

**To: Economy and Regeneration Policy Board**

**On: March 14, 2023**

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**Report by: Head of Marketing and Communications**

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**Heading: Visitor marketing update**

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## **1. Summary**

1.1 This report provides an update on visitor marketing undertaken by the Council and funded through Future Paisley since March 2018. It provides an outline of planned marketing activity for 2023/24 and audience development work that will support the forthcoming Tourism Action Plan and the reopening of Paisley's cultural venues. Activity incorporates marketing Renfrewshire as a visitor destination, promoting positive area image through networks, managing strategic partnerships, and managing the Paisley destination brand. All activity is co-ordinated through the visitor portal - [www.paisley.is](http://www.paisley.is).

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## **2. Recommendation**

2.1 Members are asked to note the report.

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## **3. Background and strategic alignment**

3.1 The Paisley.is destination brand was launched in March 2018 to change perceptions of Paisley through storytelling and to position the town as the visitor gateway to wider Renfrewshire. The brand was developed following 10 months of destination research, interviews with area stakeholders, including tourism businesses, VisitScotland and Glasgow International Airport, and the activation of a digital conversation 'What's our Story' – a far reaching engagement campaign. Conversations took place with communities and leaders across Renfrewshire and drew on their expertise and experience. The brand campaign was driven locally by the Paisley Daily Express and by media across the UK to maximise awareness and coverage. Over a thousand people contributed ideas, stories, images, videos,

music and poems and the campaign reached hundreds of thousands on social media. The brand was endorsed by VisitScotland, and permission was provided to enable the Council to undertake visitor marketing. This signalled a partnership with VisitScotland which has lasted for 5 years.

3.2 Visitor marketing and brand activity has been funded since 2018 through the Future Paisley programme, with funding ending at the end of March 2023. Activity contributes/ contributed to several strategic outcomes:

3.21 Renfrewshire Council Plan (2017 to 2022) - Reshaping our place, our economy and our future.

3.22 Renfrewshire Council Plan (2022 to 2027) - Place: working together to enhance wellbeing across communities.

3.23 Future Paisley Step Change 1 - Radically change Paisley's image and reputation, and 3 Strategic Outcomes: increased civic pride, Paisley positioned as a destination of choice, more people visit Renfrewshire attractions and events

3.24 Renfrewshire's Visitor Strategy 2017 to 2021

1. Grow opportunities to see or hear (OTSH) something positive about Renfrewshire as a visitor destination
2. Increase visitor numbers by 4% year on year
3. Increase visitor spend in Renfrewshire by £31m by 2021
4. Enhance the visitor experience in Renfrewshire
5. Support tourism business growth and collaboration

The Marketing and Communications service had specific tasks in relation to the previous visitor plan:

1. Implement the destination brand and manage destination marketing
2. Lead the strategic development and delivery of major events
3. Lead the development of an active industry network, coordinating funding, knowledge share and business growth opportunities and link to the national agencies

## **4. Visitor marketing approach**

4.1 Since 2018, visitor marketing has focused on four areas:

1. 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.
2. Transforming perceptions of Paisley – high impact media campaigns promoting Paisley in press, broadcast and facilitating media familiarisation trips.
3. Management of digital channels – [www.paisley.is](http://www.paisley.is) and dedicated social channels, including content creation and paid-for social media.

4. Working with partners like VisitScotland, EventScotland, ScotRail and the Chamber of Commerce.

4.2 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, develop visitor audiences, and create opportunities for visitors to sample the town in advance of the reopening of cultural venues. [www.paisley.is](http://www.paisley.is) provides a one-stop-shop for visitor information and covers all of Renfrewshire, and promotes regional attractions and events, and Renfrewshire towns and villages, with trip inspiration and itineraries.

4.3 In addition to visitor marketing, the Marketing and Communications service has supported new product development, exhibiting at VisitScotland Expo in 2018 and 2019, and the World Travel Market with VisitBritain in 2019. Supported by Digital Tourism Scotland, the service developed and launched the 'Wallace Begins' trail – a self-guided driving tour, promoted in partnership with VisitScotland and linking the Wallace Monument in Elderslie to the National Monument in Stirling and Dumbarton Castle. Collaboration with international fashion house Hermes in early 2019 produced a 'Paisley from Paisley' scarf and jewellery collection, sold world-wide and generating significant media coverage for Paisley Museum. Through Future Paisley, we have invested in the development of an online data hub, commissioning and collating multiple visitor data sources to improve analysis of visitor information and behaviours. Ongoing publicity for Paisley Museum has achieved national and international coverage through specialist and mainstream media.

