

**To: Leadership Board**

**On: December 4, 2019**

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**Report by: Chief Executive**

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**Heading: Renfrewshire Visitor Plan 2018-2021 – Year 2 update**

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**1. Summary**

- 1.1 The Renfrewshire Visitor Plan to 2021 was approved by Leadership Board in December 2017 and a Year 1 updated provided in December 2018, with mid-year progress reported in June 2019. The report presented provides members with a detailed overview of Year 2 activity and progress against the strategy targets.
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**2. Recommendation**

- 2.1 Members are asked to note Year 2 progress at **Appendix 1 and 2**. A further progress report will be brought back to Leadership Board in December 2020.

**3. Background**

- 3.1 The Renfrewshire Visitor Plan was developed in consultation with national tourism partners and the local sector and was approved by Leadership Board in December 2017. It runs to 2021. The sector identified a number priority actions for inclusion in the plan:
- Establish a tourism business network
  - Share data and insights
  - Improve the attractiveness of entry points to the region
  - Increase support for volunteer-led attractions
  - Improve the consistency in seasonality and extend opening hours

- Create new products, trails and itineraries to spotlight all of Renfrewshire
- Improve facilities and itineraries for Travel Trade

3.2 The marketing and communications service has four specific key objectives in relation to the visitor plan:

- To lead the ongoing development of Renfrewshire's Visitor Plan to 2021 and manage the delivery model
- To lead the development and implementation of the destination brand and manage destination marketing
- To lead the strategic development and delivery of major events
- To lead the development of an active industry network, coordinating funding, knowledge share and business growth opportunities and linking to the national agencies

3.3 Delivery of the wider visitor plan and achieving 2021 targets is driven through seven strategic portfolios, led by officers who represent various council services and sit on the council's internal tourism development group. Quarterly progress is reported to the Tourism Sub-Group (a sub-group of the Renfrewshire Economic Leadership Panel) – created to examine tourism sector performance and provide a platform for cross-sector destination development. Membership of the Tourism Sub-Group includes senior stakeholders in the tourism sector and is chaired by the General Manager of the Holiday Inn, Glasgow Airport.

#### 4. **2019 progress against objectives**

4.1 The Visitor Plan identified 5 objectives and a series of targets to grow Renfrewshire's visitor economy:

- Increase destination marketing to grow opportunities to see or hear (OTSH) something positive about Renfrewshire as a visitor destination  
2019 Update: *The 2020 target of 120million OTSH per year was exceeded with 177million OTSH achieved in 2019. The Paisley.is website is performing very well with 554,646 page views year-to-date in 2019, exceeding the 2020 target of 250,000 page views.*
- Increase visitor numbers by 4% year on year  
2019 Update: *Day visits to Renfrewshire have increased from 2.25 million to 2.41 million, with holiday nights also increasing from 37,000 per annum to 50,000 per annum. Visits to local attractions monitored by the Moffat Centre have decreased from 1.76m to 1.36m in 2019 – reflecting a City Region trend. Specific contributors to Renfrewshire's figures include the closure of Paisley Museum as part of its £42million transformation, and new visitor counting methodology being implemented at a key commercial attraction.*

- Increase visitor spend in Renfrewshire by £31m by 2020  
2019 Update: *Day visitor spend is expected to reach the 2020 target of £70m, with £60.8m per annum reported in 2019, compared to £51m in 2018. Overnight visitor spend has fallen from £11m to £8m – despite holiday nights increasing. Further analysis of the VisitScotland data is ongoing to establish the correlation between holiday nights and overnight visitor spend.*
- Enhance the visitor experience in Renfrewshire by building capacity and developing a quality product  
2019 Update: *183 trainees are now registered on Paisley Welcomes customer service excellence and product familiarisation training and a further 3 new visitor products have been developed. This has included 2 new products for Travel Trade and a new consumer-facing product – The ‘Wallace Begins’ trail. The Council’s visitor events programme has continued to grow, with Paisley Food Festival, The Spree and EventScotland supported Halloween Festival all increasing visitor numbers and listing at UK must-see events. The overall visitor impression rating has increased marginally from 6.4/10 to 6.47/10.*
- Support tourism business growth and collaboration  
2019 Update: *51 businesses and agencies are now actively engaged in a tourism business network and 33 tourism and hospitality companies have been assisted through business support - 4% of total council business support provision. The Renfrewshire Economic Leadership Panel Tourism-sub group is now formally established as the strategic forum for industry and have co-created the annual action plan, with tourism identified as a key growth sector in Renfrewshire’s Economic Strategy.*

Detailed progress on the Visitor Plan objectives is outlined in **Appendix 1**.

## 5. 2019 highlights and activity overview

- Renfrewshire’s Economic Strategy launched in October and identified Tourism as a key growth sector and new dimension to Renfrewshire’s economy.
- Year 2 of the destination marketing brand has been implemented in full – generating 177million OTSH something positive about Renfrewshire as a destination. Destination brand activity has generated 3,644 positive media articles with a PR value of £6.8 million. 12 familiarisation visits from travel media were supported (**see Appendix 3**).
- 5 visitor campaigns were delivered in spring/summer and autumn/winter, in partnership with VisitScotland, to promote Renfrewshire attractions, days out

and events to a national audience. Campaigns linked Renfrewshire product and areas of sector investment with key target audiences within the VisitScotland portfolio and visiting travel media (**campaign analysis see Appendix 3**).

- Official visits from Malcolm Roughead OBE, Chief Executive of VisitScotland and Lord Thurso, Chair of VisitScotland have increased Renfrewshire's profile and initiated discussions on how VisitScotland can support the development and re-opening of Paisley Museum.
- Attendance at VisitScotland Expo supported the launch of two new products for Travel Trade, with attendance confirmed in 2020 to launch Paisley Museum. Paisley Is was represented at the 2019 World Travel Market, strengthening our relationship with VisitBritain and international travel media.
- Supported by Digital Tourism Scotland, we launched the 'Wallace Begins' trail to a consumer audience – 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 (**see Appendix 3**).
- Collaboration with international fashion house Hermes in early 2019 produced a branded '*Paisley from Paisley*' scarf and jewellery collection, sold world-wide and generating significant media coverage (**see Appendix 4**).
- Publicity for Paisley Museum achieved national and international coverage through specialist and mainstream media (**see Appendix 4**).
- The council's visitor events programme continues to grow and achieve national recognition. 4 major visitor events were successfully delivered: Paisley Food and Drink Festival, British Pipe Band Championships, The Spree and Paisley Halloween Festival (**see Appendix 5**).
- The EventScotland supported Halloween Festival was attended by 41,000 and achieved UK-wide and international media coverage - listing with Halloween events from around the world pre and post event and has been shortlisted for the second time for a VisitScotland Thistle Award.
- The Spree was extended again in 2019 to include Wee Spree, attended by over 2,000 children, and the popular Spree for All fringe programme, which was extended across Renfrewshire towns and villages and saw 2,500 people attend events across Lochwinnoch, Johnstone, Kilbarchan, Renfrew and Paisley. 12,274 people attended the festival in total, delivering a combined economic impact of £410,000.
- Volunteer-reliant heritage attractions across Renfrewshire are benefiting from dedicated support through the regeneration team and the Great Places Scheme – the first of its kind in Scotland. Five partnerships have been



identified for 2020; Paisley Abbey, Sma' Shot Cottages, Thread Mill Museum, Lochwinnoch Arts Festival and Inchinnan Historical Interest Group.

- An increasing number of Renfrewshire tourism businesses are now actively engaged in a tourism network and benefitting from access to industry events, training and support. A rolling programme of engagement is timetabled and underway with support from Renfrewshire Chamber of Commerce, VisitScotland and Digital Tourism Scotland. 183 clients are now receiving Paisley Welcomes customer service excellence and product familiarisation training.
- We have improved our audience insights through the development of an online data hub, collating multiple visitor data sources to improve analysis of visitor information and behaviours and help to develop our audience. This is a new model not used by any other local authority in Scotland. This was enhanced through new visitor survey commissions and the reprofiling of existing surveys and will enable sharing and benchmarking of data across the sector.
- Led by West College Scotland, a Hospitality Skills Employer Forum was launched to place students into key tourism and hospitality businesses across Renfrewshire.
- Location filming in 2019 has included Outlander and Elizabeth is Missing (BBC), both in Paisley, and Channel 4's Deadwater Fell, starring David Tennant, filming in Kilbarchan, with follow up meetings with Scottish Screen scheduled in 2020.
- The destination website and marketing collateral (consumer and trade), was updated in 2020 and includes things to see and do visitor information, blogs, trip inspiration and new photography representing all Renfrewshire towns and villages.
- This year's Johnstone Christmas Lights Switch On event (November 30) has been included within 'St Andrew's Fair Saturday' programme. Participation in the programme provides an international and national platform to highlight the event's successful and exemplary fundraising and awareness raising activities delivered by St. Vincent's Hospice and Active Communities.

Detailed portfolio activity is included at **Appendix 2**.

## **6. Spotlight on targets**

Progress against 3 targets in the Visitor Plan require further explanation and will be monitored throughout 2020 and in the planning for Renfrewshire's visitor strategy from 2021.

- Visitors to events – The 2020 target for visitors to major events was projected prior to the UK City of Culture decision and included the hosting of a new annual music festival at St James Park. Due to site costs and economic impact analysis the event was not progressed. A review of the events programme commissioned in 2019 provides options for an alternative Paisley based festival in 2022. A full business case and funding package will be developed. Future event visitor numbers should include data from Renfrewshire Leisure and other commercial partners.
- The latest figures from VisitScotland/VisitBritain indicate that overnight spend in Renfrewshire is falling, despite an increase in holiday nights from 37,000 per annum to 50,000. This could be due to a greater number of stays being shorter overall in 2016-18 compared to 2015-17 i.e. more people were staying but only for one night, indicative of airport related stays. Further analysis will be required.
- Employment in tourism related industries – The Scottish Government publish employment statistics by sector annually, but two years in arrears. The figure reported in this year's report is therefore employment as at 2017. This is prior to the start of tourism development activity and the launch of the destination brand brought by the Renfrewshire Visitor Plan and more recently by the Economic Strategy. The figure for 2020 will not be available until 2022. Although showing a decline in the year, the figure of 5,700 shows a stabilising of employment in the sector having been above 5,500 over the previous 3 years and well ahead of the sector low point of 4,500 employed in 2012. The same 2-year lag in reporting applies to industry turnover.

