

**To: Leadership Board**

**On: 4 December 2019**

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**Report by: Director of Communities, Housing and Planning Services**

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**Heading: Culture, Heritage and Events Fund (CHEF) Review and  
Recommendations for Future Development**

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## **1. Summary**

- 1.1 This report provides a review of the Culture, Heritage and Events Fund (CHEF) in its initial phase and recommendations for next steps in its development.
  - 1.2 A background paper, reviewing CHEF against its objectives and the step changes developed for the UK City of Culture Bid Legacy Programme (Future Paisley) is attached as an appendix.
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## **2. Recommendations**

- 2.1 It is recommended that the Leadership Board:
  - (i) notes the success of CHEF to date as a funding programme, and the outcomes that have been delivered as detailed in the attached review;
  - (ii) considers, in light of the demonstrated success of the programme and the high level of demand, identifying additional funding as part of budget deliberations to allow further funding rounds in 2020/2021; and
  - (iii) notes that subject to further funding being identified, that the current criteria, application and support process for applicants will be revised to take account of the findings of the review, and that further work will be taken forward to consider the longer term sustainability of this funding programme, in the context of the refreshed cultural strategy and in conversation with national funders regarding future partnership opportunities.

### **3. Background**

- 3.1 The Culture, Heritage and Events Fund (CHEF) was established in 2016 to generate new cultural and creative activity in support of Paisley's UK City of Culture 2021 bid and its legacy. While activity initiated in 2016 and 2017 often related directly to Paisley's bid, funded projects have supported the growth of the culture, heritage and events sectors across Renfrewshire as an integral part of the area's long-term social and economic regeneration.
- 3.2 CHEF was launched in February 2016. An initial fund of £500,000 was doubled in February 2017 to provide £1m for activities to support the bid. A further £140,000 was added in March 2018 to support relevant bid legacy activities up to 2021. This brings the total resources to £1.14m. While the fund was intended to last until 2021, demand has been extremely high, and all funds have now been awarded with no funds currently available for new activity.
- 3.3 CHEF has seven objectives:
1. Increase the number of people taking part in creative activity in Renfrewshire;
  2. Increase opportunities for young people to develop their creative ambition;
  3. Stimulate the local economy;
  4. Realise the potential contribution creativity can make to education, social inclusion and quality of life;
  5. Strengthen and broaden the network of people developing exciting cultural and creative projects and events in Renfrewshire;
  6. Increase the number of people visiting Renfrewshire;
  7. Raise the profile of Renfrewshire throughout the UK.
- 3.4 As illustrated in the evaluation report attached, CHEF-funded projects have contributed to all seven objectives, with particular strengths in objectives 2, 4 and 5 – those most related to social transformation, improving quality of life and prospects for residents of all ages across Renfrewshire.
- 3.5 In summary:
- 359 applications have been received with a total value of £3,973,967;
  - £1.14m has been awarded in total to 135 cultural, heritage and events projects across Renfrewshire;
  - there have been 11 funding rounds between 2016 and 2019;
  - competition has been fierce with an application success rate of 38%;
  - the average grant award was £8,444;
  - grants range from £800 (awarded to Nil by Mouth for Buddies, a schools photography project aiming to tackle sectarianism) to £25,000 (awarded to Roar Connections for Life, for creative approaches to reducing loneliness and social isolation in older people);

- CHEF has supported a wide range of activities including workshops, festivals, events, performances, murals, tours, recordings and the production of new work in film, animation, digital, dance, visual arts, craft, illustration, textiles, heritage, music, literature, theatre and drama, creating new opportunities for our communities;
- CHEF-funded activity has been delivered by a balance of professional artists, producers and arts organisations, businesses, schools, further and higher education institutions, local third sector and community groups, with communities empowered to lead their own cultural and creative projects;
- activity has taken place in towns and villages across Renfrewshire;
- a significant proportion of projects have taken place in communities in the lowest SIMD deciles;
- 72 (or 53% of) projects have developed specifically for children and young people.
- 50 (or 37% of) projects were focused explicitly on improving participants' health or social inclusion;
- 88 (or 65% of) projects involved involve formal and informal education and learning activities, such as workshops and classes, covering all ages;
- 18 (or 13% of) projects have focused explicitly on business development and/or creative entrepreneurship; and
- CHEF-funded activity has taken place with older people in all eleven Council sheltered housing complexes in Renfrewshire.

3.6 The attached report demonstrates that the CHEF programme has comprehensively achieved the objectives of extending opportunities to participate in culture and creativity to thousands of people across Renfrewshire and has made a positive contribution to the achievement of step changes agreed by the Future Paisley Partnership Board (formerly the Paisley Bid Legacy Partnership Board).

3.7 Members will be aware that the total funds of £1.14m that were earmarked to support this funding programme have been fully committed, and this report proposes in light of the positive impact of the funding programme and the continuing high level of demand, that consideration is given through the budget process to identifying additional funding to support further funding rounds in 2020/21.

- 3.8 Subject to the approval of additional funding, the criteria and processes relating to applications for CHEF will be revised building on the findings of this review, and further work will be undertaken to examine the longer term sustainability of this funding programme, in the context of the refreshed cultural strategy and in conversation with national funders regarding partnership opportunities.
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## Implications of the Report