## **5. Post-pandemic – Paisley is Calling**

5.1 Through the Covid-19 pandemic, visitor marketing activity quickly pivoted to promote outdoor attractions to a local audience and to encourage people in Renfrewshire to stay local and shop local, while we continued to develop trip inspiration content for visitors from outside the area, to maintain their interest in Renfrewshire as a destination.

5.2 In 2021, 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 following Covid19. 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 Paisley.is Calling highlighted stories unique to Paisley - the home of the Paisley Pattern; the town with a radical past & present; rich musical history and impressive architecture. Promotional activity was linked to self-guided products which allowed visitors to experience rich stories over a day or weekend visit. These include: Four Architects Walking Trail, Mural Trail, The Paisley Music Tour App and Paisley Radicals Catalyst for Change Walking Tour App. VisitScotland visitor profiles were used (Engaged Sightseers, Curious Travellers and Natural Advocates) and activity targeted people with a propensity to visit from a 1 hour-drive time. The activity was designed to reconnect people to Paisley in advance of the reopening of the town's cultural venues. Campaign activity included:

- Paid-for advertising: Glasgow Central Station large scale screens, Glasgow City Centre Streethub screens and subway 6 sheets.
- Print – Hood Magazine, Best of Scotland insert in The Herald on Sunday and Sunday National, Staycation magazine and Scots Magazine.
- Digital – What's on Network (Glasgow, East Renfrewshire & Lanarkshire) and Spotify 30sec audio ad.
- Paid for social media campaign on Facebook and Instagram promoting the self-guided tours
- Influencer visits – BBC Journalist Nicola Meighan guest blogs on Paisley's musical heritage and promotion on her social media channels, family influencer visit to Paisley Food and Drink festival
- Content creation – six-minute film showcasing [Paisley's musical history and heritage](#) and '[Paisley.is Calling](#)' film commission which takes viewers on a journey to discover a genuine & authentic experience when they visit the town.

5.4 A new Spring 2022 digital campaign was developed to target Local Advocates and Family Favourites during the Easter holidays. This included paid-for and organic social media activity, Google ads, paid-for digital advertising and blog articles created on Paisley.is.

5.5 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

## 6. Visitor campaign and audience development 2022

6.1 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 new 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 the campaign, audiences and propositions can be founded in **Appendix 1**. This includes the 'History and Heritage' proposition with audiences

who have an interest in museums, history and cultural attractions. These audiences can be targeted ahead of the reopening of Paisley's cultural venues.

6.2 Evaluation of the summer campaign was 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

## **7. Looking ahead to 2023/24**

The 2023/24 visitor marketing plan is in development, and it is important to note that visitor marketing undertaken by the council will reduce in line with policy guidance, budget strategy and the end of Future Paisley funding. Planned activity will spotlight Paisley to support the opening of the new cultural venues and we will continue to roll out the visitor propositions developed in 2022 which showcase the Renfrewshire-wide visitor offer. These propositions include history, heritage and cultural offer, exploring outdoors, micro-adventures in Renfrewshire, family-days out and the promotion of the council's events programme. The activity plan focuses on six priority areas and will include the following activity:

7.1 Evaluation - as we approach the five-year anniversary of the destination brand, a detailed evaluation will be completed to understand the impact of activity and success towards key performance indicators. This includes work through the Centre for Culture, Sports and Events (CCSE) and independent review on the progress made since launch. An agency will be commissioned to review the next steps for the destination brand and how we can effectively support delivery of the new industry-led Tourism Action Plan being delivered in March 2023 by Economy and Regeneration colleagues.

7.2 Always-on campaigns - we are continuing to promote Renfrewshire-wide visitor attractions and events to regional and local target audiences through 'always-on' digital activity. This means we will deliver continual messaging about our visitor products to our target audiences (as referenced in **Appendix 2**). An annual content calendar is being developed which will highlight seasonal activity, things to do and see and will mirror VisitScotland monthly themes. We are focusing on self-publishing and developing content for our own channels (social media and website) and will boost visibility through paid-for activity. Visitor information leaflets will be displayed nationwide to promote visitor products.