## 7. Recommendation

- 7.1 Members are asked to note Year 2 progress at **Appendix 1 and 2**. A further progress report will be brought back to Leadership Board in December 2020.

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## Implications of the Report

1. **Financial** – none
2. **HR & Organisational Development** – none
3. **Community/Council Planning** –
  - *Our Renfrewshire is thriving* – promoting a positive image and reputation of Paisley, and Renfrewshire as a whole, in Scotland, the UK and internationally

- *Reshaping our place, our economy and our future* – implement our destination marketing plans | deliver a range of exciting and diverse events to increase visitor numbers and grow local event attendances

4. **Legal** – none
5. **Property/Assets** – none
6. **Information Technology** – none
7. **Equality & Human Rights** - The Recommendations contained within this report have been assessed in relation to their impact on equalities and human rights. No negative impacts on equality groups or potential for infringement of individuals' human rights have been identified arising from the recommendations contained in the report
8. **Health & Safety** – none
9. **Procurement** – none
10. **Risk** – none
11. **Privacy Impact** – none
12. **Cosla Policy Position** –not applicable

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#### List of Background Papers

- (a) Background Paper 1: Renfrewshire Visitor Plan 2018

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## Appendix 1: Renfrewshire Visitor Plan objectives and 2019 progress

Increase destination marketing to grow OTSH (opportunities to see or hear) something positive about Renfrewshire			
Impact measure	2018 update	2019 update	2020 target
Launch a new destination website and monitor unique page visits	<p>Destination website launched in March 2018 and endorsed by VisitScotland with Year 1 target of 100,000 unique visits. Year 2 target of 175,000 unique visits has already been exceeded:</p> <ul style="list-style-type: none"> <li>Website visits: 237,490 year-to-date</li> <li>Unique page visits: 190,808 year-to-date</li> </ul> <p><i>Figures: 8 March – 2 November 2018</i></p>	<p>Destination website endorsed by VisitScotland with Year 3 target of 250,000 unique visits exceeded:</p> <ul style="list-style-type: none"> <li>Website visits: 554,646 page views year-to-date</li> <li>Unique page visits: 438,003 unique page views</li> <li>198,363 users</li> </ul> <p><i>Figures: 1 November – 1 November 2019</i></p>	250,000 unique web visits.
Number of media familiarisation visits	<p>7 media visits completed:</p> <ul style="list-style-type: none"> <li>Ken Symon, Scottish Business Insider (visitor economy)</li> <li>Cat Harvey, BBC Radio Scotland (Travel)</li> <li>Scots Magazine (9-page travel feature)</li> </ul>	<p>12 familiarisation trips completed:</p> <ul style="list-style-type: none"> <li>Group influencer trip to Paisley Food and Drink Festival where nine social media influencers experienced the Food and Drink Festival, media familiarisation</li> <li>The Independent travel writer – Renfrewshire weekend and British Pipeband Championships.</li> </ul>	20 media visits per year placing Renfrewshire in national and international media.

	<ul style="list-style-type: none"> <li>• Reviewers from popular music blogs The Fountain, Louder Than War and RaveChild covered shows at The Spree.</li> <li>• ‘We’re the Millers’ family bloggers (10,000 subscribers) visited Paisley Halloween Festival.</li> </ul>	<ul style="list-style-type: none"> <li>• Dutch Golfers magazine, the largest golfing publication in the Netherlands visited Renfrewshire to experience Mar Hall and Gleddoch’s golf course and accommodation.</li> <li>• Working with VisitBritain, we hosted a Danish journalist for five days to experience Paisley and Renfrewshire as a visitor.</li> </ul>	
Positive coverage - opportunities to see or hear something positive about Paisley and Renfrewshire because of destination marketing – national, international and social media	<p>298 million OTSH year to date with PR value: £3.1 million.</p> <p><i>Figures: Nov 2 2017 – Nov 2 2018</i></p>	<p>177 million OTSH year-to-date</p> <p>Number of pieces of coverage: 3,644 – with PR value of £6.8 million</p> <p><i>Figures: Nov 1 2018 – Nov 1 2019</i></p>	120 million OTSH per year.
Partnership with VisitScotland	<p>Partnership activated with VisitScotland. This includes:</p> <ul style="list-style-type: none"> <li>• Paisley.is marketing materials displayed in iCentres – leaflets and digital screens</li> <li>• VisitScotland attendance and support at two Renfrewshire tourism business events</li> <li>• VisitScotland endorsement for Excellence in Tourism ROCCO award</li> <li>• Visit Scotland website copy and images refreshed on visitscotland.com</li> </ul>	<p>Partnership continued with VisitScotland. This includes:</p> <ul style="list-style-type: none"> <li>• Four digital marketing campaigns endorsed VisitScotland campaigns including Food and Drink festival, spring/summer, paisley Halloween and autumn/winter campaigns including Wallace Begins Trail</li> <li>• Site visit by Chair of VisitScotland, Lord Thurso to Paisley Museum</li> <li>• Official visit from Malcolm Roughead OBE, Chief Executive of VisitScotland, to our destination stand at EXPO</li> </ul>	Permanent profile for Renfrewshire within Visit Scotland digital and campaigns.

	<ul style="list-style-type: none"> <li>Digital marketing campaign in progress for Feb/March 2019</li> </ul>	<ul style="list-style-type: none"> <li>Paisley.is marketing materials displayed in iCentres – leaflets and digital screens</li> <li>VisitScotland attendance and support at two Renfrewshire tourism business events</li> <li>VisitScotland endorsement for Excellence in Tourism ROCCO Award</li> </ul>	
Partnership with Glasgow Life	Partnership focus on development of City Region destination marketing strategy with campaign partnership to be activated 2019.	Worked closely with Glasgow Life to support the delivery of regional content and promotion through social media channels	Permanent profile for Renfrewshire within People Make Glasgow digital and campaign.

Increase visitor numbers by 4% year on year			
Impact measure	2018 update	2019 update	2020 target
Visits to Renfrewshire attractions	<p>1.76 million, Scottish Visitor Attraction Monitor, Moffat Centre (2017).</p> <p><i>Across the City Region, Renfrewshire's growth was in third place out of eight.</i></p>	<p>1.36 million, Scottish Visitor Attraction Monitor, Moffat Centre (2018).</p> <p><i>Across the City Region four Local Authorities reported a decline, including Glasgow City. Renfrewshire's 2018 results were impacted by the closure of Paisley Museum &amp; Art Gallery mid-way</i></p>	1.99 million visits to Renfrewshire attractions

		<i>through the season as well as a major attraction changing methodology.</i>	
Visitors to events (from out with Renfrewshire)	29,752 visitors  (Culture Republic/James Law Research 2018)	29,945 visitors  (EKOS 2019)	100,000 visitors to events.
Day visits to Renfrewshire	2.25 million:  VisitScotland / Great Britain Day Visits Survey. (GBDVS, 2015-17)	2.41 million:  VisitScotland / Great Britain Day Visits Survey. (GBDVS, 2016-18)	3.32 million day-visits.
Holiday nights in Renfrewshire	37,000 per annum VisitScotland / Great Britain Tourism Survey.  (GBTS, 2015-17)  <i>Plus, an additional 19,000 holiday/leisure trips</i>	50,000 per annum VisitScotland / Great Britain Tourism Survey.  (GBTS, 2016-18)  <i>Plus, an additional 23,000 holiday/leisure trips</i>	55,000 holiday nights.
Partnership with Glasgow to promote Paisley product	Joint destination marketing strategy developed and approved by City Region Cabinet.	Implementation of strategy underway via City Region.	3 million visitors to Glasgow and wider region by 2023.



Increase visitor spend in Renfrewshire			
Impact measure	2018 update	2019 update	2020 target
Day visitor spend in Renfrewshire	£51.5.1 million per annum  VisitScotland / Great Britain Day Visits Survey (GBDVS, 2015 -17).	£60.8 million per annum  VisitScotland / Great Britain Day Visits Survey (GBDVS, 2016 -18).	£70 million
Overnight visitor spend in Renfrewshire	£11 million per annum  VisitScotland / Great Britain Tourism Survey (GBTS, 2015 - 17).	£8 million per annum  VisitScotland / Great Britain Tourism Survey (GBTS, 2016 - 18).	£14.6 million

Enhance the visitor experience in Renfrewshire by building capacity and developing a quality product			
Impact measure	2018 update	2019 update	2020 target
Customer-facing staff and volunteers undertaking customer service excellence training	Paisley Welcomes customer service excellence and product familiarisation training programme launched June 2018 - 73 trainees to date	Paisley Welcomes has been further developed - <ul style="list-style-type: none"> <li>• 183 trainees on the system</li> <li>• ScotRail partnership in development to rollout in 2020</li> <li>• Trainees include Glasgow Airport taxi desk and two Renfrewshire taxi companies as well as tourism businesses</li> <li>• Major event volunteers trained</li> </ul>	500 customer facing staff trained.

Increase our 'overall impression' visitor rating	6.4/10 (STR, 2018)	6.47/10 (STR, 2019)	8.0/10
Number of new itineraries and trails	3 new products developed: <ul style="list-style-type: none"> <li>Launched new Paisley Walking Trail – Regional</li> <li>Launched Renfrewshire, Great Things to See and Do – Scotland-wide</li> <li>Launched Four Paisley Architects</li> </ul>	3 new products developed: <ul style="list-style-type: none"> <li>The pattern that changed everything - travel trade itinerary</li> <li>The home of Scottish heroes - travel trade itinerary</li> <li>Wallace Begins Trail - Scotland-wide, consumer facing</li> </ul> 2 products refreshed with new content: <ul style="list-style-type: none"> <li>Paisley Walking Trail – Regional</li> <li>Renfrewshire, Great Things to See and Do – Scotland-wide</li> </ul>	8 new products developed and launched (cumulative)

Support tourism business growth and collaboration			
Impact measure	2018 update	2019 update	2020 target
Number of businesses actively engaged in a business network	34 businesses & agencies participating in network activity: <ul style="list-style-type: none"> <li>Two seminars supported by VisitScotland</li> <li>Two Scottish Enterprise Tourism Innovation &amp; Social Enterprise workshops</li> <li>Creation of Renfrewshire Economic Leadership Panel, Tourism Sub-group (industry Chair)</li> </ul>	51 businesses, partners and agencies participating in network activity: <ul style="list-style-type: none"> <li>One awareness session and two in-depth workshops by Digital Tourism Scotland</li> <li>Two seminars supported by VisitScotland</li> </ul>	80 businesses engaged.

