
To: Leadership Board

On: 8 June 2016

Report by: Joint Report by Director of Finance and Resources and
Director of Development and Housing

Heading: Paisley Town Centre Heritage Asset Strategy – The Paisley Pattern

1 Summary

- 1.1 The Paisley Pattern remains the most historically significant component of the rich textile heritage associated with Paisley and continues today as globally recognised design.
- 1.2 As part of the Council's heritage led regeneration strategy, preliminary work has been completed which has examined the potential opportunities for the Council to firmly re-establish the global link between the Paisley Pattern and the town of Paisley. Despite the Pattern remaining a globally recognised design that continues to be used in contemporary textile and fashion industries, over the course of history the level of awareness of the direct link with the town of Paisley has been gradually eroded. Consequently, and despite the Paisley Museum retaining the most comprehensive collection of pattern designs and shawl of national and international significance, Paisley and Renfrewshire secures only limited benefit from this unique historical link to the pattern.
- 1.3 It has been recognised that the plans currently being progressed by the Council for Paisley 2021 and the redevelopment of the Museum, present a natural platform and catalyst to re-establish the national and global awareness of this link and unlock the opportunity to secure both heritage and economic benefits for Paisley and Renfrewshire.
- 1.4 The purpose of this report is to outline for the Board the outcome of the preliminary work undertaken to date and to set out recommendations to further develop the most promising elements in the context of the Council's heritage led regeneration strategy and specifically Paisley 2021 and Museum development.
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2 Recommendations

2.1 It is recommended that the Board

- i. Note the content of the report and the intention to undertake a further stage of work to develop a detailed business case, which will be presented to a future cycle of the Board.
 - ii. To delegate authority to the Directors to engage suitably skilled and experienced external support to progress the development of the detailed business case.
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3 Heritage Led Regeneration

3.1 In developing and positioning a long term economic regeneration strategy for Paisley Town Centre, the Council has recognised that culture and heritage is one of the most important elements of Scotland's tourism offering and the single most important motivator for city trips. Britain's unique culture and heritage attracts £4.5bn worth of spending by inbound visitors annually, equivalent to more than one quarter of all spending by international visitors.

3.2 The purpose of the Paisley Town Centre Asset Strategy (PTCAS) – Paisley the Untold Story – which was launched in January 2014, is to understand and value the town's unique heritage offer that remains largely undiscovered. Heritage, character and story draw people together, strengthen community capacity and play an important role in the economic regeneration. The strategy is based on an understanding of the significance of the town's historic assets as well as more contemporary cultural activities, such as sculpture and performance arts, which together hold the potential to improve the visitor economy. The focus of the strategy is to harness this potential and deliver an integrated asset strategy that regenerates the town centre. The strategy recognises the unique collection of cultural and heritage assets within Paisley, in terms of not just physical buildings but also the extensive and internationally significant museum collection, the rich history and heritage linked to the town's industrial textile past and also the globally recognised Paisley Pattern.

3.3 In seeking to deliver the aims and objectives of the strategy, the Council has been progressing a number of significant projects including amongst others the signature project to redevelop Paisley Museum, the redevelopment of the Russell Institute, the development of the former Arnotts site, the development and delivery of a pipeline of townscape heritage projects and the development of Paisley 2021, the bid for Paisley to become UK City of Culture 2021.

3.4 At the same time as these major projects have been progressed, preliminary work has been undertaken to explore and understand the potential opportunities that may be offered by the Paisley Pattern asset in the context of the regeneration strategy. In this context, the work undertaken has sought to explore the asset in its widest sense, extending beyond just the physical designs, patterns and shawls housed in the Museum, but also encompassing the value inherent in the unique link to the town of Paisley.

4 The Paisley Pattern

- 4.1 Historians have traced back the origins of the Paisley Pattern shape many thousands of years ago, but it is acknowledged that in terms of textile production, the origins are linked directly to the production of shawls in Kashmir, India, examples of which were brought back to Britain by the East India Company in the mid 18th century.
- 4.2 The Kashmir shawls quickly gained popularity and as demand and associated value grew they were copied by British textile producers and reinterpreted to better meet European taste. As history records the impact on weaving in Paisley was significant, ultimately leading to most historically significant industry in the history of the town and the term 'paisley' became inextricably linked to the pattern and renowned throughout the world.
- 4.3 Again history records the associated decline in the weaving and textile industry within Paisley with the very final production mill closing in the early 1990s. The Paisley Pattern however has endured as a design and today continues to be utilised and reinterpreted across the world in the production of contemporary products within textile, design and fashion industries.
- 4.4 However, despite the enduring longevity of the use of the design across a number of global industries, the fact that the design is globally recognised as being the "Paisley Pattern", the understanding and awareness of the direct link to the town of Paisley and the associated historical context has been to a large extent eroded over time.
- 4.5 Consequently, despite the town being so strongly and directly linked to an iconic globally recognised design and despite the museum retaining an associated collection of international significance, Paisley and more widely Renfrewshire, currently gains little direct benefit.
- 4.6 However, such is the strength and richness of this history and heritage coupled with the enduring global significance of the Paisley Pattern, it is recognised that there exists potential to re-establish the global awareness of the link between the pattern design and Paisley the town. Additionally, it is also acknowledged that if such a strategy was successfully progressed by the Council, it would open up access to a wide range of potential opportunities to support and secure economic related benefits for Paisley and Renfrewshire as part of the Council's wider regeneration strategy. Further, in terms of timing, the launch of the Paisley 2021 City of Culture Bid, provides an ideal platform and indeed the integration of a strategy to re-connect Paisley with the heritage of the Paisley Pattern with the City of Culture bid, provides the opportunity to present a distinctly unique City of Culture bid that differentiates itself from others.