7.3 Events programme - promotion of the Council's visitor events programme will continue to regional and local audiences, underpinned by integrated marketing and communications plans. Paisley Food and Drink Festival, Renfrewshire's Cycle Arts Festival, Renfrew Pipe Band Championships, The Royal National Mòd (Mòd Phàislig) and Paisley Halloween Festival.

7.4 Supporting cultural venues - we will generate positive OTSH for Paisley to coincide with the opening of new cultural venues and elevate targeting of audiences with a propensity to visit museums and heritage attractions. Content will be curated on Paisley.is to support the reopening and ongoing marketing of the museum and cultural venues. We will work with OneRen partners to co-promote cultural programme. Where relevant, council event marketing and programming will actively promote the opening of the town's new cultural venues. A portfolio of work has been delivered by marketing and communications to support preparations for the reopening of Paisley Museum, with future activity to be driven by OneRen. The marketing and communications service has delivered:

- Paisley Museum marketing strategy and marketing proposition *Living Colour*, which will be delivered by OneRen
- Future Paisley funding of over £400,000 to support brand development, venue marketing and reopening programmes for Paisley Town Hall, Paisley Library, Paisley Art Centre and Paisley Museum.
- 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](#)

7.5 Microadventures in Renfrewshire – microadventures is a new visitor proposition for Renfrewshire developed in 2022 to align with Renfrewshire's new emerging Tourism Action Plan. Microadventures are defined as 'adventures that are short, simple, local, fun 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](http://www.paisley.is/visit/microadventures)
- Inspiring blog content – Five stunning woodlands in Renfrewshire ([www.paisley.is/visit/five-stunning-woodlands-in-renfrewshire](http://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](http://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](https://www.youtube.com/watch?v=LKlwLOC_UbY))

7.6 Maintaining partnerships and industry links - we will continue to invest in a partnership with VisitScotland and The List to ensure attractions and events and our new cultural venues continue to be included within VisitScotland publicity. We will explore opportunities to work with local accommodation providers to showcase the Renfrewshire-wide visitor offer and strengthen industry links to support the delivery of the Tourism Action Plan.

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### 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 Step Change 1.
  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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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 background is filled with tall green reeds and other vegetation. There are some yellow curved lines in the top right and bottom right corners, 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](http://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](http://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 &amp; 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 &lt;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		3. Family offer
Parking until attraction offer is stronger. Will pick up audiences in other offers.	1a. Easy Outdoor	1b. Micro Adventures		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](http://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

<b>Outdoor</b>	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
<b>Print</b>	Best of Scotland – 17 July, 18 September Scots Mag – August and September The List – June Chamber Magazine DPS The Mill Magazine
<b>Digital</b>	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
<b>Radio</b>	Clyde 1 – 4 – 17 July

**Paisley**

[www.paisley.is](http://www.paisley.is)





REGIONS | Glasgow & The Clyde



**PLAN YOUR VISIT**

**Glasgow Cathedral**  
Glasgow's oldest building is a must-see on any visit to the city. The cathedral is a fine example of Scottish Gothic architecture and is a UNESCO World Heritage Site.

**Glasgow Necropolis**  
A place of rest and reflection, the Glasgow Necropolis is a fine example of Victorian architecture and is a UNESCO World Heritage Site.

**Glasgow City Chambers**  
A fine example of Victorian architecture, the Glasgow City Chambers is a must-see on any visit to the city.

**Glasgow Museum**  
A fine example of Victorian architecture, the Glasgow Museum is a must-see on any visit to the city.

**Glasgow Art Gallery**  
A fine example of Victorian architecture, the Glasgow Art Gallery is a must-see on any visit to the city.

**Glasgow City Hall**  
A fine example of Victorian architecture, the Glasgow City Hall is a must-see on any visit to the city.

**Glasgow City Hall**  
A fine example of Victorian architecture, the Glasgow City Hall is a must-see on any visit to the city.