1. **Financial** – If approved £150,000 of the Council's resources will be earmarked to support two funding rounds in 2020/21.
2. **HR & Organisational Development** – The administration of the CHEF is completed by Renfrewshire Leisure Cultural Services on behalf of the Council.
3. **Community/Council Planning** –
  - *Our Renfrewshire is thriving – the CHEF programme has enabled a diverse range of individuals and groups to participate and experience culture and cultural programmes.*
  - *Our Renfrewshire is well – engagement in cultural activities can have a positive impact on health and wellbeing.*
  - *Building strong, safe and resilient communities – the CHEF programme has delivered cultural activities throughout Renfrewshire, and contributed to building stronger and connected communities.*
  - *Tackling inequality, ensuring opportunities for all – a significant proportion of the projects have taken place in areas of deprivation and/or have focused on participants health and social inclusion.*
  - *Working together to improve outcomes - CHEF-funded activity has been delivered by a balance of professional artists, producers and arts organisations, businesses, schools, further and higher education institutions, local third sector and community groups, with communities empowered to lead their own cultural and creative projects*
4. **Legal** – n/a
5. **Property/Assets** – n/a
6. **Information Technology** – n/a
7. **Equality & Human Rights**
  - (a) 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** – *n/a*
9. **Procurement** – *n/a*
10. **Risk** – *n/a*
11. **Privacy Impact** -*n/a*.
12. **COSLA Policy Position** –*n/a*.
13. **Climate Risk** – *n/a*

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### **List of Background Papers**

Culture, Heritage and Events Fund (CHEF): Review and Recommendations for Future Development

The foregoing background papers will be retained within Communities Housing & Planning Services for inspection by the public for the prescribed period of four years from the date of the meeting. The contact officer within the service is Leonie Bell.

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## **Culture, Heritage and Events Fund (CHEF): Review and Recommendations for Future Development**

### **1. Purpose of the Background Paper**

- 1.1 This paper is an appendix to the Leadership Board report, 'Culture, Heritage and Events Fund (CHEF): Review and Recommendations for Future Development'. It provides a review of CHEF in its initial phase 2016-19, to accompany the recommendations presented in the report.

### **2. Background to CHEF**

- 2.1 The Culture, Heritage and Events Fund (CHEF) was established in 2016 to generate new cultural and creative activity in support of Paisley's UK City of Culture 2021 bid and its legacy. While activity initiated in 2016 and 2017 often related directly to Paisley's bid, funded projects have supported the growth of the culture, heritage and events sectors across Renfrewshire as an integral part of the area's long-term social and economic regeneration.
- 2.2 CHEF was launched in February 2016. An initial fund of £500,000 was doubled in February 2017 to provide £1m for activities to support the bid. A further £140,000 was added in March 2018 to support relevant bid legacy activities up to 2021. This brings the total resources to £1.14m. While the fund was intended to last until 2021, demand has been extremely high, and all funds have now been awarded with no funds currently available for new activity.
- 2.3 CHEF has seven objectives:
1. Increase the number of people taking part in creative activity in Renfrewshire;
  2. Increase opportunities for young people to develop their creative ambition;
  3. Stimulate the local economy;
  4. Realise the potential contribution creativity can make to education, social inclusion and quality of life;
  5. Strengthen and broaden the network of people developing exciting cultural and creative projects and events in Renfrewshire;
  6. Increase the number of people visiting Renfrewshire;
  7. Raise the profile of Renfrewshire throughout the UK.
- 2.4 As this report will show, CHEF-funded projects have contributed to all seven objectives, with particular strengths in objectives 2, 4 and 5 – those most related to social transformation, improving quality of life and prospects for residents of all ages across Renfrewshire.
- 2.5 CHEF, alongside its sister fund the Cultural Organisations Development Fund (CODF), has enabled the delivery of projects which are entirely devised and led by the local community and cultural sector on their own terms.
- 2.6 As part of Future Paisley, the UK City of Culture bid legacy programme, and in alignment with CODF, CHEF now has a vital strategic role to play in empowering communities across Renfrewshire to lead social and economic change through culture and heritage.

### **3. CHEF at a glance**

#### **3.1 In this initial phase of CHEF:**

- 359 applications have been received with a total value of £3,973,967.
- £1.14m has been awarded in total to 135 cultural, heritage and events projects across Renfrewshire.
- There have been 11 funding rounds between 2016 and 2019.
- Competition has been fierce with an application success rate of 38%.
- The average grant award was £8,444.
- Grants range from £800 (awarded to Nil by Mouth for Buddies, a schools photography project aiming to tackle sectarianism) to £25,000 (awarded to Roar Connections for Life, for creative approaches to reducing loneliness and social isolation in older people).
- CHEF has supported a wide range of activities including workshops, festivals, events, performances, murals, tours, recordings and the production of new work in film, animation, digital, dance, visual arts, craft, illustration, textiles, heritage, music, literature, theatre and drama, creating new opportunities for our communities.
- CHEF-funded activity has been delivered by a balance of professional artists, producers and arts organisations, businesses, schools, further and higher education institutions, local third sector and community groups, with communities empowered to lead their own cultural and creative projects.
- Activity has taken place in towns and villages across Renfrewshire.
- A significant proportion of projects have taken place in areas of deprivation – for example 19 (or 14% of) projects have involved activity in Ferguslie Park alone.
- 72 (or 53% of) projects have developed specifically for children and young people.
- 50 (or 37% of) projects were focused explicitly on improving participants' health or social inclusion.
- 88 (or 65% of) projects involved involve formal and informal education and learning activities, such as workshops and classes, covering all ages.
- 18 (or 13% of) projects have focused explicitly on business development and/or creative entrepreneurship.
- CHEF-funded activity has taken place with older people in all eleven Council sheltered housing complexes in Renfrewshire.
- CHEF has been complemented by the Cultural Organisations Development Fund (CODF) as a lever for change.