	<ul style="list-style-type: none"> <li>• Establishment of Tourism Rocco Award</li> <li>• Paisley Welcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Renfrewshire Economic Leadership Panel Tourism Sub-group feedback incorporated into new Economic Strategy</li> <li>• New hospitality employer forum begun as result of above group and led by WCS; linking students with local hospitality businesses</li> <li>• Second year of Excellence in Tourism ROCCO Award</li> </ul>	
Employment in tourism related industries	<p>5,800</p> <p>Scottish Annual Business Survey (SABS, 2016), ScotGov.</p> <p><i>Note: (5,700 was reported but has been revised by SABS)</i></p>	<p>5,700</p> <p>Scottish Annual Business Survey (SABS, 2017), ScotGov.</p>	7,150
Tourism related industry turnover	<p>£158.8m</p> <p>Scottish Annual Business Survey (SABS, 2016), Scottish Government.</p> <p><i>Note: (£159.2 million was reported but has been revised by SABS)</i></p>	<p>£158.2m</p> <p>Scottish Annual Business Survey (SABS, 2017), ScotGov.</p>	£210 million.

## **Appendix 2 – Renfrewshire Visitor Plan portfolio progress 2019**

<b>Portfolio 1</b>	<b>Leadership and Skills</b>	
<b>Portfolio summary</b>	<b>We will build our capacity as a region for tourism growth, developing skills, delivering customer service training and creating new partnerships</b>	
<b>Year 2 Projects</b>	<b>Progress</b>	<b>Impact and evaluation</b>
<b>Maximise private / public sector leadership and collaboration</b>	<p>The Renfrewshire Economic Leadership Panel Tourism Sub-group has become the strategic forum for industry and partner engagement</p> <ul style="list-style-type: none"> <li>• Co-created the visitor action plan for 2019 and contributed to new Economic Strategy</li> <li>• Developed new Hospitality Employer Forum, led by West College Scotland</li> <li>• Plans to establish a restaurateur industry group</li> </ul> <p>A programme of industry events was designed and implemented in 2019 – covering a range of themes, including VisitScotland campaigns, digital marketing and major events.</p>	<p>Regularly engaged and connected tourism sector, linked with key partners including VisitScotland, Renfrewshire Chamber of Commerce and Paisley First – increasing partnerships and knowledge and data share - 51 businesses participated in sector events during 2019.</p> <p>Tourism formally identified as a new dimension to the Renfrewshire economy providing focus for sector growth.</p> <p>Increased awareness and area readiness for major events, providing an end-to-end visitor experience</p>
<b>Expand Paisley Welcomes customer service programme</b>	<p>Paisley Welcomes module continues to be updated to reflect new product information and is key information source for Renfrewshire’s tourism sector, including what’s on information. The system has established itself as single point of truth for the sector.</p>	<p>Improved customer service and end-to-end visitor experience through a well-informed sector and appropriate cross-promotion of visitor activity.</p> <ul style="list-style-type: none"> <li>• 183 trainees are the system, including Glasgow Airport taxi desk, Renfrewshire taxi companies.</li> <li>• 36 Event Volunteers have been trained and accredited.</li> <li>• Heritage attractions engaged including Sma’ Shot Cottages, The Heritage Centre, and town centre tour guides.</li> </ul>
<b>Build our local tourism capacity and profile through</b>	<p>Continued to provide support and advice to tourism and hospitality sector through Economic Development Team, Tourism Officer and Marketing and Communications Team:</p>	<p>Resilient and connected tourism business base with 33 businesses assisted in 2019 and good participation across events and development support:</p>

<b>business support and advice</b>	<p>Secured and delivered workshops from national skills development programme and Digital Tourism Scotland. Business support workshops included: digital skills, customer care and Digital Boost.</p> <p>Ongoing business support being provided through Business Gateway and Business Growth teams, as well as Tourism Officer and Great Places Scheme Officer.</p>	<ul style="list-style-type: none"> <li>• Digital Tourism Scotland sessions - 42</li> <li>• Business workshops - 12</li> <li>• DigitalBoost - 1</li> <li>• Marketing support - 1</li> <li>• Growth Company Development Funding for Business expansion - 2</li> <li>• Business opportunities events – 51</li> </ul> <p>LEADER funding has supported 2 Renfrewshire projects through grant funding to support the development of luxury lodges:</p> <ul style="list-style-type: none"> <li>• Larch Green Lodges (promoting renewable energy):</li> <li>• Nethermill Lodges</li> </ul>
<b>Build a skills pipeline to meet anticipated growth in the sector</b>	<p>Established a new Employer Forum hospitality skills initiative led by West College Scotland, borne out of the Renfrewshire Economic Leadership Panel Tourism Sub-group. Initiative links further education with businesses in Renfrewshire and places local students in local hospitality businesses.</p>	<p>Impact and evaluation will be available in 2020 against the following aims:</p> <ul style="list-style-type: none"> <li>• To grow and retain locally trained talent within the region</li> <li>• Actively address skills gaps identified by industry</li> <li>• Strengthen employability partnership to support inclusive growth</li> </ul>

<b>Portfolio 2</b>	<b>Destination Development</b>	
<b>Portfolio summary</b>	<b>We will support business development and build sense of place</b>	
<b>Year 2 Projects</b>	<b>Progress</b>	<b>Impact and evaluation</b>
<b>Improving the visitor journey</b>	<p>Engagement sessions held with public transport providers on area connectivity.</p> <p>A package of ambassador route improvements identified to make the entry points to Renfrewshire more attractive; application submitted to Transport Scotland Low Carbon Travel and Transport Challenge Fund Round 3 – expected April 2020. Renfrew Road pilot undertaken.</p> <p>The digital visitor journey has been enhanced through positioning of inspirational content, packages and itineraries on <a href="http://www.Paisley.is">www.Paisley.is</a> and through key partnerships.</p>	<p>Renfrew Road pilot resulted in a range of environmental and infrastructure improvements at main access point to the area, including improvements to signage and lighting.</p> <p>Digital journey - visitors to Renfrewshire are better equipped to plan their visit in advance and link to related attractions and places of interest – with website traffic increasing from 237,490 web visits in 2018 to 554,646 web visits and 198,363 users in 2019 Source: <i>Google Analytics</i></p>
<b>Implement a package of interventions to promote Paisley and maintain visitor footfall during major capital infrastructure works</b>	<p>Established a dedicated point of contact to develop positive links between the council and traders and local venues. Projects include:</p> <ul style="list-style-type: none"> <li>• Retail academy</li> <li>• Spend Local marketing campaign for Paisley, Johnstone and Renfrew</li> <li>• Paisley Welcomes customer care scheme</li> <li>• Retail development workshops</li> <li>• Monthly trader surgeries</li> <li>• Paisley Town Centre newsletter</li> <li>• Re-programming of events to enhance economic benefit to High Street businesses</li> </ul>	<p>Resilient, engaged and well-informed business base</p> <p>1,700 subscribers to Town Centre Newsletter (monthly)</p> <p>Traders pro-actively involved in major events including hosting programme;</p> <ul style="list-style-type: none"> <li>• Sma Shot Day – 10 activities hosted</li> <li>• Paisley Halloween Festival – 6 workshops hosted</li> <li>• Paisley Christmas Lights Switch-on – 6 workshops hosted</li> </ul> <p>Feedback from businesses reported a positive trading environment during Food Festival, Paisley Halloween Festival &amp; Christmas lights.</p> <p>Sma' Shot Cottages recorded a year on year increase during July of 210% specifically because of re-location of Sma Shot Day festivities.</p>

Portfolio 3	Destination marketing	
Portfolio summary	We will capitalise on the positive profile of the area generated by Paisley's 2021 campaign and market Renfrewshire nationally and internationally	
Year 2 Projects	Progress	Impact and evaluation
Develop partnerships to increase share of voice nationally and internationally (B2C and B2B) and deliver engaging campaigns	<p><b>Delivered 5 consumer campaigns</b> Implemented visitor campaigns in partnership with VisitScotland to drive traffic to Paisley.is and align Renfrewshire product with VS audience segments (<b>see Appendix 3</b>):</p> <ul style="list-style-type: none"> <li>Food and Drink Festival - 2 to 4-hour drive-time day trippers: engaged sightseers, natural advocates and food-loving culturalists.</li> <li>Spring/summer visitor campaign targeting 1 to 2 hour drive-time day trippers: adventure seekers and natural advocates, and 2 to 4 hour drive-time overnight visitors: engaged sightseers, food-loving culturalists, curious travellers. Products: Renfrewshire outdoors, best alternative city breaks, spa weekends, 48 hours in Paisley and Easter family fun.</li> <li>Paisley Halloween Festival - 1 – 2 hour drive-time audiences: day trippers, adventure seekers and families.</li> <li>Autumn/winter visitor campaign with VisitScotland endorsement: Spa breaks - 1-2 two-hour day trippers: food-loving culturalists,</li> <li>Wallace Begins Trail - 2-hour drive engaged sightseers</li> </ul> <p><b>Developed collateral for trade and consumers</b> Inclusion of Renfrewshire product through VisitScotland consumer and trade messaging:</p> <ul style="list-style-type: none"> <li>iCentre advertising Scotland-wide</li> <li>Visit Scotland Regional guide</li> <li>Exhibitor at Visit Scotland Expo 2019 and confirmed for 2020</li> <li>Renfrewshire web content updated on VisitScotland.</li> </ul> <p><b>City Region marketing</b> - implementation of City Region marketing strategy plan in partnership with Glasgow Life &amp; development of regional content and promotion through social media channels.</p>	<p><b>Consumer campaigns</b> Endorsement by Visit Scotland has generated national awareness and increased international trade links</p> <p>VisitScotland paid for visitor campaign has been analysed and generated over 5.7 million impressions of the Paisley Is brand, building brand awareness and profile, and over 30,000 click through to <a href="http://www.paisley.is">www.paisley.is</a>:</p> <ul style="list-style-type: none"> <li>Food and Drink Festival: 755,685 impressions 5,064 clicks</li> <li>Spring / Summer: 2,826,660 impressions 5,673 clicks</li> <li>Halloween: 927,165 impressions 8,044 clicks</li> <li>Autumn / Winter: 1,228,944 impressions 13,600 clicks</li> </ul> <p>Audience numbers for Food Festival up from 15,000 to 19,750 with Halloween attendance up from 34,000 to 41,000.</p> <p><b>Consumer collateral</b> Reprint and distribution of Paisley.is marketing literature, google ad word campaign, Herald panorama, Evening Times supplements, inflight magazines (LoganAir and Glasgow Airport), Paisley is branded taxi, tourist, bedroom brochures and social media content.</p>

