

To: Leadership Board

On: June 19, 2019

Report by: Chief Executive

Heading: Renfrewshire visitor and event marketing – midyear update

1. Summary

- 1.1 This report provides a mid-year update on the council's programme of visitor and event marketing and an outline of a new partnership with VisitScotland to drive the profile of the 2019 events programme and Renfrewshire as a visitor destination.
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2. Recommendation

- 2.1 Members are asked to note progress at Appendix 1 (year 1 visitor marketing) and support the ongoing activity to market Renfrewshire's visitor attractions and the council's events programme for 2019.
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3. Background

- 3.1 The Renfrewshire Visitor Plan to 2021 was developed with national tourism partners and local business and was approved by Leadership Board in 2017. Delivery of the plan is driven through seven strategic portfolios, led by officers through the council's internal tourism

development group. The Plan is monitored quarterly by the tourism sub-group of the Renfrewshire Economic Leadership Panel.

- 3.2 The council's marketing and communications service has four objectives in relation to the plan:
- Lead the ongoing development of the plan and manage the delivery model
 - Lead the implementation of the destination brand and manage destination marketing
 - Lead the delivery of the council's major events
 - Lead the development of an active tourism industry network
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4. Progress update - destination marketing and 2019 event programme

- 4.1 The council launched Renfrewshire's first ever digital visitor guide – www.Paisley.is (with dedicated social channels), in March 2018. The website includes dedicated marketing content for each town and village across Renfrewshire, each with their own attractions and what's on information.
- 4.2 An accompanying programme of destination marketing has promoted the new brand and website to a UK audience and has exceeded year 1 targets. An overview of Year 1 visitor marketing can be found at **Appendix 1**.
- 4.3 Year 2 activity is well underway and is focused on 4 themes – developing partnerships, building the brand, raising the UK and international profile of Paisley and Renfrewshire and developing engaging visitor campaigns. A key initiative has been activation of a national partnership with VisitScotland and alignment of our 5 key target markets with national audience profiling. This included:
- An integrated marketing campaign to promote the Food and Drink Festival, endorsed by Visit Scotland. The campaign targeted an audience from a 2 to 4-hour drive time of Renfrewshire and included four key audiences - day trippers, engaged sightseers, natural advocates and food-loving culturalists
 - A spring/summer visitor campaign endorsed by Visit Scotland comprising of 5 targeted digital campaigns. The campaigns are targeting a day tripper audience (1 to 2-hour drive time) – adventure seekers and natural advocates, and individuals with a propensity to stay overnight within a 2 to 4-hour drive time - engaged sightseers, food-loving culturists, curious travellers.
 - Continued activity to position Renfrewshire alongside VisitScotland consumer and trade messaging – advertising in iCentres and Visit

Scotland Regional guide, plus new and refreshed content on VisitScotland website.

- 4.4 The VisitScotland partnership will drive increased brand awareness and generate Renfrewshire-specific visitor data and insights. Marketing campaigns have been activated to align with the distribution of new destination marketing materials Scotland-wide, including new Renfrewshire trails – Paisley Pattern and Wallace and Bruce heritage. This further reinforced Renfrewshire's presence at VisitScotland Expo in April.
- 4.5 Success of the partnership is being measured through VisitScotland analytics, independent event evaluations and data from attractions. A full evaluation will be included in the year end Visitor Plan progress report to Leadership Board. Analysis of event performance and the marketing campaign to promote the Food Festival is listed below at 4.7.
- 4.6 The 2019 events programme and supporting marketing campaign has been developed in response to the learnings of the 2018 programme evaluation. We estimate that over 160,000 people will attend the 2019 events programme generating a minimum economic impact for Renfrewshire of £4.5 million.
- 4.7 The Paisley Food and Drink festival took place on April 26 and 27 and included partnerships with Platform, Gin71 and Zero Waste Scotland and featured over 40 of Scotland's best street food producers, live music, children's workshops and live celebrity-chef cookery demonstrations. Activity included sustainable food education workshops delivered in Ferguslie Park, Erskine, Renfrew and Johnstone. Independent event evaluation and marketing campaign analysis confirmed:
- Attendees to the event were up 32% on 2018 to 19,750 with over 5,000 day visitors to Renfrewshire
 - Average spectator spend was £58.81, up 39% on 2018
 - The event generated a direct economic impact of £328,000 and a combined economic impact of £1.1 million
 - 34% of attendees were aged between 25-34 years old with the number of children attending increasing to 42%
 - Most attendees identified themselves as 'Adventure Seekers' – influenced by the age of attendees and their enjoyment of outdoors and cultural activities
 - 66% of all respondents were aware of the Paisley is destination brand.
 - Marketing and PR activity generated 118 media articles with 4.7million opportunities to see or hear something positive about Paisley and Renfrewshire

- Total social media reach/impressions: 779,268
- Paisley.is page views: 42,441
- UK coverage included:
 - The coolest food festivals for 2019 (Country & Townhouse)
 - 30 best UK food and drink festivals and trips 2019 (iNews)
 - The UK's Best Foodie Weekends (The Independent)
 - The Times and The Telegraph – print and online

4.8 The British Pipe Band Championships took place at St James Park on May 18 and attracted 123 bands and competitors from across the world including USA, Belgium, Denmark and Ireland, and over 10,000 attendees. An external evaluation of the event is currently being prepared. Marketing and PR activity generated:

- 206 media articles with 13.1 million opportunities to see or hear something positive about Paisley and Renfrewshire
- Total social media reach/impressions: 582,000
- Paisley.is page views: 17,615
- Media coverage included:
 - Press Association (PA)
 - BBC (Online and TV)
 - Daily Record
 - The National (Print and Online)
 - The Herald (Print and Online)
 - Mail Online

4.9 The 2019 Sma' Shot festival will take place on July 6 and will be held at a new location - Paisley Arts Centre, Browns Lane and Shuttle Street. The new location will enable greater integration with Sma' Shot Cottages and local businesses and accommodate future town centre infrastructure developments. The confirmed programme includes:

- Traditional parade with large scale floats and 'burning of The Cork'
- Live music, Dooslan Stane stage and Poetry Slam
- Exhibitions from THCARS2 and weaving demonstrations
- Family entertainment programme
- Great Places creative trail - creative workshops delivered by local artists in cafes and shops across the town centre.