#### **4. Overview of achievements, challenges and opportunities**

- 4.1 As an open access grant fund, CHEF is integral to achieving the ambitions of Future Paisley, the UK City of Culture bid legacy programme. Alongside the Cultural Organisations Development Fund (CODF), CHEF aims to strengthen Renfrewshire's cultural sector and infrastructure.
- 4.2 Since 2016, CHEF has played a strategically important role in building creative momentum and generating a critical mass of culture, heritage and events activity led by individuals, organisations and communities other than the Council or Renfrewshire Leisure, on their own terms. This is vital in creating healthy, diverse and sustainable creative and cultural communities across Renfrewshire.
- 4.3 CHEF is playing a vital role in achieving the step change to establish Paisley as a centre of excellence for cultural regeneration through leadership, partnership, participation and collaboration.
- 4.4 As a lever for change, CHEF has addressed a gap in community engagement and ownership of culture, heritage and events. It has provided a banner for officers in Renfrewshire Leisure and a variety of council departments to engage with businesses and communities. Having one central open access fund for culture, heritage and events has enabled officers to be more responsive to the community's needs, and provide a more joined up approach to funding.
- 4.5 CHEF has also supported the development of the Council's and Renfrewshire Leisure's relationships with national organisations such as Creative Scotland and Event Scotland. It has helped to build external confidence in the council's commitment to cultural regeneration.
- 4.6 CHEF has contributed to the five of Future Paisley's step changes in the following way:
- **Grow a significant new dimension to Paisley's economy**
- 4.7 CHEF has contributed to the local economy in a range of ways. It has supported the development of the creative industries in Renfrewshire, a key growth area identified in Renfrewshire's Economic Strategy. CHEF has also indirectly supported Renfrewshire's service industries through festivals and events, increasing footfall in Paisley and supporting the town's local businesses.
- 4.8 CHEF has provided paid employment for artists and supported the employability of local people, particularly young people. It has also built capacity and supported the professionalisation of local artists and creative organisations. This is a long-term process and something that, in alignment with CODF, requires further support and development.
- **Paisley will be recognised for its cultural excellence**
- 4.9 CHEF has funded a broad range of high quality arts, crafts, film and heritage activity. It has developed home-grown talents and brought nationally-recognised artists and acts to Renfrewshire.



- 4.10 Applicants to CHEF have been wide-ranging, including individual artists, musicians and entrepreneurs; new and established professional and amateur arts, events, media and heritage organisations; youth work organisations; community groups; third sector organisations; schools and nurseries; churches; further and higher education institutions. CHEF has empowered and enabled this broad range of individuals, organisations and communities to develop and lead their own creative activities. It has done much to raise cultural ambition in Renfrewshire.
- 4.11 CHEF has supported the development of new creative organisations, annual events and partnerships that did not exist before. It has also enabled established organisations and creative practitioners to develop new culture, heritage and events activity, diversify participants and reach new audiences. This new cultural ecology needs to be nurtured by Renfrewshire Council, Renfrewshire Leisure and partners to be able to develop and thrive in the longer term.
- **Lift Paisley's communities out of poverty**
- 4.12 CHEF has made a wide-ranging contribution to local residents' health and wellbeing, educational attainment, skills development and social cohesion, all of which are closely correlated with the ambition behind this step change. Tackling the relationship between poor mental health and poverty in our communities is a priority for Future Paisley. CHEF has shown that participating in creative and cultural activity can improve mental health for people living in poverty in Paisley. CHEF has also created new opportunities for care experienced young people to develop their talents and leadership skills through the arts and culture. This supports Future Paisley's long-term and preventative approach to improving outcomes for community members.
- **Transform Paisley into a vibrant cultural town centre; and**
  - **Radically change Paisley's image and reputation in Scotland, the UK and internationally**
- 4.13 CHEF-funded festivals and events have animated Paisley town centre. These have complementing the annual signature events led by the Council and projects led by Renfrewshire Leisure, building Paisley and Renfrewshire's local, regional and national status. CHEF has also used the visual arts and culture to support physical improvements to Paisley town centre.
- 4.14 CHEF-funded projects have helped raise Paisley and Renfrewshire's profile. Much of CHEF's initial activity was developed in support of Paisley's UK City of Culture bid, helping to put Paisley 'on the map' as a cultural destination. Since the bid, CHEF has continued to generate activity that supports efforts to transform media narratives of the area.
- 4.15 There are a number of strengths, challenges and opportunities for developing the fund.
- 4.16 Some applicants have found CHEF more accessible than other national cultural and heritage funding schemes. This has been a strength of the scheme. As there was previously no designated Council culture, heritage and events fund, applicants previously competed with community groups for Local Area Committee funds. CHEF has therefore filled a gap in funding provision. There is a need to continue to support emerging artists and organisations at different stages in their development, who may not yet be ready to apply for Creative Scotland grants or comparable culture and heritage funding schemes.

- 4.17 A small group of applicants have repeatedly applied and been awarded CHEF funding for annual festivals, events and projects, and have become heavily reliant on CHEF for these activities to exist. This presents an issue around the sustainability of these activities which have become a core part of Renfrewshire's annual calendar.
- 4.18 There has been an issue with the quality of a proportion of applications in each funding round, with some applicants submitting incomplete or poor quality applications showing weaknesses in project planning. Steps have been taken to address this over the past year. Improved guidance for applicants has been developed with clearer information on the application requirements and an application checklist. Unsuccessful applicants have also been provided with feedback on their application and advice on next steps. However, this has only been partially successful. Some applicants have repeatedly submitted poor quality applications which the assessors and panel are not able to recommend for funding. There remains a low skills base preventing some applicants from being successful.
- 4.19 The reliance on written submissions may present a barrier for some potential applicants, particularly those who may be dyslexic, are visually impaired or have less developed literacy skills. This is an access, equality and diversity issue that might be addressed through the development of the fund in the future.
- 4.20 The system of holding two or three funding rounds per year has presented a number of challenges to applicants. The timing of application deadlines has not always aligned with the timing of annual festivals, events and cultural programmes. Each funding round has generated very high demand, which has resulted in large numbers of unsuccessful applications. It is also likely that the large number of under-developed and poor quality applications is linked to the pressure to submit an application by the deadline. It is recommended therefore that Renfrewshire Council and Renfrewshire Leisure officers examine opportunities to improve the efficiency of CHEF according to the needs of the cultural sector and local communities.
- 4.21 The establishment of CHEF has created demand and expectations, including new annual events, which the fund is not currently able to meet in the future due to lack of funds. This demand cannot be referred to other funding schemes and creates a strategic gap at a crucial stage in development.
- 4.22 The £1.14m awarded so far has been distributed in eleven funding rounds, with an average of £103,636 awarded in each funding round. In terms of future funding requirements, based on two funding rounds, £150,000 would be sufficient to allow one further year's funding in 2020.