	<p><b>Phase 1 of Scotrail partnership delivered:</b></p> <ul style="list-style-type: none"> <li>• Halloween Festival - Scotrail social media channels</li> <li>• Advertising across main urban and commuter routes across the region</li> </ul>	<p>Scotrail commuter advertising for 2019 British Pipe Band and Paisley Halloween Festival reached 700,000 commuter audience.</p>
<p><b>Building the profile of Paisley and Renfrewshire as a visitor destination</b></p>	<p><b>4 national PR campaigns delivered to support major visitor events</b> Strategic PR campaigns designed and implemented to support Food and Drink Festival, Halloween Festival, British Pipe Band Championships and The Spree Festival. Coverage generated across digital, broadcast and targeted press.</p> <p><b>Reached UK and International audiences</b></p> <ul style="list-style-type: none"> <li>• Delivered 12 media familiarisation trips from UK and international press showcasing key Paisley and Renfrewshire propositions</li> <li>• Management of London-based PR has increased brand profile with Visit Britain, and increased brand placement in travel media. This included Paisley.is being represented at the World Travel Market 2019.</li> </ul> <p><b>Carried out brand analysis and benchmarking to identify opportunities for future development</b></p> <ul style="list-style-type: none"> <li>• Independent assessment of <a href="http://www.paisley.is">www.paisley.is</a> undertaken by VisitScotland and included search engine optimisation (SEO) audit and user experience (UX) evaluation. A website improvement plan has been developed to deliver recommendations.</li> </ul>	<p><b>PR campaigns – Nov 2018 - 2019</b></p> <ul style="list-style-type: none"> <li>• generated 177 million OTSH year-to-date against annual target of 120 million.</li> <li>• 3,644 individual media articles with a PR value of £6.8 million.</li> <li>• 12 media familiarisation trips – UK and international travel press (see Appendix 3)</li> </ul> <p><b>Website statistics – Nov 2018 - 2019</b></p> <ul style="list-style-type: none"> <li>• 554,646 page views</li> <li>• 438,003 unique page views</li> <li>• 198,363 users</li> </ul> <p>Source: <i>Google Analytics</i></p> <p><b>Social media reach and impressions</b></p> <ul style="list-style-type: none"> <li>• Facebook and Twitter - 3.9m (3,876,417)</li> <li>• Instagram average monthly reach - 10,538</li> <li>• Total audience = 5,619</li> </ul> <p>This includes Paisley.is, Paisley Halloween Festival, the new Paisley Food and Drink Festival and The Spree festival Instagram accounts</p>



<b>Portfolio 4</b>	<b>Product development</b>	
<b>Portfolio summary</b>	<b>We will create world-class visitor experiences and remove accessibility barriers.</b>	
<b>Year 2 Projects</b>	<b>Progress</b>	<b>Impact and evaluation</b>
<b>Develop new itineraries that package and link Renfrewshire attractions for key target audiences</b>	<p><b>Council-led product development</b></p> <ul style="list-style-type: none"> <li>Two travel trade itineraries developed for VisitScotland EXPO 2019; <i>The Pattern that Changed Everything</i> and the <i>Home of Scottish Heroes</i> (William Wallace and the Bruce/ Stewart dynasty).</li> <li>Consumer facing William Wallace itinerary developed for autumn 2019 via Digital Tourism Scotland; The Wallace Begins Trail launched with a partnership marketing campaign with VisitScotland (<b>see Appendix 3</b>)</li> <li>Wallace Begins Trail development has resulted in a partnership with the National Wallace Monument in Stirling, who are promoting Wallace Trail</li> <li>Expanded visitor events programming with additional investment in Food Festival, British Pipe Band Championships, The Spree and Paisley Halloween Festival, supported by EventScotland.</li> </ul> <p><b>Heritage product development</b></p> <ul style="list-style-type: none"> <li>Paisley Abbey introduction of paid-for guided tours.</li> <li>The Secret Collection has expanded its tour offering to four per week.</li> </ul> <p><b>Sector-led product development:</b></p> <ul style="list-style-type: none"> <li>Permission granted for a new 196 bed hotel at Glasgow Airport.</li> <li>Designs approved for converting St James House, Paisley, into a hotel</li> <li>2 new eco-lodges at Langbank.</li> <li>Ingliston Country Club venue development, plus 'Fest' events</li> <li>Stanely Apartments doubled portfolio, expanding from 2 to 4 properties.</li> <li>Open Road Tours have invested £500,000 to extend luxury campervan fleet.</li> <li>Gleddoch House Hotel - £1.5 million investment including Spa, golf driving range, upgrades to golf course. Secured 4 awards at Regional Scottish Hotel Awards including Best Country House Hotel and Best Hotel Whisky Bar.</li> <li>Bowfield Hotel and Country Club – investment in Spa offer.</li> <li>Mar Hall – investment in Spa offer.</li> </ul>	<p>The impact of 2019 product development will be monitored through visitor survey and attractions monitor and reported in December 2020.</p>

<p><b>Build national profile of Paisley Museum Reimagined</b></p>	<p><b>Establish Charitable Fundraising Trust</b>  Paisley Museum Reimagined Ltd received charitable status in April 2019. Trustees and high profile Patrons recruited to lead and promote Capital Appeal. Visual brand created and fundraising website will launch in January 2020.</p> <p><b>Build VisitScotland and travel trade awareness</b>  Paisley Museum confirmed as key product at VisitScotland EXPO 2020.</p> <p><b>Delivered a UK-wide PR campaign to build profile of the project:</b></p> <ul style="list-style-type: none"> <li>• National and international coverage on launch of 'Paisley from paisley' collaboration with Hermes - featured on BBC Scotland, The Guardian, and international fashion magazine Harper's Bazaar <b>(see Appendix 4)</b>.</li> <li>• Museum design revealed: international reach through world's best-read architecture website ArchDaily, international design and art publications designboom, Blooloo and Apollo, plus sector-leading publications Museums Journal and Architects Journal.</li> <li>• UK and Scottish news media coverage secured - The Times, Mail Online, The Sun, STV, Scotsman, Metro, the I and Daily Express. PR milestones included coverage included project funding announcements and planning permission granted <b>(see Appendix 4)</b>.</li> </ul>	<p>2019 media reach for Paisley Museum - 15 million OTSH, with 300 media mentions.</p>
<p><b>Support volunteer-reliant heritage attractions</b></p>	<p><b>Year 1 of Great Places Scheme delivered</b> – aiming to build capacity in community groups who have a stake in representing Renfrewshire's heritage and culture.</p> <ul style="list-style-type: none"> <li>• Ongoing registration of heritage organisations to the Great Place Scheme</li> <li>• Survey completed to identify skills gaps within Heritage attractions to enable targeted support that will build capacity and sustainability.</li> <li>• 50 organisations will be selected to participate in The Organisation Development programme to address key skills gaps</li> <li>• The scheme brings together organisations who can collaborate on joint projects and activities, with a possibility of accessing event funding in 2020.</li> <li>• Secured partnership with Engage Renfrewshire to match volunteers to key opportunities with identified heritage bodies. A Renfrewshire-wide volunteering campaign will launch in 2020.</li> </ul>	<p>Dedicated support to build capacity and to professionalise heritage attractions:</p> <p>63 organisations have been registered and 43 highlighted for support over the next 12 months.  5 key partners have been identified for specific support:</p> <ul style="list-style-type: none"> <li>• Paisley Abbey</li> <li>• Sma' Shot Cottages</li> <li>• Paisley Thread Mill Museum</li> <li>• Lochwinnoch Arts Festival</li> <li>• Inchinnan Historical Interest Group</li> </ul>

	<ul style="list-style-type: none"> <li>Website in development to create networked heritage resource that will work with Paisley.is to raise the profile of heritage attractions – April 2020 launch</li> </ul>	
<b>Develop food and drink product</b>	<p><b>Produced and delivered Paisley Food and Drink Festival</b> - successfully delivered Festival in partnership with Platform and reached a national media and visitor audience.</p> <p><b>Increased profile of local restaurants and cafes through major events programme</b> Activity has focused on creating more opportunities for local food and drink businesses to participate in the annual events programme. This included opportunities for cafes and restaurants to host activities on site as part of major events.</p> <p>All media and influencer familiarisation trips have included visits to local restaurants and cafes.</p> <p><b>Taste Our Best VisitScotland</b> 3 Renfrewshire businesses are being supported to sign up to VisitScotland Taste Our Best Quality Assurance Scheme.</p> <p><b>Great Place Scheme – Channels to Market</b> Preliminary work to develop a Food Strategy is underway, designed to reduce barriers for individuals to enter the food production market, develop Renfrewshire's food provenance and raise the area's profile as a food and drink destination.</p>	<p>Paisley Food and Drink Festival, listed as UK event and one of Scotland's largest outdoor food and drink festivals, with 19,750 attendees (25% from outside Renfrewshire).</p> <p>Event generated 118 pieces of positive media coverage and over 4.5m opportunities to see or hear something positive about Paisley.</p> <p>9 food and travel bloggers and influencers attended the 2019 festival.</p>

