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**To: Economy & Jobs Policy Board**

**On: 20 May 2015**

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**Report by: Director of Development and Housing Services**

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**Heading: Paisley Heritage Asset Strategy and Town Centres Operating Budget 2015/16**

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**1. Summary**

- 1.1. Paisley and the town centres of Renfrewshire are vital to the communities and the economic performance of all of Renfrewshire.
  - 1.2. This report sets out the proposed Operating Budgets for the Paisley Heritage Asset Strategy and for all of Renfrewshire's Town Centres and Events activity during 2105/16.
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**2. Recommendations**

- 2.1 It is recommended that the Board:
    - i. Agrees the 2015/16 Operating Budget for the Paisley Town Centre Heritage Asset Strategy and the Town Centres Events Programme.
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**3. Background**

- 3.1 Renfrewshire Council has committed significant resources to drive forward and support Town Centre Regeneration. This includes an exciting Events Programme, festivals and displays and a variety of capital investment plans that demonstrate the important role that Town Centres play in the economic, social and cultural wealth of our communities.

- 3.2 In this respect in February 2103, £1m was committed by the Council to progress investment in cultural and heritage assets with a further £2m added in February 2014. At the same time some £500,000 was made available to support an enhanced events and tourism programme.
- 3.3 The delivery of the Heritage Asset Strategy is now entering its second year and this will see a strong drive towards key investment projects including the refurbishment of Paisley Museum, the restoration of the Russell Institute and the progression of the TH/CARS 2 programme. These matters are referred to in more detail in a separate paper to this Board.
- 3.4 At the same time as the capital investment plans and the broader workstreams, including the City of Culture 2021 bid develop, the activity of the Town Centres Events team will also increase and additional resources will be required. Further detail on the Town Centres and Events operating programme is provided at section 4.
- 3.5 While the delivery of the Heritage Asset Strategy programme will extend into future years, the resources required to deliver the programme for 2015/16 are summarised in Table 2 below.

Table 1 Projected Paisley Town Centre Heritage Asset Strategy Budget 2015/16

<b>Workstreams</b>	<b>2015/16</b>
<b>Establish Paisley as a significant visitor destination:</b>	£350,000
Including the development of feasibility/business cases and design, sourcing external funding and partnerships for projects such as Paisley Museum.	
<b>Extending regeneration benefits through the town centre:</b>	£175,000
Including the development of feasibility/business cases, sourcing external funding, partnerships and grants for projects including the Paisley Design and Fashion Centre, relocation of Museum stores, Townscape Heritage / Conservation Area Regeneration, property improvements and heritage walks.	
<b>Develop community, business and cultural activity and use of the heritage asset base:</b>	£25,000
Projects including, Paisley Volunteers Scheme, feasibility studies and business planning on the establishment of delivery partnerships/ companies/ trusts.	
<b>City of Culture, promotion, marketing, events</b>	£385,000
Establishing the City of Culture team and Activity geared to the rebranding of Paisley as a heritage destination, connecting the offers of Paisley and the wider Renfrewshire area and delivering a unified marketing and events strategy. All with the long term ambition of achieving City of Culture status.	
<b>Management, support and communications:</b>	£200,000
Programme and project management, specialist advice commissions, media, exhibitions and publications.	
<b>TOTAL</b>	<b>£1,135m</b>

- 3.6 Members will also be aware that Council has committed a further £5.833m to support the Councils economic regeneration plans through ambitious investment plans in Paisley's heritage assets. A future report to the Board will set out the revenue and capital expenditure of this funding in due course.

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#### **4. Town Centres and Events Programme 2015/16**

- 4.1 Events and the tourism income that they generate are a valuable part of the cultural, social and economic fabric of Renfrewshire. The aim is to deliver an impressive and exciting year long events programme that is vibrant, lively and impresses both residents and visitors.
- 4.2 Appendix 1 sets out those events being led by the Council and the Town Centres and Events Team are working increasingly with partner organisations and communities to develop a Renfrewshire wide calendar of events.
- 4.3 Table 4 shows the Town Centres and Events Operating Programme for 2015/16.

**Table 4 Town Centres and Events Operating Programme 2015/16**

<b>Workstreams</b>	<b>2015/16</b>
<b>Events &amp; Activities</b>	<b>£482,000</b>
As described in Appendix 1	
<b>Managing Vitality</b>	<b>£112,000</b>
Initiatives throughout the year that increase visitor numbers and enhance amenity	
<b>Tourism &amp; Marketing</b>	<b>£161,000</b>
Develop of an action programme arising from the Renfrewshire Tourism Framework	
<b>Management Resources &amp; Communications</b>	<b>£243,000</b>
Resources to secure an Events team to deliver an enhanced events programme.	
<b>Town Centres &amp; Events Programme – Total</b>	<b>£998,000</b>
<b>Funding Source</b>	
Council Approved Resources	£114,000
Development & Housing Services (Service Budgets)	£884,000
<b>Town Centres &amp; Events Funding</b>	<b>£998,000</b>

## Implications of the Report

1. **Financial** – All funding of all projects and workstreams is being undertaken utilising the approved Council budgets for the implementation of the Paisley Heritage Asset Strategy, approved by Council in February 2014 and February 2015. The monitoring of this budget is undertaken by the Project Steering Board. Significant external resources are being sought to supplement this budget.
2. **HR & Organisational Development** – New posts are required within the Town Centres and Events Team utilising the budgets set out above. These will be confirmed to a future Council or Board meeting.
3. **Community Planning** –  
**Jobs and the Economy** – The strategy will contribute to making Renfrewshire one of the best locations in Scotland to invest, in terms of its people, businesses and local communities.
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. 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** - None
9. **Procurement** – None
10. **Risk** - The programme actively monitors key risks and issues associated with delivery in accordance with the Council's Project Management Framework.
11. **Privacy Impact** – None.

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## List of Background Papers

- (a) Report to Economy and Jobs Policy Board, 29 January 2014, Paisley Heritage Asset Strategy
- (b) Report to Economy and Jobs Policy Board, 21 May 2014, Paisley Heritage Asset Strategy: Progress Report 1
- (c) Report to Economy and Jobs Policy Board, 21 May 2014, Town Centres and Events Operating Budget 2014/15

- (d) Report to Economy and Jobs Policy Board, 3 September 2014, Paisley Heritage Asset Strategy: Submission of Funding Applications
- (e) Report to Economy and Jobs Policy Board, 19 November 2014, Paisley Heritage Asset Strategy: Progress Report 2

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## **Appendix 1 - Council Led Events Programme 2015**

### **All Renfrewshire**

Doors Open Day	5 - 6 September
Mission Discovery	29 June – 3 July

### **Johnstone Town Centre**

Johnstone Town Hall Opening Event	16 May
Fire Engine Rally	15 August
Christmas Lights	21 November

### **Paisley Town Centre**

Paisley Real Ale Festival/Paisley Food Festival	22-25 April
StreetVelodrome	30 May
Sma Shot Day	4 July
National Youth Cycling race	12 July
Paisley Pipe Band Competition	18 July
The Spree	9 – 17 October
Halloween Festival	30 – 31 October
Fireworks	7 November
Christmas Lights	14 November
RSNO 'Takeover' Paisley	March-October

### **Renfrew Town Centre**

Christmas Lights	28 November
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