## **5. Geographical spread of activity**

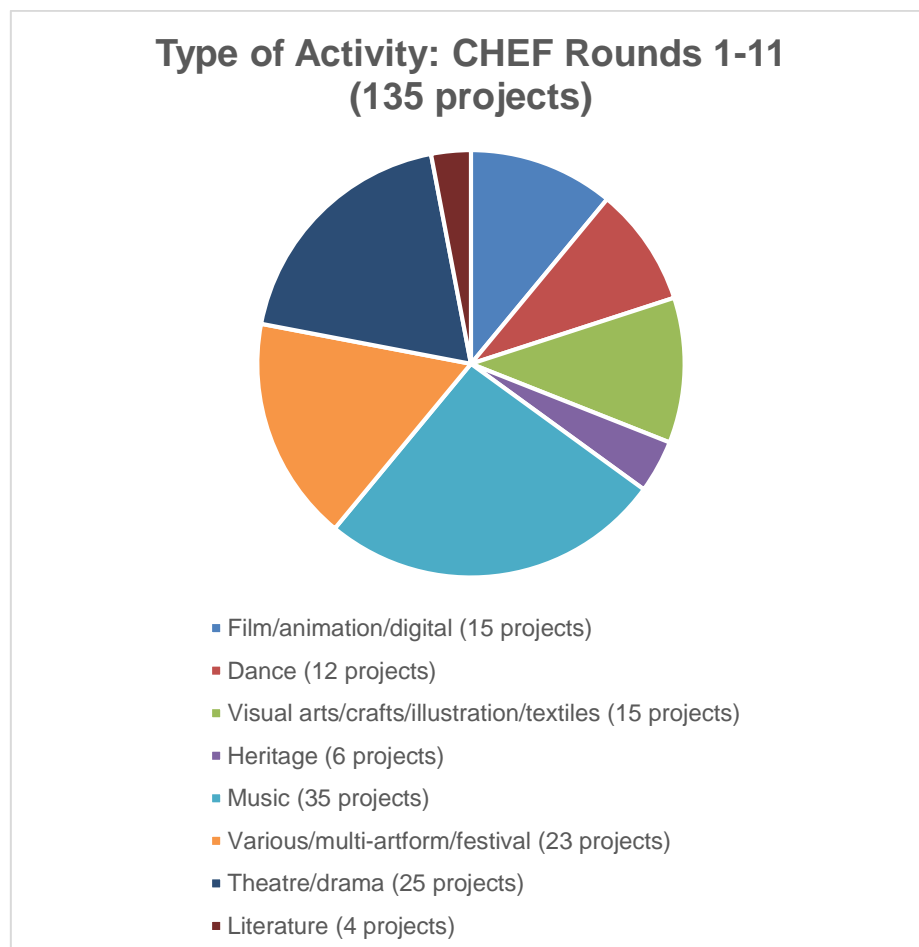
- 5.1 The geographical reach of CHEF-funded projects has extended across Renfrewshire and beyond, to a national and global arena. As would be expected for a fund created to support Paisley's UK City of Culture bid and its legacy, a large proportion of activity took place in Paisley. However, there was also a substantial amount of activity in towns and villages outwith Paisley.
- 63% of projects took place in Paisley.
  - 45% of projects took place in towns and villages outside Paisley or were Renfrewshire-wide.

- 4% of Round 1-11 projects took place outside Renfrewshire. This includes projects which have toured to London, New York, Edinburgh or across Scotland, or involved research activity in Glasgow museums or creative input in London (for example, Lisa Kowalski's EP was recorded in Paisley and remixed in a London studio).
- Several projects – including those involving activity outwith Renfrewshire – each took place in a number of locations (hence the percentages above totalling more than 100%). For example, Paisley YMCA led a project that took place in libraries and YMCAs in Paisley, Johnstone, Linwood and Renfrew.
- Some projects (such as Morgan Spence's Animate Paisley) have extended their geographical reach through the Internet and media.

5.2 There have been no specific criteria related to the geographical spread of activity in this initial phase of CHEF. There was an initial discussion with a small group of elected members at the August CHEF briefing, who represented wards across Renfrewshire, and they were supportive of continuing the current criteria.

5.3 It is recommended that planning around the next phase of CHEF should consider whether there should be any specific criteria or targeted development activity in specific towns and villages to encourage an equitable geographical spread of CHEF activity in the future.

## 6. Range of activity supported by the fund



- 6.1 CHEF has supported a wide range of activities including workshops, festivals, events, performances, murals, tours, recordings and the production of new work in film, animation, digital, dance, visual arts, craft, illustration, textiles, heritage, music, literature, theatre and drama.
- 6.2 A large proportion of projects supported by the fund were in the performing arts, which reflects a particular strength of Paisley and Renfrewshire.
- 6.3 The fund has supported fewer literature and heritage projects, though it should be noted that heritage activities are also included in some projects designated 'various' in the chart earlier in this report, which involve a mix of different activities. Literature may be an area for broader cultural development activity in Renfrewshire.