<b>Portfolio 5</b>	<b>Events &amp; Festivals</b>	
<b>Portfolio summary</b>	<b>We will drive the growth in visitor numbers to our events programme through implementation of the Renfrewshire events strategy</b>	
<b>Year 2 Projects</b>	<b>Progress</b>	<b>Impact and evaluation</b>
<b>Review events programme and national context of festival and events</b>	Review completed by Pete Irvine and an opportunity for a new multi-arts festival identified for 2022 as part of the final EventScotland themed year – The Year of Scotland’s stories.	A full business case will be developed in 2020
<b>Design and deliver the council’s 2019 visitors events programme</b>	<p>15 events were delivered by the council’s events team in 2019 – with an expected audience of 160,000. Four major visitor events were delivered, all achieving national media coverage and generating £2.8 million combined economic impact for Renfrewshire.</p> <ul style="list-style-type: none"> <li>• Paisley Food and Drinks Festival – 19,750 attendees (listed as UK food festival and most popular food festival in Scotland)</li> <li>• British Pipe Band Championships – 10,000 attendees</li> <li>• The Spree – 12,270 attendees (delivered ticket income of £65,000 and national media coverage, included ‘Wee Spree’ and ‘Spree for All’ – which took place across Renfrewshire venues)</li> <li>• Halloween Festival – 41,000 attendees (nominated for a VisitScotland Thistle Award and achieving international media coverage)</li> </ul>	<p>Full impact and evaluation of the 2019 visitor events programme can be found at <b>Appendix 5</b></p> <p>Programme will be expanded in 2020 to accommodate Radical War commemoration, Galway 2020 partnership and new event Colours of the Cart.</p>
<b>Establish mechanisms to develop and support new national-events for Renfrewshire</b>	<p>Successfully secured £36,000 EventScotland Themed Year Funding – Scotland’s Year of Coast and Waters to develop ‘Colours of the Cart’, a new event to be incorporated within Sma’ Shot Festival 2020.</p> <p>Positive relationship developed with Cycle Scotland, EventScotland and SweetSpot to identify opportunities to bring OVO Energy Tour Series to Paisley in 2022. Paisley identified as potentially viable venue for a leg of the Tour Series. This would require a minimum three-year commitment by the Council. Minimum indicative budget required £156,255 per annum for 3 years (figure does not include costs for pre and post event road cleaning and the cost of pre-event route preparation and maintenance). Proposal is cost-prohibitive.</p>	<p>Colours of the Cart will be evaluated in 2020.</p> <p>Proposal for a Renfrewshire-wide mass participation cycling event is being progressed by Renfrewshire Leisure.</p>

<b>Portfolio 6</b>	<b>Data and Insights</b>	
<b>Portfolio summary</b>	<b>We will improve our baseline data and profiling of visitors to Renfrewshire and share insights with the sector to improve customer journey, product and campaigns</b>	
<b>Year 2 projects</b>	<b>Progress</b>	<b>Impact and evaluation</b>
<b>Establish joint industry data hub</b>	A sector dashboard has been developed and is being tested with the industry through our Tourism Sector Group. This includes data from sources such as: Scottish Visitor Attraction Monitor (Moffat Centre); Paisley Visitor Survey (STR); Great Britain Day Visitor Survey (VisitBritain/ VisitScotland)	First full year of data will be available in June 2020

<b>Portfolio 7</b>	<b>Business tourism / MICE (Meetings, Incentives, Conferences, Events)</b>	
<b>Portfolio summary</b>	<b>We will identify opportunities that match the scale of Renfrewshire venues</b>	
<b>Year 2 Projects</b>	<b>Progress</b>	<b>Impact and evaluation</b>
<b>Development of market intelligence of the current business tourism market</b>	<p>Commissioned market analysis to support business planning for retail and catering strands of Renfrewshire Leisure business.</p> <p>Business modelling and strategic planning are underway for development of conferencing and events at Paisley Town Hall, Paisley Arts Centre and Paisley Museum &amp; Art Gallery.</p>	Awaiting results of business modelling and commission – to be reported by Renfrewshire Leisure.



## Spotlight on William Wallace

The Wallace Begins Trail: A digital pilot to raise awareness of Renfrewshire's links with Scotland's National Hero ahead of the 25th anniversary of Braveheart in 2020.

[paisley.is/visit/wallace-begins/](https://paisley.is/visit/wallace-begins/)

Launched:  
11 September 2019

As at 6 November

- Total page views: 4,939
- 78% of users aged from 45 to 65+ years of age

Paisley

## The home of Scottish heroes

The Wallace and The Bruce—two of Scotland's greatest heroes find their personal histories intertwined with Paisley and Renfrewshire.

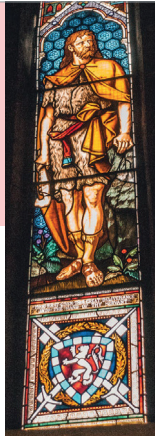
William Wallace, Scotland's Braveheart, was the son of an Elderslie knight and reputedly educated by the monks of Paisley Abbey. A monument to this hero of the medieval Wars of Independence stands in the village of Elderslie today. A series of sculpted plaques around the monument depict the key moments in Wallace's extraordinary life.

Renfrewshire's connections with the other great hero of that time, King Robert the Bruce, are more tragic.

His daughter, Princess Marjory, had been taken prisoner by the English after her father secured the vacant crown of King of Scots. Imprisoned in the Tower of London for years, the young woman was only released once her father and the Scots army had fought and won the battle of Bannockburn.

In 1315, Marjory was married to one of Bruce's most loyal lieutenants, Walter Fitzalan, the High Steward of Scotland. A monument to this hero of the medieval Wars of Independence stands in the village of Elderslie today. A series of sculpted plaques around the monument depict the key moments in Wallace's extraordinary life.

But the baby boy, Robert, would go on to be King Robert II of Scotland—the first of the Stewart kings and the founder of a dynasty which would rule Scotland for centuries to come.



### Wallace Birthplace Monument, Elderslie

Visit the traditional site of William Wallace's home in Elderslie and pay homage to a memorial erected to Scotland's national hero.

Famous for his battles against the tyranny of Edward I, this monument to Wallace comprises a series of sculpted plaques around a column reminiscent of a market cross, with each plaque illustrating a key moment in his life as Knight of Elderslie and Guardian of Scotland.

Wallace Birthplace Monument  
241 Main Road  
Elderslie PA5 5DN

### Paisley Abbey

Enjoy a visit to the jewel in Paisley's crown—an architectural gem with a storied history reaching back almost 900 years.

See a stunning series of stained glass windows (including one dedicated to Sir William Wallace), learn of the fascinating tales recovered from the Great Medieval Drain—and try and spot the gargoyles inspired by Ridley Scott's Alien movie!

Mon-Sat, 10am–3.30pm.  
Guided tours Tues and Thurs at 2pm.  
Free admission  
Paisley Abbey  
Abbey Close  
Paisley PA1 1UD  
0181 884 7654  
info@paisleyabbey.org.uk  
www.paisleyabbey.org.uk

### Renfrew Museum

Learn about the town known as 'the cradle of the Stewarts'—a dynasty which ruled Scotland for centuries.

This fascinating 4-star VisitScotland-rated museum tells the story of the former Royal Burgh of Renfrew from medieval times to the present day. Housed inside the stunning Disney Castle-style town hall building, it's a must-visit on your trip to Renfrewshire.

Mon–Fri, 9.30am–4.00pm  
Sat, 10am–2pm  
Free admission  
Renfrew Museum  
Renfrew Cross  
Renfrew  
PA4 8PF  
0121 300 300 110  
ren.alder@renfrewshire.gov.uk  
www.renfrewmuseum.co.uk

We're one of the best connected towns in Scotland. Paisley is less than 15 minutes from Glasgow by rail or road, and lies just off the M6 motorway.

With great cycle links and simple connections to our wonderful towns and villages—however you're travelling, getting here, and getting around, is easy.

www.paisley.is

Paisley



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What's On Blog Discover Live Invest Visit
Visit

## The Wallace Begins Trail

### Follow in the footsteps of Scotland's Braveheart!

William Wallace is famous the world over, and many tourists flock to Scotland to follow in the footsteps of Scotland's Braveheart. Wallace led Scotland in its first wars of independence in the 13th Century but did you know that Paisley and Renfrewshire play an integral role in the life of one of Scotland's most venerated heroes?

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What's On Blog Discover Live Invest Visit
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Scotland's Braveheart was born in the 1270s in Elderslie, Renfrewshire and although very little is known about the early years it is believed that young William was educated by the monks of Paisley Abbey. As the second son of a minor noble, Wallace may have been expected to become a priest. Of course, he didn't and instead played an integral role in the life of one of Scotland's most venerated heroes!

**Renfrewshire is the perfect start & end point for your Wallace Begins trail**

The Wallace Begins trail will take you through the national hero's journey from his birthplace in Elderslie, to Paisley Abbey, the National Wallace Monument and back to his final Scottish residence, Dumbarton Castle where he was held before he was hung, drawn and quartered in London.

**Wallace Begins one day trail**

Arrive in Renfrewshire. The night before for a sleep right night, life here a variety of accommodation options to support every type of traveller.

- 9am - Wallace Birthplace, Elderslie. Start your trail at the beginning of William Wallace's journey, his birthplace.
- 10am to 11.30am - Paisley Abbey. Paisley's medieval Abbey was a centre of learning and is believed to be William Wallace's school. Wallace was educated by the monks of Paisley Abbey. It also has a canteen and shop.
- 11.30am to 12.30pm - Lunch in Paisley. Stop for lunch in one of the town's many cafes or restaurants.
- 12.30pm to 1.30pm - Travel from Paisley to Stirling. Travel from Paisley to Stirling.
- 1.30pm to 3pm - The Wallace Monument (Seasonal opening hours). One of Stirling's most distinctive landmarks, it overlooks the scene of Wallace's victory at the Battle of Stirling Bridge.
- 3pm to 4pm - Travel to Dumbarton. Travel from Stirling to Dumbarton.
- 4pm - Dumbarton Castle (Seasonal opening hours). Follow the legend by heading to Dumbarton Castle on the River Clyde, where Wallace was held before being sent to London for his execution.
- Head back to your hotel and enjoy a relaxing night in one of the many accommodation options available in Renfrewshire.

