Do at Castle Semple
1. FIND a tokorocone or two on the Semple Trail.
 2. WALK (or cycle) the 4km (2.5mi) Loop taking in Panmuir Wood and the Lochside.
 3. VISIT by bicycle! The Centre is on bus routes, off road cycle routes 7 Glasgow - Irvine. Seasonal bike hire also available on site.
 4. FEED the ducks or enjoy a family friendly event with the Countryside Rangers - advanced booking on event days essential.
 5. ENJOY a coffee or an ice cream and the lovely view from the Visitor Centre Café.

FINDING WONDER In the well-known

In light of lockdown, everyone's looking at familiar locales through a new lens and the world of micro-adventuring is set to maximise their potential.

Between the physical restrictions that emerged for eight-on-two years as a byproduct of the Covid-19 pandemic and the financial burdens that we're all facing now due to the cost of living crisis, it's safe to say that we're all more likely to take solace in our immediate surroundings than ever before. In fact, one of the few positives to be gleaned from an 18-month span of lockdown is that suddenly, Renfrewshire's residents were no longer taking our abundance of green spaces and plentiful scenery for granted. What was previously overlooked now constituted a full day out and now, the legacy of that period lives on in the form of micro-adventuring. Seen as a way to explore our stunning outdoors in a manageable way which can fit into the hectic schedules we all lead, a micro-adventure can be anything from a walking or cycling route to connecting park routes, horizon spotting, time limit photography and trail bagging.

With the concept beginning to gain traction in the local area, Paisley's resident outdoor enthusiast Dylan Chym, who ran a virtual marathon in 2020 in order to raise funds for The Star Project, believes that the concept can be adapted for every lifestyle and experience level.



Glenferrie House, Edinburgh, photo by Lindsay Edwards

"It's a way to do something that goes beyond having a little walk around the loch and to get people really exploring the local area," he remarked, "whether they're a resident or maybe come from further out. There's plenty of places in Scotland that would maybe be seen as more conventionally adventure-friendly as it's not like we have a mountain range or a coastline. But, I think we've got some that are very accessible to people. "It's interesting, I was listening to a podcast with Alastair Humphreys, who is kind of the founder of the idea of micro-adventuring, and he said that they should be 'small and achievable, for normal people with normal lives'. So, that's the kind of thing we're looking to bring to prominence in Renfrewshire."

"Humphreys' idea of an itinerary is probably quite different from ours in that his



Another image of Jenny's Well to come

Glenferrie House, Paisley, photo by Alan Brown

literaries often revolve around leaving your desk at 9pm, camping somewhere, watching the sunrise and coming back the next morning. While we've certainly highlighted this as an option, we know this won't necessarily be feasible for everyone. "So, we've led with the philosophy that it's all about 'perspective shifting'. So, rather than Humphreys' idea, it's more about making the most out of these spaces. It's almost internal work in terms of seeing these familiar places in a different light."

With everyone looking at the world through a more localised lens in the wake of the pandemic, Dylan believes that micro-adventuring is in keeping with the overarching mood of the times. "There's definitely a big focus on that sort of thinking and really using the places where you live to their full extent," he detailed. "With micro-adventuring, we can really say to people that you don't need to go up to the Highlands for a great day out, there's actually plenty to do right here."

"Sure, there's all these bucket list things, but we can provide the steps before that. So, while you're in training for a marathon, you can go for a hike in Clyde Muirshiel. It's a hard bit of walking and it's a big place. If you go up to Windy Hill - which stands at 316



metres high - you're hiking up an extinct volcano. It's actually among the recognised places in the UK for orienteering training as it seems wild, but it's actually just a half-hour drive from Paisley. Plus, with its car access and public transport links, you could easily go for a night's camping there after a 20-minute walk and spend the night under the stars. "There's certainly other parts of Renfrewshire that have that same quality to them, particularly the Glenferrie Braes. I'm always surprised by how big it really is as there's so many different areas and, if I go to the Braes on my own, then it's much different than if I take my three-year-old niece as it's totally accessible for kids too. If you don't even want to leave the centre of town, you've got Jenny's Well Nature Reserve. On the other side of things, Erskine is actually known as one of the best places in Europe for urban orienteering! They've actually held international competitions there before! "Micro-adventuring is ultimately open to interpretation and there's no set itineraries" he maintains. "Obviously we're happy to provide some ideas, but it's all about what you can make it yourself. They can be anything proportional in your day where you're approaching things differently. Above all, it's just great to see people owning the fact that Renfrewshire is an amazing place for outdoor activities!"

For more micro-adventuring inspiration, head to paisley.is/visit/microadventures

FEATURES



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