## **7. Review of CHEF activity against the fund's objectives**

### **Objective 1: Increase the number of people taking part in creative activity**

- 7.1 CHEF funded projects have enabled more people to take part in creative activities across Renfrewshire. CHEF has enabled the creation of new connections, collaborations and partnerships, not just between arts and heritage professionals, local businesses and third sector organisations but Renfrewshire residents more broadly.
- 7.2 At this stage, there is no comprehensive or robust data on how many new connections have been made, nor the total number of people to have taken part in creative activity as a result of CHEF. While measures are now in place to collect consistent sets of data on participant and audience numbers, data has not been collected consistently by all grant holders since 2016. There is also a lack of robust baseline data on participation in creative activity in Renfrewshire. There are therefore deficits in data which mean it is not possible to determine precisely the cumulative total nor the full extent of the increase in numbers of people taking part in creative activities funded by CHEF.
- 7.3 However, it is clear that CHEF has created opportunities for thousands of people across Renfrewshire to take part in creative activity over the past three years. For many community members, these opportunities would not otherwise exist.
- 7.4 As well as empowering communities to develop their own new creative activities, many festivals, events and performances have reached new audiences in Renfrewshire.
- 7.5 This is a crucial step in building a critical mass of creative and cultural activity in Renfrewshire, which will support the area's social and economic development.

## **Voluntary Arts Festival 2017: Renfrewshire**

**CHEF funding: £18,000**

### **CHEF objectives met:**

- Increase the number of people taking part in creative activity in Renfrewshire;
- Increase opportunities for young people to develop their creative ambition;
- Realise the potential contribution creativity can make to education, social inclusion and quality of life;
- Strengthen and broaden the network of people developing exciting cultural and creative projects and events in Renfrewshire;
- Raise the profile of Renfrewshire throughout the UK.

CHEF enabled 16 community groups and 2,834 visitors, volunteers and active participants across Renfrewshire to participate in the 2017 national Voluntary Arts Festival.

- 90% of the groups participated in the festival for the first time.
- 100% of groups stated they would participate again.

The community groups led events at venues in Paisley, Linwood and Renfrew, attracting participants and audiences from towns and villages across Renfrewshire.

Local residents could try out a multitude of creative activities including: theatre, needlecraft, jewellery, photography, ceilidh dancing, choirs, cheerleading, scrapbooking, rope making, painting, digital arts, sculpture, accordion playing, wool spinning, candle making, felting, writing, book folding, jazz music, gospel, hip hop dancing, gardening and storytelling.

Audiences and participants were inspired, commenting:

- 'It's so amazing and so glad I came.' Molly (Water Balloon Painting, Paisley)
- 'Excellent example of arts, photography, dance, community singing and diversity.' (Photography Exhibition, Linwood)
- 'Great activity and tester to try so many art projects.' Danielle (Needlecraft Workshop, Paisley)
- 'This was a great event. It was great to see a large number of teenagers, all enjoying and participating in a fantastic night of music and dance.' Eleanor (Family Ceilidh, Paisley)

## **Paisley Opera**

**CHEF funding: £10,000 in round 5; £14,960 in round 7; £18,800 in round 11**

### **CHEF objectives met:**

- Increase the number of people taking part in creative activity in Renfrewshire;
- Increase opportunities for young people to develop their creative ambition;
- Realise the potential contribution creativity can make to education, social inclusion and quality of life;
- Strengthen and broaden the network of people developing exciting cultural and creative projects and events in Renfrewshire;
- Increase the number of people visiting Renfrewshire;
- Raise the profile of Renfrewshire throughout the UK.

CHEF support has been crucial to the development of Paisley Opera, the first opera company of its kind in Scotland. Paisley Opera was established in 2017 through a partnership between highly experienced professional singers, musicians, stage directors and technicians and a volunteer chorus of local community members from a broad range of backgrounds. Its strategy from the beginning has been to grow interest from communities in and around Paisley, thus making Paisley Opera genuinely rooted within the local community.

The company exists to:

- Make opera and all its associated art forms fully accessible to all the people of Paisley, Renfrewshire and beyond. To break down the barriers associated with opera by performing in unusual venues, eg. work places, hospitals, schools, community groups, and presenting opera in a way that is as accessible as possible to all kinds of people.
- Work within the local community encouraging anyone who wants to, to sing in the chorus or volunteer in other ways.
- Give opportunities to school children, and students to be involved in professional opera of the highest standard.
- Produce performances of the highest possible artistic standards.

Paisley Opera was awarded £10,000 in 2017 to stage *The Witches of Paisley* at Paisley Abbey, followed by an award of £14,960 in 2018 to stage *La Bohème* at the University of the West of Scotland. Both productions were ambitious and accessible, and sold out.

Funding of £18,800 has been awarded to build on this success with a new production and commission from a talented young composer in the coming year.

## **Objective 2: Increase opportunities for young people to develop their creative ambitions**

- 7.6 CHEF has significantly increased opportunities for children and young people to develop their creative ambition. Crucially, it has created new opportunities for young people living in target SIMD areas and young people who haven't experienced these cultural and heritage events and activities before to take part. It has built children and young people's confidence and pride in their creative achievements and their home town.
- 7.7 Of the 135 projects funded in this initial phase, 72 projects (or 53%) were specifically developed for children, young people and families.
- 7.8 Of the 19 projects involving activity in Ferguslie Park, eight are targeted specifically at children, young people and families, with a further seven aimed at the community in general (remaining projects are aimed at older people and women).
- 7.9 CHEF has provided opportunities for young people to take part in new creative activities in schools and nurseries across the area, which support attainment in subjects across the curriculum. CHEF projects have supported young people's creative skills development in further and higher education institutions as well as in youth work settings.
- 7.10 A particular strength of CHEF has been to create new opportunities for children and young people not provided in mainstream education. As the case study below shows, CHEF has removed barriers to the arts and culture for young people that have the most to gain but would not otherwise have the opportunity to take part.

## **Articulate Cultural Trust: 4 – A Creative Collaboration**

**CHEF funding: £22,333**

### **CHEF objectives met:**

- Increase the number of people taking part in creative activity in Renfrewshire;
- Increase opportunities for young people to develop their creative ambition;
- Realise the potential contribution creativity can make to education, social inclusion and quality of life;
- Strengthen and broaden the network of people developing exciting cultural and creative projects and events in Renfrewshire.