If you don't manage to reach Dumbarton Castle before closing don't worry, you can still see the view from the castle and the river Clyde. You can also go back the next day for the full experience. It's a short trip over the Stirling to Dumbarton bridge from your hotel in Renfrewshire.

**Wallace Begins**

**Wallace Birthplace Monument**

A monument celebrating the birth of Scotland's National Hero

The National Wallace Monument
MENU
BUY TICKETS

## The Wallace Begins Trail

*Ever wanted to follow in the footsteps of Scotland's National Hero?*

Did you know that Paisley and Renfrewshire played an integral role in the life of patriot and martyr Sir William Wallace? **Renfrewshire Council** have developed the 'Wallace Begins Trail' that will take you on a journey from Wallace's birthplace in Elderslie, to Paisley Abbey, **The National Wallace Monument** and then back to his final Scottish residence, Dumbarton Castle – where he was held before he was hung, drawn and quartered in London.

The one-day trail begins in Renfrewshire...	
9:00am to 10:00am	<b>Elderslie</b> – Start your trail at the beginning of William Wallace's journey, his birthplace.
10:00am to 11:30am	<b>Paisley Abbey</b> – Paisley's medieval Abbey was a centre of learning and it is believed Sir William Wallace, was educated by the monks at Paisley Abbey.
11:30pm to 12:30pm	Lunch in Paisley
12:30pm to 1:30pm	Travel from Paisley to Stirling
1:30pm to 3:00pm	<b>The National Wallace Monument</b> – One of Stirling's most distinctive landmarks, it overlooks the scene of Wallace's victory at the Battle of Stirling Bridge.
3:00pm to 4:00pm	Travel to Dumbarton
4:00pm	<b>Dumbarton Castle</b> (seasonal opening hours) – Follow the legend by heading to Dumbarton Castle on the River Clyde, where Wallace was held before being sent to London for his execution.

**You can find the full details of 'The Wallace Begins Trail' [here](#).**



### VisitScotland digital advertising campaign

#### Four-week Facebook campaign

- Target: 2 hr drive time of Renfrewshire. Engaged Sightseers (Excluding those who like VS FB Page)
- 588,346 impressions
- 4,002 clicks

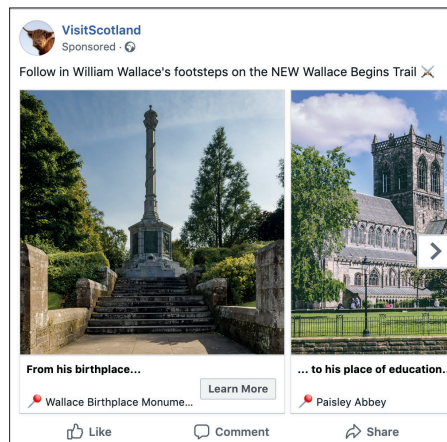
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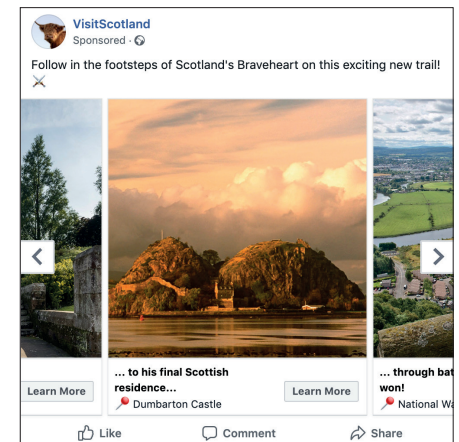
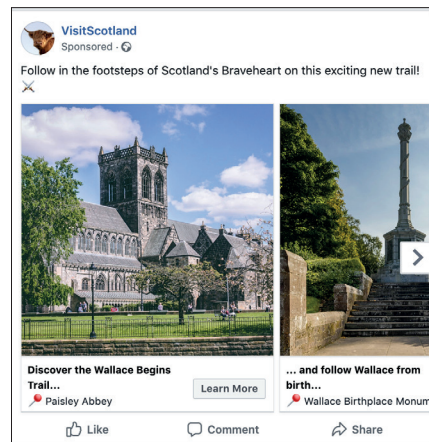
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Advert 3



Advert 4

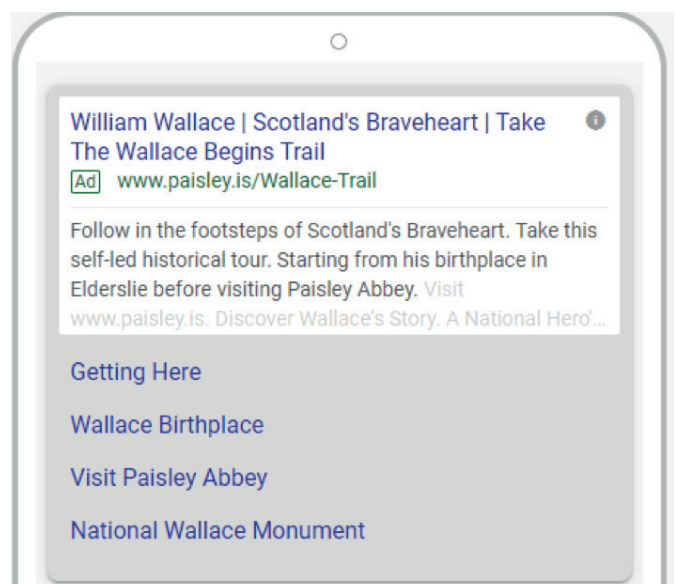
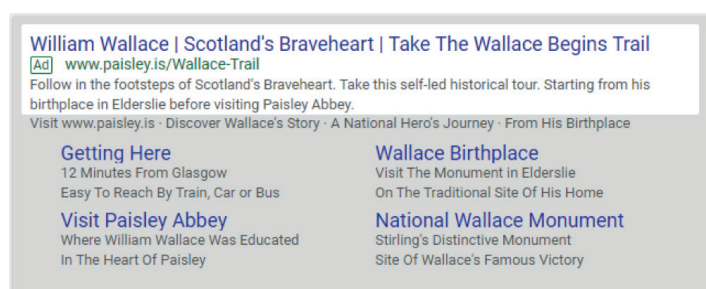


### Google adwords campaign

Five-week running from 23 Oct–30 Nov

As at 6 November:

- Impressions: 27,904
- Clicks: 405





# Paisley

Raising the profile of visitor attractions and events across Renfrewshire's towns and villages



## Paisley Now

www.paisley.is  
f t i

Paisley

Get set for spring and summer with our pick of fantastic things to do in and around Paisley.

### Uncover hidden gems and authentic experiences in Paisley—Scotland's largest town.

Take a journey of discovery around the historic Paisley Abbey with its rich history and links to the King of Scots Robert the Bruce and Scotland's Bracken, William Wallace.

Explore the area that made the world famous Paisley Pattern and see the famous Paisley Pattern in the Paisley Pattern Museum. The Paisley Pattern is the only one of its kind in the world.



### It's starting to heat up in Renfrewshire with a host of spectacular events taking place this spring and summer.

The bumper events calendar begins with the Paisley Food and Drink Festival 2018, which takes place on Friday 26 and Saturday 27 April.

One of the biggest outdoor food and drink events in Scotland, the Paisley Food and Drink Festival is a real showcase of Scotland's diverse food scene and is a must-see event in the town.

Only 500 tickets, with the first 100 going to the lucky draw, the Paisley Food and Drink Festival is a real showcase of Scotland's diverse food scene and is a must-see event in the town.



May will see the return of the British Pipe Band Championships at St James' Playing Fields in Paisley. Up to 100 pipe bands will battle it out at this year's competition on Saturday 18 May.

Paisley then gets set for its traditional Short Day celebration—one of the oldest in the world—on the first Saturday of each July to celebrate the summer.

Find out more about all these great events at [www.paisley.is/shortday](http://www.paisley.is/shortday).

### Fancy escaping the hustle and bustle of the city?

There are plenty of options, almost on your doorstep, to enjoy the fresh air and tranquillity of the great outdoors.

Enjoy everything from easily accessible walks, trails, and gardens to cycling routes, park and leisure centres, and more.

Plan your perfect day out or short break in Renfrewshire's great outdoors—visit [www.paisley.is/outdoors](http://www.paisley.is/outdoors) for more inspiration.



### Egg-cellent things to do with the family this Easter weekend!

There's a real eggs-ceptional range of fantastic fun activities that you can enjoy with the whole family.

Choose from riding or snowmobiling, climbing, horse riding, or even a visit to the local and enter the water and to your local swimming pool or water park.

Make your perfect Easter fun day—visit [www.paisley.is/easter](http://www.paisley.is/easter) for more inspiration.



Keep up to date with the latest event information at [www.paisley.is](http://www.paisley.is) f t i



### Start making plans now because Paisley is the place to be this October!

The town's annual arts and music festival, featuring international and Scottish artists alongside homegrown talent and a vibrant 'live' scene, is back for its 10th year. Find out more about all these great events at [www.paisley.is/shortday](http://www.paisley.is/shortday).



**Inchinnan**

The stunning Art Deco India of Inchinnan building dates from 1930 when it was designed by Thomas Wallis for the India Tyres company. The building has recently been restored and now houses a technology company and a cafe. The R34, named to commemorate the airships built on this site during the First World War.


A series of carved stones at Inchinnan Parish Church dating from around 900-1100AD are believed to mark the final resting place of prominent figures from the long-lost Kingdom of Strathclyde—a significant stronghold which reached its peak as the Vikings were waging bloody raids on Scotland. Another group of stones dating from 1200-1700 are thought to include Knights Templar stones.

While you're there, check out The Farm at No 12 for delicious lunch and treats and buy some local farm produce from the Asparagus Hut.

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

Inchinnan Parish Church  
Old Greenock Road  
Inchinnan PA4 9PE

India of Inchinnan  
Greenock Road  
Inchinnan PA4 9LH



**Bridge of Weir**

Surrounded by rolling countryside, this is one of the most desirable villages to live in Scotland.

The River Gryffe flows through the village and is a popular spot for anglers. Numerous outdoor pursuits are available at the nearby Clyde Muirshiel Regional Park, the National Cycle Route 75 runs through the village and Ranfurly Castle Golf Club and Old Course Ranfurly Golf Club are close by.