ABOVE: The Glasgow Necropolis

BELOW: The Glasgow City Hall

BELOW: The Glasgow City Hall

BELOW: The Glasgow City Hall

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BELOW: The Glasgow City Hall



**Binoculars packed. Boots on. Explore.**

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

[www.paisley.is](http://www.paisley.is)

[f](#) [t](#) [i](#)

Paisley

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!

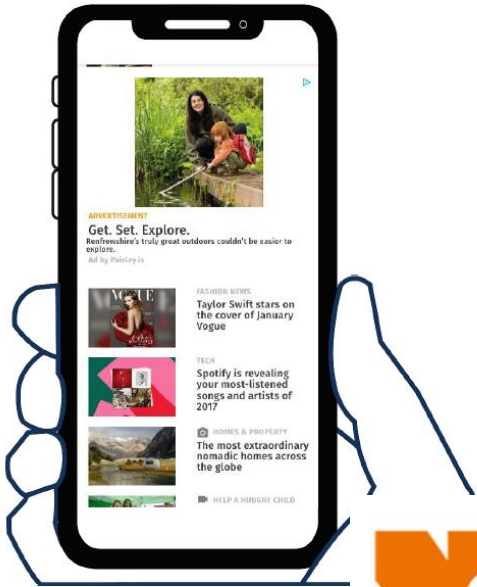


#### Football Weekly Live

13th July 2022

SWG3 Studio Warehouse Glasgow, Glasgow West End

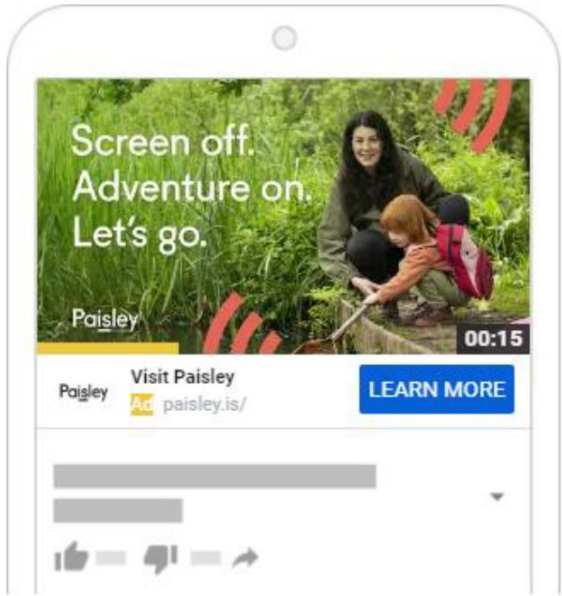