Articulate enables arts access and participation for children and young people who face significant barriers and are least likely to engage in creative activity, yet have the greatest potential to benefit from taking part.

4 was a year-long creative project led by drama practitioner, playwright and experienced foster carer Nicola McCartney, which showcased the spirit, aspirations and creativity of care experienced young people and celebrated their creative voice during Scotland's Year of Young People.

The project involved 10 young people with experience of living in residential, kinship, foster or adoptive care in Renfrewshire, some of whom had multiple addictions. Articulate worked in partnership with Renfrewshire Council Throughcare Service and Renfrewshire Adolescent Drug and Alcohol Resource (RADAR) on the project, which met the underlying ethos of the Children and Young People (Scotland) Act 2014 in taking responsibility for improving the lives of care leavers.

Care leavers experience many challenges as a result of their early life experiences. The effects of trauma, neglect and loss can have long-lasting effects and negatively impact on the ability to develop healthy relationships and sustain education. The young people involved in the Throughcare Service and RADAR have enormous potential, which they often struggle to meet due to the challenges they face.

Young participants built their confidence through engagement in a creative process in which their life stories were transformed into plays and films with a professional playwright. Driven by the wishes of the young people, their stories were performed by professional actors, accompanied by a soundtrack developed by the young participants with professional composer Duncan Chapman, in a performance at Paisley Arts Centre. The young people also took part in an arts residency at Cove Park artists centre in Argyll and were offered coaching and mentoring. Opportunities were provided for the participants to explore the creative industries as a potential career option.

In phase two of the project, all young participants are now working towards achieving an Arts Award qualification, accredited nationally by Trinity College London, reflecting the growth in their creative and leadership skills.

### **Participants commented:**

- 'It gave young people like me, who are care experienced, the chance to do something we wouldn't normally get a chance to do.'
- 'It gives us a purpose. It gives you opportunities to do things based on what you're good at.'

A short film was made about the project, which can be viewed here:

<https://www.articulatehub.com/4>



## YDance: Look Up, Look Under, Look Out

CHEF funding: £13,500

### CHEF objectives met:

- Increase the number of people taking part in creative activity in Renfrewshire;
- Increase opportunities for young people to develop their creative ambition;
- Realise the potential contribution creativity can make to education, social inclusion and quality of life;
- Strengthen and broaden the network of people developing exciting cultural and creative projects and events in Renfrewshire.

YDance is the national dance organisation for children and young people in Scotland. *Look Up, Look Under, Look Out* aimed to develop children's creative dance skills and engage their imagination, to enable them to explore the history of the architectural wonders that lie in their communities, and to express this through dance. Children had the opportunity to rediscover their town and its history and reflect on their own connections with these places.

The project was designed to encourage schools that did not access arts activity, and better equip teachers to continue to offer dance in their schools. Eight primary schools from across Renfrewshire were selected in consultation with Catherine Harbon, Learning and Access Officer at Renfrewshire Leisure. Each school chose a local historic building which was used as a stimulus for learning. Primary 4 and 5 pupils from each primary school were led by YDance in a 90-minute weekly session for a period of on average ten weeks to create their dance pieces.

The historical visits, cross curricular lessons and creative dance classes culminated in a performance inspired by what the children had discovered. This celebration of achievement was held at Johnstone Town Hall, where children from all eight schools took part in two sell-out performances, attended by 250 people including the Chief Executive of Creative Scotland.

220 children – 55% of whom hadn't experienced dance before – participated in the project. 85% of all pupils thought that the project was excellent or very good. 87% of pupils who hadn't experienced dance before said they thought it was excellent or very good.

### Teachers commented:

- 'My class have gained a lot of confidence and they got the experience to perform in front of a large audience which many would never have the opportunity to do.' (Fordbank Primary, Johnstone)
- 'A child who is poor academically shone.' (Arkleston Primary, Renfrew)
- 'Lots of children grew in confidence as the weeks progressed.' (Lochwinnoch Primary School)
- 'The children gained confidence, team work skills and a sense of achievement.' (St Paul's Primary, Paisley)

### Children commented:

- 'I liked getting the chance to perform something and show people what I can do.' (Lochwinnoch Primary pupil age 9)
- 'I like that it's mostly about working together' (Howwood Primary pupil age 9)
- "I liked how it was a different type of dancing I have never done. I loved it." (St Fillan's Primary pupil age 10)

- 'I liked how we learned while dancing.' (Howwood Primary pupil age 9)
- 'It was the best dance ever. I loved the moves that we did.' (Inchinnan Primary School pupil age 8)
- 'It was fun working in a group and going on stage and meeting new friends from different schools.' (St Pauls Primary pupil, age 9)
- 'I liked how we got to dance and have so much fun and I would love to do it again.' (St Fillan's Primary pupil, age 9).



Photo credit: Kieran Campbell

## **Paisley YMCA: DAY 21**

**CHEF funding: £8,177**

### **CHEF objectives met:**

- Increase the number of people taking part in creative activity in Renfrewshire;
- Increase opportunities for young people to develop their creative ambition;
- Realise the potential contribution creativity can make to education, social inclusion and quality of life;
- Strengthen and broaden the network of people developing exciting cultural and creative projects and events in Renfrewshire.

The DAY 21 programme delivered a 40-week digital music making and film project to young people aged 8-18 living across Renfrewshire in 2016 and 2017.

The 89 participants created immersive short videos in virtual reality, 360 landscapes and immersive Touch Cast green screen activities, exploring what Paisley and the UK City of Culture bid meant to them. They also produced digital soundscapes and performed live in Paisley, at the Biscuit Factory in Edinburgh and at the Tollbooth in Stirling, with some forming bands.