Many excellent restaurants and cafes are dotted throughout the village such as Amaretto Italian Restaurant and The Coach House.

[www.paisley.is/live/bridge-of-weir](http://www.paisley.is/live/bridge-of-weir)



**Paisley Now**

[www.paisley.is](http://www.paisley.is)  
f t i

Paisley

Check out all the fantastic things to do in and around Paisley this winter.



There's so much happening in Paisley this winter

Paisley Halloween Festival  
Fri 25 & Sat 26 Oct

Paisley Fireworks Spectacular  
Sat 2 Nov

Paisley Christmas Lights Switch On  
Sat 16 Nov

Visit [www.paisley.is](http://www.paisley.is) f t i



**Paisley Now**

Renfrewshire is the destination for authentic experiences and unexplored gems.

[www.paisley.is/discover](http://www.paisley.is/discover)  
f t i

Paisley

# Paisley

177million opportunities to see or hear (OTSH) something positive about Renfrewshire has been generated since in the past year. This exceeds the 2020 target of 120m OTSH per year.

Here are some headlines...



## Record crowds for Paisley Halloween Festival

BBC News online



## The 15 best Halloween events in Scotland

i newspaper



## Paisley set to host its biggest and best Food and Drink Festival this weekend

Scotsman

The UK's best foodie weekends  
i newspaper

Best food festivals around Scotland  
Scots Magazine

50 of the best free days out  
i newspaper

Photo feature in global online gallery showcasing Halloween celebrations around the world  
BBC News online

The return of Paisley French fashion house restores fabric of Scottish town  
The Guardian

Paisley Halloween Festival listing  
Waitrose Weekend's UK events What's On page

Scottish Field's top 10 walks in the Glasgow area  
Scottish Field

Weekend days out The 15 best spring walks in Scotland  
The Herald

Paris fashion house inspired by Paisley  
The Times (Scotland)

In pictures: How the new Paisley Town Hall will look  
STV (web)

Pipe bands gear up for championships  
Evening Times

Road bridge over Clyde due to open up by 2022  
The Metro

Seven good ideas for seven days in Scotland  
The National

Spree festival line-up bigger than ever  
Evening Times

30 best UK food and drink festivals and trips 2019: from Michelin stars in Berkshire to beer tasting in Belfast  
iNews

Architects reveal sneak peak of Paisley Museum's £42m transformation  
Museums and Heritage Advisor

Top things to do this weekend—The Spree  
The Metro

Amanda Levette wins green light for 'radical' £42m Paisley Museum revamp  
The Architects Journal

Talking Tourism  
Renfrewshire Chamber of Commerce

Plans are positive for Paisley  
Paisley Daily Express



# Making the news

Renfrewshire Council's unique 'Paisley from Paisley' collaboration with high-end French fashion house Hermes saw international media and digital coverage in March 2019 reaching an estimated 10 million people. The story inspired a TV and radio news package on BBC Scotland, a visit to the town from The Guardian, and was featured in international style bible Harper's Bazaar. It was also picked up by national news outlets including Mail Online, The Times, The Sun, the Daily Express, Metro, the i, and STV. The Paisley: The Secret Collection museum store also featured in the i paper as the subject of a feature on how heritage can be used to reinvent town centres.

BAZAAR

FASHION BEAUTY CULTURE TRAVEL AWARDS SEASON

4 of 107

Hermès

SHOP NOW

There's no such thing as having too many Hermès scarves. Now we've been given another reason to invest in another thanks to the brand's new collaboration with the Scottish town of Paisley, home of the famed print of the same name. The Hermès graphic design team were invited to visit Paisley's Museum, which is undergoing a £42 million makeover, using its rich archives to create the label's own print interpretation. The colourful results cover silk and cashmere scarves, shawls, a pendant and a range of bangles, which - as well as being available to buy - will be displayed in Paisley Museum & Art Galleries' permanent collections.

Paisley shawl, £570, Hermès

## Paris fashion house inspired by Paisley

Gabriella Benmett

One of the world's most famous haute couture houses has wrapped the town of Paisley in its iconic paisley pattern. Although the town has long been known for its textile production, it has now become a hub for textile production and the pattern was given its name.

The collaboration came about after Penny Martin, editor-in-chief of The Scotsman, visited Paisley's Museum & Art Galleries, which is undergoing a £42 million makeover, using its rich archives to create the label's own print interpretation. The colourful results cover silk and cashmere scarves, shawls, a pendant and a range of bangles, which - as well as being available to buy - will be displayed in Paisley Museum & Art Galleries' permanent collections.

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BBC

The Nine @BBCScotland

Following

The Paisley Pattern goes global! Watch @ConnorGillies' exclusive report on how @RenCouncilNews teamed up with top French fashion house @Hermès\_Paris to bring the original Paisley pattern designs to a whole new audience. #thenine #fashion #ParisFashionWeek #paisley @paisleyjs

One of the world's biggest fashion brands has joined forces with the town of Paisley.

The Guardian @guardian

Follow

'Paisley from Paisley' enjoys a resurgence with help from Hermès



'Paisley from Paisley' enjoys resurgence with help from Hermès  
Fashion partnership aims to reinvent the famous pattern and the town at the same time  
theguardian.com

3:48 PM · 15 Mar 2019

26 Retweets 73 Likes

FRENCH fashion chiefs really went to town in creating these vibrant designs — visiting Paisley Museum to study the iconic patterns. Hermès' 2019 collection includes two scarfs and a bangle inspired by textiles its team saw displayed in their place of origin. Christine Duvigneau, the project's artistic director said: "We hope our designs serve as a worldwide ambassador for Paisley."



MailOnline

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VISIT YOUR NEAREST YSL COUNTER OR SHOP NOW


French fashion house Hermès partners up with Paisley to bring patterns to Paris

1 Scotland News Lifestyle Sport Opinion

Scotland

Can heritage help save the high street? Paisley's museum repository welcomes visitors to old Littlewoods store

To optimise empty sites, some towns are getting creative. By Iain MacLennan



French fashion house takes Paisley pattern to Paris

A team from Maison Hermès visited Paisley Museum and the town's abbey last year.



Paisley Museum Retweeted

Valerie Wilson @valeriewilson57 · Mar 16

Great article in @guardian today highlighting the amazing collection @PaisleyMuseum and collaboration with fashion house Hermès. The archives at Paisley are world class. The costume collection @FolkTransport includes some beautiful 'Paisley' shawls, including this one c1860.



jane craigie @jane craigie

Follow

'Paisley from Paisley' enjoys resurgence with help from Hermès - well done to Penny Martin @thegentlewoman for having the vision - this story is about so much that's good #collaboration #belief #heritage & a visionary local council



'Paisley from Paisley' enjoys resurgence with help from Hermès  
Fashion partnership aims to reinvent the famous pattern and the town at the same time  
theguardian.com





### Event highlights

19,750

Attendees

4,855

Unique visitors

£328,883

Economic impact

£779,292

Local spend

£58.81

→ Average spend per person

→ The new vegan zone provided a strong hook for press/media interest

26

volunteers supported the event with a total of 166 volunteering hours

97%

of attendees were satisfied or very satisfied with the event

42% of attendees were new and had never attended the food festival before



One full day was definitely not enough to see everything it had to offer, so I'm already marking my calendar for my next visit. Springtime provided the perfect landscape of cherry blossom covered trees- enough to make any Instagram enthusiasts heart flutter- so I'm thinking same time next year Paisley? Deal. See you then!

Sophie's Suitcase blog  
4 May 2019

### Marketing and PR highlights and achievements...

4,649,940

Media coverage OTSH

£230,497

Combined PR value

118

Number of articles (print, online or broadcast pieces of coverage)

Media familiarisation trips for nine bloggers with a total following of 201k:

- Rough Measures
- Leigh Travers
- Scottish Quine
- veganpixie
- Sophie's Suitcase
- Bei Na Wei
- Hari Ghotra
- It's All Vegan
- MsMarmiteLover



It goes without saying that you should definitely head to Paisley Food & Drink Festival for the food that's on offer, especially with their new dedicated veggie & vegan zone. As you can imagine, with a glut of plant-based street food at my fingertips and a VIP pass that allowed me to taste as much as I could physically consume, I feasted to my stomach's content—and boy oh boy, did I feast!

Leigh Travers  
The Fox and Feather blog, 4 June 2019

Media coverage highlights include:

- The Times (Print and Online)
- Sunday Times (Print and Online)
- Daily Mail (Print)
- iNews (Print and Online)
- Country and Townhouse (Online)
- The Herald (Print and Online), Scottish Field (Online)
- Glasgow Live, Herald (Print)
- Daily Record (Online)
- Scotsman (Online)
- Sunday Post (Online), Edinburgh News (Print)
- 5pm.com blog (Online)
- Clyde 1 (Broadcast x 3)

Partnerships activated

- Visit Scotland
- @Glasgow\_Gourmet
- Platform on Tour
- Gin71
- Camra
- Zero Waste Scotland

### Digital performance

18,901

Featured Event page

→ Unique page views

Mobile was most popular device 72% of users

The event homepage was the most-visited page during campaign

→ [www.paisley.is/featured\\_event/paisley-food-and-drink-festival](http://www.paisley.is/featured_event/paisley-food-and-drink-festival)

Google adword campaign activated 26% CTR

1,796,044

Total social media OTSH

878,448

Total social media engagement

Media partnerships with The List, The Skinny, The Herald, The Poster Associates and Direct Distribution.

Social media highlights

- Partnership with Instagram influencer @Glasgow\_Gourmet
- Fam trip for x9 bloggers from London, Bristol and Aberdeen. Total following 201k
- Full event day coverage, including Facebook Live walkaround of festival site and Gary Maclean cooking demo
- Sharing trader content
- The Paisley Food and Drink Festival Instagram grew to an audience of 1019 followers.