#### Sponsored Links



Ad · www.paisley.is/placestogo

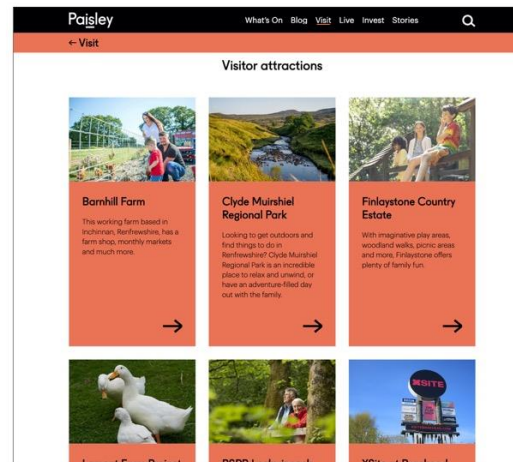
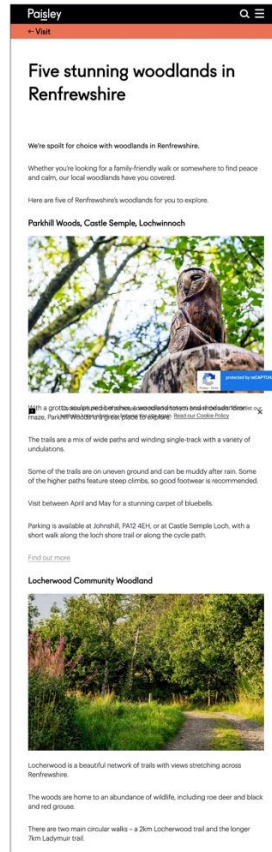
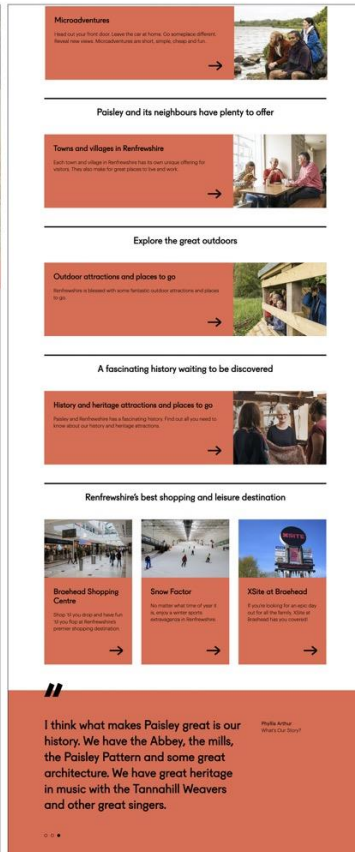
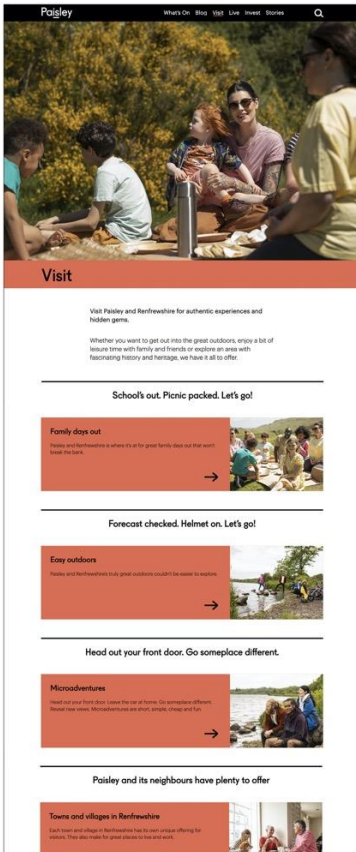
#### Visit Paisley This Summer | Places To Go | Day Out Ideas

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](http://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

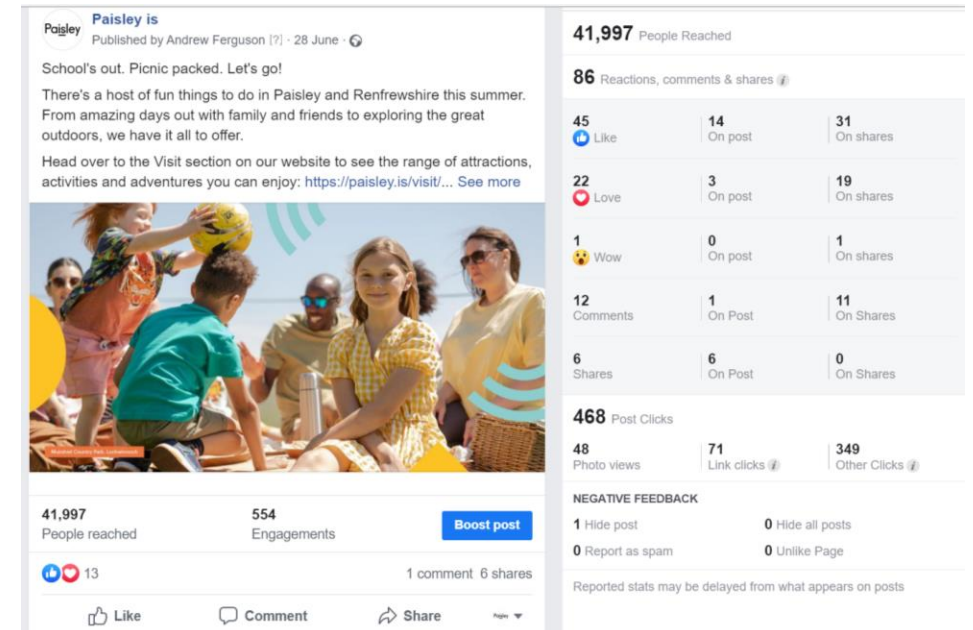


# Paisley.is social

- Editorial calendar developed to promote new pages on [www.paisley.is](http://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](http://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