70% (62) of the young people involved had never previously created music or produced a film using digital technology and came to realise they were part of the arts and cultural community in Paisley and wider Renfrewshire. Paisley YMCA have since secured funding from other sources to develop the longer-term legacy of this project, and have created a digital wellness creative pathways project for the young people involved.

Youth & Programme Development Manager Darran Gillan commented: 'We had such a positive experience of the support over the funded period that resulted in raised profile of the YMCA in Paisley as a digital cultural youth work provider. As a legacy, Paisley YMCA plan to develop more digitally based creative workshops, not only for young people in Paisley but through the Makerspace for people aged 30 and above, as this project has helped us realise that there is an entrepreneurial element to these projects that in the future will stimulate the local economy.'

### **Objective 3. Stimulate the local economy**

- 7.11 CHEF has contributed to the local economy in a range of ways, using culture and creativity to support a number of the Council's broader strategic priority areas.
- 7.12 CHEF has supported the development of the creative industries in Renfrewshire, a key growth area identified in Renfrewshire's Economic Strategy. CHEF has supported the professionalisation of those aspiring to work in the creative industries, providing new skills, employability and business development opportunities. 18 projects have focused explicitly on business development and/or creative entrepreneurship. However, a large number of other projects have supported this implicitly – for example, by providing paid employment for artists or increasing young people's employability. Notably, CHEF has provided paid employment for local artists and musicians with disabilities and long-term health conditions, which had presented a barrier to employment.
- 7.13 CHEF has supported the establishment of creative businesses that did not exist before and has helped established businesses to grow, often with relatively small grant awards. Investment in some new businesses has led others to develop their own creative micro-enterprises. CHEF is helping to create the conditions to build a Renfrewshire as an entrepreneurial and enterprising environment for the creative industries.
- 7.14 CHEF has used the visual arts and culture to support physical improvements to Paisley town centre, such as the Paisley First Mural Trail and the development of Sma Shot Cottage, aiming to increase footfall and support the town's local businesses. This has built upon the Council's town centre strategies.
- 7.15 CHEF-funded festivals and events have drawn visitors and their associated spending power to the area from outside Renfrewshire – and in some cases internationally.
- 7.16 There has been a heavy reliance on unpaid and voluntary contributions from project partners. The full extent of this support-in-kind has often gone unrecorded by grant recipients. Many applicants have tended not to take a full cost recovery approach to their CHEF applicant budgets. This is indicative of a broader need to continue to support the process of professionalisation and capacity building in the cultural, heritage and events sectors.

## **The Amayzing Workshop, Linwood: Leathercraft Workshops**

**CHEF funding: £1,000**

**CHEF objectives met:**

- Increase the number of people taking part in creative activity in Renfrewshire;
- Stimulate the local economy;
- Realise the potential contribution creativity can make to education, social inclusion and quality of life;
- Strengthen and broaden the network of people developing cultural and creative projects in Renfrewshire.

CHEF funding supported the establishment of The Amayzing Workshop in Linwood as both a business and a community resource. While building on the local historic industry of leatherwork, the workshop brought something new to the area, aiming to develop a new craft community and a sustainable business.

The Amayzing Workshop's model was based on learning from elsewhere in the UK, in particular a leathercraft company based in Manchester who developed a thriving craft community based in their shop, which led to a number of new business ventures amongst their pupils as well as volunteers who train newcomers.

CHEF funding was supplemented by personal investment to buy tools and materials needed to set up the workshop in its new premises. This enabled the Amayzing Workshop team to run leathercraft classes for various groups of people, some of whom might not normally engage in creative activity, encouraging them to try something new. Whilst some have developed a new hobby and interest, others have embarked on their own new business ventures.

Frances Simpson commented: 'A number of our clients have gone on to produce work which they have been able to sell. Several have used the classes as a means of developing products for a new business enterprise and a couple have used them to upskill to improve their range of work that they market in a variety of ways. For example, one gentleman already made items of wood and metal in a Viking style and came to us to learn leathercraft so he can now make and sell items such as arm-bracers and leather pouches etc. He has a stall at the Vikingar week in Largs and sells widely on the internet. Another has set up a small business producing designer belts which are marketed in some of the designer clothing shops in Glasgow. Another client expanded his range of jewellery that he markets on ETSY and various craft markets to include leatherwork.'

Since its establishment, The Amayzing Workshop has been successful in attracting clients from a wide range of backgrounds. Taking a socially inclusive approach, the workshop has enabled clients to build their confidence, employability and prospects for the future, as well as technical skills.

Frances Simpson commented: 'We worked with a young man who is autistic and helped him broaden his ability to mix with others and were delighted when he started a course at college this summer, which we hope will lead him to a job in engineering. His confidence grew as he mixed with a range of our other clients and we also involved him in other activities including helping with a stand at the annual craft exhibition at the SECC.'

Leathercraft classes in Linwood can be booked via The Amayzing Workshop's website: <https://www.amayzingworkshop.co.uk/>

**Objective 4: Realise the potential contribution creativity can make to education, social inclusion and quality of life**

