

**To: Leadership Board**

**On: May 1st, 2019**

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**Report by: Chief Executive**

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**Heading: Visitor marketing – Wallace Monument**

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## **1. Summary**

- 1.1** This report provides a progress update on actions to maximise the visitor potential of the Wallace Monument and William Wallace story in Renfrewshire, and sets out activity to support key stakeholders, including Johnstone business consortium, Elderslie Community Council and the Society of William Wallace to maximise the asset.
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## **2. Background**

- 2.1** Following a motion to council in 2018 by Councillor Steel and Councillor Cameron to maximise the profile and economic potential of the Wallace Memorial in Elderslie, officers have undertaken several meetings with local groups and stakeholders to deliver a plan to enhance the current William Wallace Day event and raise the national profile of the visitor asset through destination marketing channels.
- 2.2** The Wallace Memorial dates from 1912 and is located at No. 243 Main Road, Elderslie, supported by directional brown-and-white tourist signage. The memorial marks the birthplace of William Wallace and visitor experience is

focused on the physical monument. Visitor-related facilities within the village of Elderslie extend to cafes and restaurants including the well-known Butchers Steak & Grill. The Wallace story is celebrated annually through William Wallace day, delivered by local stakeholders. The history of William Wallace and his links to Elderslie are an important part of Renfrewshire's visitor product and are a prominent feature of promotional literature following the launch of the new destination brand and visitor website in March 2018:

- <https://paisley.is/visit/wallace-monument/>
  - <https://paisley.is/visit/elderslie/>
  - <https://paisley.is/visit/paisley-abbey/>
  - <https://paisley.is/discover/the-home-of-scottish-heroes/>
  - <https://paisley.is/live/elderslie/>
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### **3. Progress update**

**3.1** Enhancement of the current William Wallace Day event – the council's events team have actively engaged with local stakeholders to provide advice on event programming and funding. The council team have confirmed delivery of a facilitated creative programming and planning event with organisers Elderslie Community Council and the Society of William Wallace, and engagement has taken place with Johnstone Business Consortium. The planning session will deliver a new event action plan and framework. Support is being augmented by the provision of a new event programming and marketing toolkit, providing guidance for event organisers on all aspects of event design and delivery, including event operations and logistics, programming, fundraising, marketing and communications. Further signposting to the Culture, Heritage and Events Fund and Organisational Development Fund has also been provided. Future marketing of the Wallace Day event will be supported through council and destination brand marketing channels.

**3.2** Wallace-related itinerary development and marketing – new promotional literature (print and digital) has been developed to promote Renfrewshire's William Wallace story and provide visitor inspiration through the council's own visitor channels (Paisley.is) and through VisitScotland advertising. New itineraries developed specifically around The Wallace and The Bruce were launched in April 2019 as part of Renfrewshire's spring/summer visitor campaign. Visitor-related promotional materials will continue to be refreshed, including:

- New Wallace and Bruce itineraries marketed to national and international travel trade at the VisitScotland EXPO on 10<sup>th</sup> and 11<sup>th</sup> April, Scotland's largest travel trade show.
- Wallace promotion in over 80,000 new visitor leaflets targeting visitors within a 2-hour travel time, distributed through national, regional and local networks and a wide range of venues including visitor attractions, railway stations, information points, places to stay and cafes.
- Wallace promotion included in digital content through Visit Scotland visitor centres across Scotland.
- Bedroom packs distributed to Renfrewshire and Glasgow hotels and accommodation providers incorporating profile on Elderslie and additional William Wallace story.
- Wallace story and promotion included in Paisley Welcomes customer service excellence and product familiarisation training, being rolled out across Renfrewshire and Glasgow attractions and hotels, local retail and hospitality businesses. A training schedule for Elderslie and Johnstone businesses is being developed.

3.3 Heritage Lottery Fund Great Places Scheme - National Lottery Heritage Fund Great Places Scheme - The council has recently appointed an officer to support delivery of the Great Places Scheme. The scheme will support Renfrewshire's cultural strategy and visitor plan by bringing together community and special interest groups to develop projects, programmes, and other activities that celebrate the cultural and heritage diversity of Renfrewshire, with Wallace forming part of that Renfrewshire story. The scheme aims to develop skills and create strong partnerships and networks for local groups to deliver activities and develop Renfrewshire as a cultural destination with authentic visitor experiences.

3.4 Community capacity building – engagement with local stakeholders has included recommendations to build capacity and profile. This includes:

- Advice on council funding to support events and asset development
- Links to the council's social enterprise team for advice on external funding and support for social enterprises
- Introduction to Engage Renfrewshire and support from the council's volunteer co-ordinator to engage event and attraction volunteers
- Delivery of a facilitated session for the Community Council and key Wallace Day event stakeholders.

- A partnership with the National Wallace Monument in Stirling facilitated by the council's tourism officer.
- Participation in a community tourism initiative learning journey through Community Learning Exchange to Creetown Initiatives.

3.5 Maintenance of the Wallace Memorial – The council's Streetscene team undertake regular maintenance such as grass cutting and litter picking in partnership with the Community Council, and in addition will inspect the monument to identify additional maintenance required.

3.6 Further progress will be reported to Leadership Board through the annual update on the Renfrewshire Visitor Plan to 2021 in December 2019.

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## Implications of the Report

1. **Financial** – none
2. **HR & Organisational Development** – none
3. **Community/Council Planning** –
  - *Our Renfrewshire is thriving* – promoting a positive image and reputation of Paisley, and Renfrewshire as a whole, in Scotland, the UK and internationally
  - *Reshaping our place, our economy and our future* – implement our destination marketing plans | deliver a range of exciting and diverse events to increase visitor numbers and grow local event attendances
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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### **List of Background Papers**

(a) Council Motion - *“Council applauds the superb work done by Elderslie Community Council prior to the recent Wallace Day events in the village to tidy and clean the area around the Wallace monument. Given the potential economic benefit to the area of the Wallace brand, council notes with disappointment that action has not been taken previously to utilise this hyper-localised and unique aspect of Elderslie's identity to maximum advantage. Therefore, Council directs officers to bring a report to the appropriate board, setting out a plan to engage all stakeholders and develop a suite of activities to maximise the potential economic benefit to Elderslie in relation to the Wallace heritage. Council further believes that such stakeholders should include Elderslie Community Council, the Society of William Wallace, and Johnstone Business Consortium, and proposes that one of the activities examined for promotion should be the establishment of a Wallace Festival which will showcase musical, cultural, artistic, and historical expressions of the Wallace Story”.*

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