### Marketing activation and campaign overview

8,972,071

Total marketing OTSH

Marketing highlights:

- VisitScotland digital media buy
- Paid partnership with Instagram influencer @Glasgow\_Gourmet
- Partner toolkit
- The Skinny—Food & Drink Guide
- The List—Eating and Drinking Guide and the Scottish guide to festivals
- Glasgow Subway carriage cards
- Itison
- The Herald 4 page panorama
- Digital billboards
- Glasgow wide poster campaign.
- Word of mouth, Paisley.is website and a leaflet were the most recognised marketing channels

27% of attendees attracted from outwith Renfrewshire





#### Event highlights

**10,000** Attendees

**8,890** Unique visitors

**£379,000** Economic impact

→ 23% increase from 2018 event

**£37,000** Local spend

**96%** of visitors satisfied or very satisfied with event

**98%** competing band members



It's a town that punches well above its weight, an ambitious underdog determined to take its place at the table and unapologetically show off its best bits. The tourism website is design-y and fresh; there's a packed schedule of events post-Pipe Band Championships, from Sma' Shot Day (one of the oldest workers' festivals in the world) to music and arts festival The Spree; and Paisley even launched a bid (and got pretty far) to be 2021 city of culture, despite not even being a city. It just missed out to Coventry, but no matter—this is a town that seems to live by the mantra 'go big or go home'.

Helen Coffey  
The Independent (London), 20 June 2019

#### Marketing and PR highlights and achievements...

**13,202,000**

Media coverage OTSH

**12,579,676**

Reach

**£336,702**

Combined PR value

**212**

Number of articles (print, online or broadcast pieces of coverage)

Local press: focus on Renfrewshire Schools Pipe Band

Media familiarisation trips:

→ Helen Coffey, The Independent—Paisley: Why there's far more to this Scottish town than Paolo Nutini and patterns

Media coverage highlights include:

- Press Association Scotland
- BBC 2 (Broadcast)
- Clyde 1 (Broadcast)
- Heart Radio (Broadcast)
- BBC Scotland (Online)
- STV (Online x 2)
- The Herald (Print)
- Sunday Express (Print)
- Edinburgh Evening News (Print)
- The National (Print x 2 and Online)
- Sunday Post (Online)
- Glasgow Live (Online)
- Evening Times (Print and Online)
- Scottish Field (Online)

#### Partnerships activated

- Royal Scottish Pipe Band Association
- National Piping Centre
- Piping Today and Piping Times
- Media partnerships with The Herald and The List

#### Digital performance

**9,586** → Unique page views

Featured Event page

**3,908** page views

→ Info about visiting Renfrewshire for competing bands

Google adword campaign activated

**582,000**

Total social media OTSH

Social Sign In Campaign

**339,765**

Reach approx

#### Breakdown

- Facebook Event Page: 123.6K Reach approx 3.6K Responses approx
- Boosted posts: 69,809 Reach
- On the day/post event Facebook: 35,082 Reach approx
- On the day/post event Twitter: 13.5K impressions approx

#### Social media highlights

- Pre-event competition 24.1k Reach, 3.7k engagements
- Facebook Live of march past 12k Reach, 2.9k engagements
- American drum major Charlie Brown video 15.5k Reach, 2.5k engagements
- One week to go video 16.5k Reach, 2.2k engagements
- Renfrewshire Schools Pipe Band performance 6.5k Reach, 900 engagements

#### Marketing activation and campaign

Highlights include:

- Transvision screen at Glasgow Central Station
- Posters on Scotrail passenger panels: Ayrshire & South-Western routes to include visitors/attendees from N Ireland
- 6-sheet poster panels at Paisley Gilmour Street Station
- Dedicated event flyer distributed at Greenock Ocean Terminal to cruise ship passengers on-land on event day
- Renfrewshire Makar commissioned to write and perform a poem about bagpiping

**38%**

of attendees attracted from outwith Renfrewshire



#### Event highlights

# 12,724

Attendees

## Record ticket sales

in event history—record income generated

Ticket buyers from USA, Australia and Switzerland

# 2,822

attendees at Wee Spree kids programme

→ Highest figures on record

Spree for All fringe festival organised with local youth music groups

2nd year of successful co-staging of events with Lochwinnoch Arts Festival

# £149,000

Direct economic impact

Expanded Spree for All fringe programme with shows taking place in Erskine, Johnstone, Kilbarchan, Renfrew and Lochwinnoch

# £262,000

Local spend

#### Marketing and PR highlights and achievements...

# 7,561,315

Media coverage OTSH

# £200,577.39

Combined PR value

# 108

Number of articles (print, online or broadcast pieces of coverage)

Media familiarisation trips:

→ Fiona Shepherd, The Scotsman



#### Partnerships activated

- Regular Music
- Tennent's Lager (event sponsors)
- Lochwinnoch Arts Festival
- LNP Promotions
- The Bungalow live music venue
- Paisley Art Institute
- Paisley FM
- Renfrewshire Leisure

Media coverage highlights include:

- BBC Radio Scotland (broadcast x4)
- Clyde 1 (broadcast x1)
- The Metro (print and online)
- The Metro (Scotland – print)
- NME (online)
- Sunday Times (Scotland – print x3)
- Sunday Mail (print)
- Daily Record (print and online x2)
- The i (paper for today – Scotland x3)
- Glasgow Live (online x2)
- Edinburgh Live (online)
- Sunday Post (print)
- Sunday Post (online x2)
- The List (print x3)
- The List (online)
- The Skinny (online)
- The Herald (online)
- Evening Times (print x 3)

#### Digital performance

Dedicated festival website ([www.thespree.co.uk](http://www.thespree.co.uk))

# 57,045

→ unique pages views  
Jun 2019 – Oct 2019

# 3million

Approx social media OTSH



The Spree festival Instagram grew to an audience of

# 404

followers

Media partnerships with The Herald, The List and The Skinny



Paisley's annual festival of music and arts, The Spree, has been growing steadily recently and this year organisers had to get a bigger Spiegeltent to accommodate demand for events such as a celebration of the music of native son Gerry Rafferty and Karine Polwart's Scottish Songbook.

Fiona Shepherd  
The Scotsman, October 2019

#### Marketing activation and campaign

Highlights include:

- Glasgow Underground platform posters
- Scotrail passenger panels
- Digital billboards on key commuter routes
- Glasgow and Edinburgh Live
- 5pm.co.uk
- The List and The Skinny cultural publications
- Glasgow city centre poster campaign
- Partner toolkit for social media engagement

Most successful festival yet with record attendances and ticket sales

### Event highlights

# 41,000

Attendees up 17% year on year

# £824,250

Combined local spend and economic impact

# £16,950

Award of National Programme funding from EventScotland

Winners of 'Best Festival or Outdoor Event' at E-Awards 2019

Shortlisted for 'Best Cultural Event or Festival' at Scottish Thistle Awards and 'Best Cultural Event' at Sunday Herald Culture Awards

Record numbers of community participants in the parade, building on partnerships established through Year of Young People including Kibble, Renfrewshire Young Carers and Spinners Gate

Improving and promoting inclusion through a major event—partnership with Spinners Gate and Disability Resource Centre in developing aerial performance with disabled performers, participation in the parade, progression of quiet spaces and autism friendly sensory arts activity and additional accessible viewing platforms

### Marketing and PR highlights and achievements...

# 18,155,862

Media coverage OTSH

# £439,675.98

Combined PR value

# 111

Number of articles (print, online or broadcast pieces of coverage)

### Media familiarisation trips:

- STV What's On Programme
- BBC Radio Scotland
- Scots Magazine

### Media coverage highlights include:

- BBC (online x 2)
- BBC Radio Scotland
- Clyde 1
- The Metro (print),
- The List (online)
- The Herald (online and print x 2)
- Sunday Times (print)
- Glasgow Live (online)
- The National (print x2)
- The Sun (print and online)
- The Scottish Sun (print and online)
- Daily Record (print and online)
- Sunday Mail (print)
- The Scotsman (print and online)
- I News (print and online)
- Daily Telegraph (print – Scotland)
- Daily Telegraph (print – UK)

### Digital performance

# 49,030

Unique page views on Featured Event page

Mobile was most popular device

# 80%

of users

# 14%

CTR

Google adword campaign activated

The event homepage was the most-visited page during campaign

→ [www.paisley.is/featured\\_event/paisley-food-and-drink-festival](http://www.paisley.is/featured_event/paisley-food-and-drink-festival)

# 1.6million

Total social media reach and impressions



# 90,000

Total social media engagement

Media partnerships with The List, The Skinny, The Herald, The Poster Associates and Direct Distribution.

### Social media highlights:

- Facebook Live of Halloween Parade 46k reach, 14k engagements
- Facebook Live of Into the Dark aerial performance 21k reach, 4k engagements
- Facebook Gallery 6k reach, 2k engagements
- The Paisley Halloween Festival Instagram grew to an audience of 763 followers.

### Partnerships activated

- VisitScotland
- EventScotland
- Cirque Bijou
- Paisley First
- Renfrewshire Chamber of Commerce
- All or Nothing
- Spiritmedia



Dark Circus lights up the night: Thousands flock to Paisley's Halloween festival parade

The Scotsman

### Marketing activation and campaign overview

### Marketing highlights include:

- STV advert on channel and VOD
- Glasgow Underground carriage cards
- Scotrail passenger panels
- Digital billboards
- Edinburgh trams
- Glasgow & Edinburgh Live
- VisitScotland digital media buy
- The Skinny
- The List
- The Herald 4 page panorama
- Glasgow wide poster campaign
- Partner toolkit

# 26%

of attendees attracted from outwith Renfrewshire





### Event highlights

153,474

Attendees

£1.675m

Economic impact and local spend  
from Summer programme

Launched new events toolkit—offering  
practical advice for communities/individuals  
to design, deliver, market and fund events

Hosted event advice surgeries in  
Bridge of Weir, Linwood, Renfrew and Paisley  
with 27 groups registering to take part

108 volunteers committed

540 volunteering hours supporting  
the events programme

£208k

additional funding generated

Overall satisfaction rating of

97%

Opportunities to see and  
hear something positive about  
Paisley and Renfrewshire

177million

Media coverage OTSH

£6.8 million

Combined PR value

3644

Number of articles (print, online or  
broadcast pieces of coverage)

12 Media familiarisation trips

### Digital performance

554,646

Page views year-to-date

438,003

Unique page visits

198,363

Users

→ Highlights from The Spree Festival, Paisley Halloween Festival,  
British Pipe Band Championship and Paisley Food and Drink Festival.