4.10 The remaining *spring/summer* programme for 2019 will deliver Renfrew Gala Day (2 June), Barshaw Gala Day (22 June), and Johnstone Fire Engine Rally (10 August). The *autumn/winter* programme for 2019 will launch from June, with major events – The Spree Festival and Halloween, supported by national

marketing and VisitScotland partnership. To help expand local festive programming, additional support and marketing is being made available to communities across Renfrewshire to develop their own Christmas events. The roll out of a new events toolkit to assist local groups will take place in July, supported by a series of local planning surgeries with the council's events team. The 2019 calendar is listed below:

Dates	Event
26-27 April	Paisley Food Festival – UK profile and media
18 May	British Pipe Band Championships – UK/International profile and media
2 June	Renfrew Gala Day – local profile
22 June	Barshaw Gala Day – local profile
6 July	Sma' Shot Day – local profile
10 August	Fire Engine Rally – local profile
7-8 September	Doors Open Days – regional and national profile
11 – 19 October	The Spree – UK profile and media
25 - 26 October	Halloween event – UK profile and media
10 November	Remembrance Service – local profile
16 November	Paisley Christmas Lights Switch On – City Region profile and media
23 November	Renfrew Christmas Lights Switch On – local profile
30 November	Johnstone Christmas Lights Switch On – local profile
7 December	Glen Cinema Torchlight Procession & Abbey Service – local profile/national significance

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

List of Background Papers

N/A

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Paisley.is launched on 8 March 2018. Here are our highlights and achievements in year one....

Event highlights

160,873

Attendees

57,556

Unique visitors

£1.5m

Economic impact

£3.2m

Local spend

Event Scotland, Year of Young People
Signature Fund for Halloween Festival

£180k

Additional funding generated

770+

Young people
participated in
Halloween Festival

Youth events panel
continues as legacy
of Halloween

→ To ensure a strong youth
voice at future events

66% 34%

Local

Visitors

Shortlisted at the Sunday Herald awards
for best live event for The Spree and Best
Cultural Event or Festival at Scottish
Thistle Awards for Halloween

Opportunities to see and hear something positive about Paisley and Renfrewshire

335,774,133

Media coverage (2020 target achieved in year 1)

£4.62m

Combined PR value

1929

Number of articles

AM+A

London PR agency appointed

Seven media familiarisation trips

- Scottish Business Insider
- BBC Radio Scotland
- Scots Magazine
- We are the Millers (bloggers)
- 3 top music bloggers reviewed and
attended The Spree

Coverage highlights include:

- **Paisley Food and Drink Festival 2018**—Olive Magazine, Delicious, The Skinny, The Metro, Scots Magazine, Daily Mail Online, Sunday Times, BBC Radio Scotland—Out for the Weekend
- **British Pipe Band Championships 2018**—STV2
- **Weave/Sma' Shot Day**—Big Issue
- **SAY Award**—Guardian, NME, Glasgow Live, Scotsman, ET, National, Skinny, The List, STV Online, Herald, Scottish Field, Clash Music, The List, Metro, BBC Online, AOL
- **Doors Open Days**—BBC Radio Scotland
- **Spree**—BBC Radio Scotland, Scottish Field, Daily Record, Sunday Mail, The List, The Skinny, Sunday Times
- **Halloween Festival 2018**—The List, The Herald, The Metro, The National, Daily Mail, STV Online, BBC Online
- **Hermes Paisley on Paisley**—BBC Radio Scotland, BBC Reporting Scotland, BBC Scotland—The Nine, STV, The Times

Our digital footprint

New website launched

www.paisley.is

245,000

Unique page views

→ Year 2 target of 175,000 unique visits
has already been exceeded

>60%

Visits via mobile

Most-visited page

Paisley Halloween Festival

27,000

views

Google adword
campaign activated

8466



Total social media followers

→ Facebook is our fastest growing
social media channel

3,493,456

Total social media reach
and impressions

203,733

Total social media
engagement

National media partnerships
with The Herald, The List,
The Skinny and Capital FM

Partnerships activated

- Visit Scotland
- Event Scotland
- Renfrewshire Chamber of Commerce
- Digital Tourism Scotland
- Glasgow City Region
- St Mirren

Brand in action

- New visitor marketing materials
created:
 - Paisley Walking Trail
 - Discover Paisley and Renfrewshire—
bedroom magazine
 - Four Paisley Architects
 - Great things to see and do—in and
around Scotland's largest town
- Local and national distribution
network set up displaying our visitor
leaflets
- Paisley.is taxi
- Paisley Town Centre banners
- Piazza signage
- Trademark filed for Paisley.is

Campaigns

- Attended Visit Scotland Expo
- Spring/summer visitor campaign
 - Generated more than **2.5million**
opportunities to see and hear
something positive about Paisley
and Renfrewshire
- Autumn/winter visitor campaign
promoting the winter events
programme
 - Attracted **38% of attendees from**
outwith Renfrewshire
- Delivered integrated marketing
campaigns for all events
- Headline sponsor of the Roccos