5 Exploratory Work Completed to Date

- 5.1 As referred to earlier in the report, initial exploratory work has been undertaken to develop a better understanding of the potential scope and scale of the opportunity that may exist from re-establishing the global awareness of the historical link between Paisley and the Paisley Pattern.
- 5.2 This work has sought to complement and build on activity ongoing in other major projects including the Museum redevelopment and the Paisley 2021 bid preparations. Additionally, at the outset the objective has been clearly focused

on understanding the broad potential and range of heritage and commercial avenues that may offer credible opportunities for future development. It is recognised at that the output from this work represents initial scoping and opportunity assessment that requires further refinement detailed business case development.

5.3 Detailed below is a summary of the key areas of potential opportunity that have been identified for further development.

- Aligned to both the redevelopment proposals for the Museum and the Paisley 2021 bid, there exists a natural platform from which to develop and deliver a marketing strategy to build and re-establish the global awareness of the heritage link between the Paisley Pattern and Paisley as part of supporting the City of Culture bid, developing the business case to deliver the ambitions for the museum and also developing Paisley and Renfrewshire as a destination for visitors.
- As part of re-establishing the link between Paisley and the Paisley Pattern and developing new opportunities outlined below, there is a need to explore the potential value and benefits deliverable from establishing a formal body or authority to establish, promote and protect a new brand identity for the Paisley Pattern from Paisley. Parallels to a degree can be drawn with the Harris Tweed Authority and the role that it has and continues to play in the promotion and protection of the Harris Tweed brand across the world.
- In the context of protectable rights, copyright protections associated with the original pattern designs which form part of the museum's extensive collections have long since expired with the passage of time. They remain historically significant and valuable physical assets owned by the Council but from an intellectual property perspective their value in isolation has since passed. However, the Council retains ownership rights of the "Paisley Originals" trademark. This trademark right coupled with the depth of heritage and scale of original designs held in the museum collection provides the foundations to support the re-marketing of the historical links between the pattern design and Paisley. In addition, this would also open up the potential opportunity to create in a contemporary setting commercial brand value from the provenance of Paisley Pattern from Paisley aligned with the protectable Paisley Originals trademark.
- Aligned to this are a wide range of potential commercial opportunities to develop 'Paisley Originals' either as an exclusive brand and/or in partnership with established brands. Such opportunities potentially exist across a range of markets, both geographically but also in terms of products and the quality of markets targeted. There are potential early wins achievable through digital technology which if deliverable could dovetail well into both the City of Culture bid and development of the offering provided through the museum redevelopment.
- Unlike the recent success achieved in re-developing and growing the Harris Tweed industry, Paisley no longer has a local weaving industry on which to build. However, if a number of the commercial opportunities referred to above were actively progressed, there is the potential to

incorporate the development and growth of directly associated local productivity, skills and jobs.

- There are a number of potential opportunities to develop at a local level links with fashion, design and textile faculties of educational partners, young designers and fashion entrepreneurs based around the heritage of the Paisley Pattern. The objective being to create a local and sustainable incubation environment to support the development and reputation of contemporary fashion and design in Paisley. Similar approaches have garnered success in other UK locations and locally the success of the In Cube initiative provides a valuable foundation from which to develop such an initiative.

6 Next Steps

- 6.1 The initial exploratory work completed to date has established that in addition to the undoubted opportunities and benefits that the extensive Paisley Pattern designs and shawls collections offers to the museum redevelopment project, there is a much wider range of potentially additional opportunities aligned to the global recognition of the Paisley Pattern and the value of its provenance to Paisley.
- 6.2 Equally however, it is recognised that although wide ranging, each of the potential avenues of opportunities referred to above are individually complex and the difficulty and approach to achieve a deliverable proposal is likely to vary. In this context further work is required to develop out a clearer business case assessment which is anticipated will provide a clear set of recommendations on which elements and opportunities the Council could focus on progressing first and how best this should be achieved, in particular in the context of the Council's wider regeneration strategy, the progress achieved on the museum redevelopment proposals and the Paisley 2021 bid.
- 6.3 To assist in the development of this next stage, there will be a requirement to engage suitably experienced support, in particular expertise focusing on both production and commercial development within the textile industry. It is intended that a further report will be brought to a future cycle of the leadership board following the conclusion of this next stage.

Implications of the Report

1. **Financial** -. The
2. **HR & Organisational Development** – Th
3. **Community Planning** – The
4. **Legal** – There
5. **Property/Assets** – The
6. **Information Technology** - There
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. Equality and Human Rights impact assessments will continue to be carried throughout the programme at the appropriate development stage of each individual project. 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** – The
9. **Procurement** – There
10. **Risk** - there are
11. **Privacy Impact** - There

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