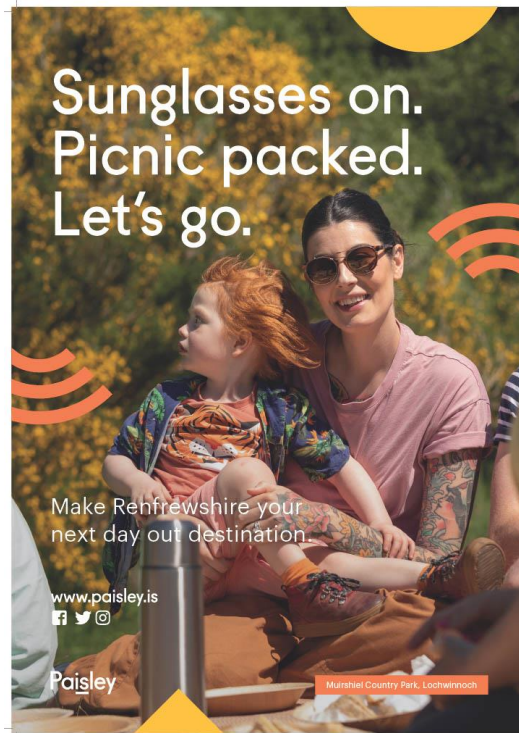
**Paisley**

[www.paisley.is](http://www.paisley.is)



# Print

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



Paisley

[www.paisley.is](http://www.paisley.is)



# Micro-adventuring spotlight

- [www.paisley.is](http://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](http://www.paisley.is)



## A HIVE OF ACTIVITY

Although you may be familiar with the name and its glorious views, we'd bet that you might not know the full extent of what's on offer at Castle Semple.

Whenever someone says Lochwinnoch, images of the stunning Castle Semple likely materialise in your mind. Formerly known as Castletown, this estate is so vast that at one time, it even had its own private railway station. Described in George Crawford's 1920 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 60,000 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 heathery. "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 right on the doorstep of so many people. On a warm day, there'll be thousands of folk down here who are content to just walk about, sit on the grass, buy ice creams, take in the view and just watch the world go by. "There's so many routes mapped on our website," he said of their trails. "With our bike-based ones, you can actually download the GPS files and there's everything from simple family rides to big road journeys which are upwards of 60-100 kilometres."

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 no such 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. "For those who'd maybe like to take up a new hobby, there's rowing, sailing, windsurfing and paddle

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 [cypdmainland.co.uk](http://cypdmainland.co.uk)



## TOP 5 Things To Do at Castle Semple

1. FIND a trollocycle or two on the Semple Trail.
2. WALK (or cycle) the 4km semple Loop taking in Panmure Wood and the trollocycle.
3. VISIT by bicycle! The Centre is on Bunnies off road cycle route 7 Glasgow - Inverness. 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 way to maximise their potential.

Between the physical restrictions that emerged for right-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 tripping.

With the concept beginning to gain traction in the local area, Paisley 1st resident outdoor enthusiast Dylan Glynn, 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.



"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 may be 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

itineraries often revolve around leaving your desk at 9pm, camping somewhere, waiting 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 Gleniffer 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 purposeful 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](http://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](http://www.paisley.is) and sent to stakeholders, partners, industry and elected members
- Industry contacts sent digital toolkit

**Paisley**

[www.paisley.is](http://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](http://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](http://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](http://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](http://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](http://www.paisley.is)





# Visitor data

- Evaluation of the summer campaign included a review of the Moffat Centre's Visitor Attraction Monitor (August 2022):
- Increase in visits to Renfrewshire attractions of 1.8% compared to August 2021
- 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.

**Paisley**

[www.paisley.is](http://www.paisley.is)



# Paisley

Audiences – for reference

# 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 &amp; 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 &lt;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		3. Family offer
Parking until attraction offer is stronger. Will pick up in 2023 with new cultural venues.	1a. Easy Outdoor	1b. Micro Adventures		Secondary theme to other propositions. Can be talked about in context of other offers.	

# Engaged Sightseers



Engaged sightseers are generally over 55 years old, without kids at home. They are either retired or reaching retirement.

They are above average holiday takers and are open to new places in the UK and like to seek out an authentic experience.

They are open to trying new things, within acceptable limits. 'History and Heritage'

They like to stay in 3 to 4 star hotels, B&Bs and guest houses.

## Key areas:

79% England  
13% Scotland



North 26%  
London 16%  
Midlands 13%

## On holiday they like...

- Touring & sightseeing
- Historical places & monuments
- Scenery nature & wildlife
- Short walks – not 'active' sports
- Parks & gardens
- Museums & galleries

*"I'm looking for the history, the culture, the scenery, walking, hiking, looking at old buildings..."*

## Life during Covid

- Protective but Pragmatic and Cautious but Content
- Medium - low likelihood to take UK breaks
- Messaging should tap into personal goals, quality and value, rather than pure indulgence for the sake of it.
- They will require reassurances about safety measures when travelling
- Leisure experiences are typically closer to home rather than abroad

## Why Renfrewshire?

1. Landscape & scenery
2. History & culture
3. New things to discover



# Food Loving Culturalists



Food loving culturalists are typically between 25-54 years old, in full time employment and are the most affluent of all the segments

Competition is fierce, so proximity to Glasgow is a key part of the proposition.

They seek a relaxing holiday where they can enjoy good food and drink and cultural activities.

They want a an exclusive experience and will only stay in 4 to 5 star hotels, B&Bs.

## Key areas:

81% England  
15% Scotland



London & South 34%  
North 21%  
Midlands 14%

## On holiday they like...

- Food & drink experiences
- Historical places & castles
- Museums & galleries
- Special exhibitions
- Events & openings

*“Food is critical...because a holiday is a treat you want everything to be special.”*

## Life during Covid

- Less to Lose and Life Goes On
- Strong likelihood to take UK domestic breaks
- Spontaneous and optimistic for the future
- Foreign travel will be back on the cards once restrictions are lifted or budgets allow
- Aspirational messages about what their lifestyle can become, are expected to resonate
- Leisure and holidays are a chance to indulge

## Why Renfrewshire?

1. Luxury hotels and spas
2. Fascinating history & culture
3. Must see events



# Adventure Seekers

*“Somewhere we can go diving or snorkelling, go for walks, sightseeing, historic things...not waterparks or nightclubs.”*



Adventure seekers want an active holiday where they can enjoy both outdoor and cultural activities. They are typically younger (under 35 years old) and are the segment most likely to have children.

They are real thrill seekers and would participate in marathons and extreme races. They also enjoy walking and cultural activities.

Destinations that are easily accessible are important to them.

They are more likely than other segments to go camping or use hostels.

## Key areas:

81% England  
13% Scotland



London & South 35%  
North 23%  
Midlands 12%

## On holiday they like...

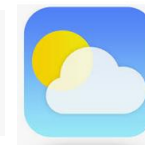
- Adventure sports
- Walking, hill climbing or cycling
- Historical places & castles
- Film locations
- Extreme sporting events

## Life during Covid

- Less to Lose and Currently Constrained
- Medium likelihood to take UK domestic breaks
- Spontaneous and optimistic for the future
- Foreign travel will be back on the cards once restrictions are lifted or budgets allow
- Aspirational messages about what their lifestyle can become, are expected to resonate
- Ready to re-connect with previous lifestyle when normality returns
- Before Covid they would seize opportunities for travel
- Classic early adopters

## Why Renfrewshire?

1. Outdoor offer
2. Attractions for kids
3. Must see events



# Natural Advocates

*“...There’s a huge variety of places and it doesn’t take very long to leave your house in Edinburgh and get out in the wilderness where there’s nobody around...”*



The majority of natural advocates fall into the 35-54 age bracket are in full time employment and either have children or grandchildren, and a dog.

A trip to Scotland is the main holiday of the year for natural advocates unlike the other segments.

They enjoy being cut off from the world in wide open spaces and avoid rigid itineraries.

## Key areas:

59% England  
35% Scotland



Central Scotland 21%  
Northern Scotland 11%  
Northern England 27%

## On holiday they like...

- Rural & remote locations
- Scenery & landscapes
- Walking, nature & wildlife
- Historical monuments
- Peace & quiet
- Dog friendly hotels, pubs etc

## Life during Covid

- Protective but Pragmatic
- Medium likelihood to take UK breaks
- Messaging should tap into personal goals, quality and value, rather than pure indulgence for the sake of it
- Comfortable but not lavish segment

## Why Renfrewshire?

1. Gateway to Loch Lomond & Trossachs National Park, NC500
2. Outdoor offer
3. History & culture



# Curious Travellers

*“Somewhere we can go diving or snorkelling, go for walks, sightseeing, historic things...not waterparks or nightclubs.”*



Curious travellers are aged between 25-44 years old in full time employment.

They have a passion for travel and have cultural hobbies and interests. They also enjoy the outdoors by rambling and short walks.

They are interested in Paisley due to its proximity to Glasgow and have heard about its bid for UK City of Culture bid and are likely to have visited similar cities.

They will stay in a variety of accommodation including a mix of rural and city.

## Key areas:

81% England  
11% Scotland



London & South 30%  
North 23%  
Midlands 15%

## On holiday they like...

- To pack a lot in
- Get off the beaten track
- Hiking, rambling or short walks
- Try new things
- History & culture
- Authentic & unique

## Life during Covid

- Life Goes On
- Strong likelihood to take UK domestic breaks
- Leisure experiences and holidays are a chance to indulge
- They are willing to pay a premium and will be loyal to memorable destinations
- Unfazed by Covid

## Why Renfrewshire?

1. Unexplored city/town close to Glasgow
2. History & culture
3. Must see events



# Family Favourites

*“...As soon as we pulled up in the car, the kids were saying wow, this is amazing... We’ve really enjoyed it all, took so many pictures, the kids have had a great time.”*



The majority of family favourites visit Renfrewshire to attend an event. They often go out as a family and enjoy the cinema, live music, eating out and pantomimes.

Mostly aged between 25 to 44 years and all have children aged 0-15 years. The decision makers or information gatherers are mainly female (70%).

Aspiring Homemakers and Family Basics in Mosaic profiling.

## Key areas:

30% outwith Renfrewshire  
(Glasgow, Stirling, Motherwell,  
Ayr, Kilmarnock and Gourock)

70% Within Renfrewshire  
(Paisley, Bridge of Weir,  
Lochwinnoch, Langbank and  
Kilmacolm)

Central Scotland - 1 hour travel

## Events that attract family favourites

- Paisley Halloween Festival
- The Wee Spree
- Doors Open Day
- Sma' Shot Day
- Food and Drink (30% family programming)

## On a day out they like...

- To visit children's visitor attractions
- Free things to do
- To attend the cinema

## Life during Covid

- Struggling and Currently Constrained
- Low likelihood to take UK domestic breaks
- Hit hard by the pandemic, bills are a burden
- Leisure time offers respite and a chance to escape but budgets are dwindling
- Discount deals essential if holiday or paid-for activities are to be a reality in future.
- Ready to re-connect with previous lifestyle when normality returns

## Why Renfrewshire?

1. Event offer / day out for kids
2. Family friendly facilities (parking, toilets, affordable food & drink)
3. Free events



EveningTimes

CLYDE1



# Local advocate

*“...I have lived in Elderslie all my life and I never realised I had all these stunning walking trails on my doorstep...”*



## Key area Renfrewshire

They enjoy showing off what their home town has to offer.

## On holiday they like...

- Spending time with friends and family
- Photography
- Architecture
- Being outdoors in nature

**Local advocates live in Renfrewshire, span across all age brackets, may be single or in a relationship or have children. They fall under one of two categories.**

1. Residents who enjoy exploring their home town and willing to experience new adventures. They may not have previously done this however lockdown 2019/20 allowed them to rediscover what they have on their doorstep.
2. Locals who have friends and family visiting and who are looking for something to do to entertain them. Their itinerary is dependent on the audience their visitors fall under. They will have either previously experienced an attraction or rely on a recommendation before visiting.

## Life during Covid

- Struggling and Currently Constrained
- Low likelihood to take UK domestic breaks
- Hit hard by the pandemic, bills are a burden
- Leisure time offers respite and a chance to escape but budgets are dwindling
- Discount deals essential if holiday or paid-for activities are to be a reality in future.
- Ready to re-connect with previous lifestyle when normality returns

## Why Renfrewshire?

1. Photographic views - scenery & landscapes / Instagramable locations
2. Discovering new local places
3. Events: Food & Drink Festival, Doors Open Days, and Halloween