- 7.17 This has been a major strength of CHEF in this initial phase. CHEF has made a wide-ranging contribution to local residents' health and wellbeing, educational attainment, skills development and social cohesion.
- 7.18 A large proportion of projects (88 or 65%) involve formal and informal education and learning activities, such as workshops and classes, covering all ages. As noted above, CHEF has provided new creative learning opportunities in schools and nurseries, supporting attainment across the curriculum. It has also enabled West College Scotland and the University of the West of Scotland to lead creative learning projects and events with the local community.
- 7.19 50 (or 37% of) projects were devised with an explicit health or social inclusion purpose. These projects have had a broad range of outcomes, such as improved mental health in participants and reduced isolation in older people. CHEF projects have enabled children with additional needs to improve their wellbeing and provided paid employment and increased employability for artists and musicians with disabilities and long-term health conditions.
- 7.20 A significant proportion of projects have taken place in areas of deprivation across Renfrewshire. Projects taking place in Ferguslie Park, for example, included festivals, events, workshops, performances, public sculpture and compositions, which were wide-ranging in their aims, from intergenerational activity to reduce loneliness and isolation to enabling young parents to gain new creative and practical skills to fostering positive relations between school pupils.
- 7.21 CHEF projects have promoted cultural diversity and social cohesion. Workshops, festivals and events, such as Paisley Mela, Africa in Motion film festival, South Asian dance classes and the establishment of a new Polish Roots Club promoting Polish-Scottish cultural connections, have celebrated the growing cultural diversity of Renfrewshire's communities.
- 7.22 Many projects have been based on collaborations involving partners with strong expertise in health and social inclusion as well as the arts, culture and heritage. For example, Theatre Nemo working with vulnerable young people referred by housing associations on a visual arts and local heritage project; Renfrewshire Health and Social Care Partnership were a key partner in the Scottish Mental Health Arts and Film Festival; and CHEF enabled more carers to enjoy the health and support benefits of singing in Renfrewshire Carers Centre's Choir.

## Forever Young: Uplifting Renfrewshire Folk

CHEF funding: £9,305

### Participants:

Tenants from Renfrewshire Council sheltered housing and amenity complexes in Johnstone, Renfrew and Paisley (including the West End, Ferguslie Park, Shortroods, Gallowhill, Charleston and Castlehead), working with a professional playwright and director, actors and drama students from the University of the West of Scotland.

### CHEF objectives met:

- Increase the number of people taking part in creative activity in Renfrewshire;
- Increase opportunities for young people to develop their creative ambition;
- Realise the potential contribution creativity can make to education, social inclusion and quality of life;
- Strengthen and broaden the network of people developing exciting cultural and creative projects and events in Renfrewshire.

Forever Young is a constituted group of Council tenants living in sheltered housing in towns across Renfrewshire. The group successfully applied for CHEF funding to give them the opportunity to take part in intergenerational music, creative writing, drama and heritage activities to keep active and reduce the effects of loneliness and isolation.

The tenants, which included older people with long-term ill health and disabilities, worked in collaboration with professional playwright and director Karen Herbison, actors Fraser Stokes and June Brogan Glen and drama students from the University of the West of Scotland during 2018 and 2019.

Creative workshops took place in all eleven sheltered housing complexes in Renfrewshire, with tenants working alongside playwrights and actors to write and produce a high quality musical drama. A cast of 19, including 13 sheltered housing tenants, performed in two sold out shows of Uplifting Renfrewshire Folk at the Starlight Music Theatre in Paisley. Tenants also supported drama students in developing theatre work for their degrees.



The production told stories that touched audiences, showcasing new and original sketches and featuring monologues, poetry and song, with many of the scenes and stories shared from tenants' real life experiences. Sheltered housing resident Rita lived her dream of dancing on stage in a ballgown, whilst other residents shared their memories of the mill days, raising a family and growing up during the war.

The project has increased quality of life amongst participants. Friendships were created through the project, reducing loneliness and isolation amongst tenants – something that has been celebrated through subsequent outings to Loch Lomond. Since the project, tenants at Springbank Road Sheltered Housing have taken to writing poetry and monologues for fun. The impact of the funding has had a lasting effect and demonstrates that culture and creativity is for everyone no matter what age.

## Finding Yourself

CHEF funding: £7,312

### CHEF objectives met:

- Increase the number of people taking part in creative activity in Renfrewshire;
- Increase opportunities for young people to develop their creative ambition;
- Realise the potential contribution creativity can make to education, social inclusion and quality of life;
- Strengthen and broaden the network of people developing exciting cultural and creative projects and events in Renfrewshire.

Finding Yourself was delivered through a partnership between four local voluntary sector organisations: Create Paisley, Recovery Across Mental Health (RAMH), STAR Project and Engage Renfrewshire. It aimed to find creative solutions and strategies for positively impacting the mental health and wellbeing of local people in Paisley, building resilience and inner strength.

The project, which was co-funded by the Robertson Trust, Scottish Children's Lottery and others, involved 403 participants of all ages including 105 young people and 112 toddlers. 97% of participants working with STAR Project resided in an area of deprivation and were experiencing the impact of poverty. The project focused on engaging some of Paisley's most vulnerable community members using arts and therapeutic activity to increase aspiration, hope, resilience and wellbeing whilst reducing stigma. The lead partners based their approach on empowering people to work towards achieving their potential, facilitating them to recognise their own value and have an increased sense of purpose and achievement.

Over a period of a year, participants took part in a broad range of creative activities, including 62 creative sessions, co-produced workshops and events and the design and planning of a community labyrinth for Fountain Gardens with professional artist Jim Buchanan. Art workshop sessions at STAR saw 261 participants exploring and creating temporary labyrinths using various techniques and materials such as light, artificial snow, stone, paint, pebbles, salt, paper, tissue and threads (relating to Paisley's thread mill heritage). RAMH provided a total of 679 wellbeing and mental health support sessions, such as counselling and employability, for 16-29 year olds, many of whom were affected by adverse childhood experiences.

Create Paisley formed Young Creators, a youth-led events team who create, design and deliver their own events in collaboration with other young people and partner organisations. The group planned and delivered Open Mind Fest, a youth mental health arts festival in May 2019, as well as an anti-valentines party and a Christmas open mic night.

Research and evaluation conducted during the project showed statistically significant results in improving participants' wellbeing. Two cohorts of participants were tracked throughout the project, with those reporting a low wellbeing score at the start of the project reporting a moderate to high wellbeing score at the end.

Research conducted during the project also investigated whether there is a benefit to third sector organisations working together to improve wellbeing in a community setting. The results have shown the strengths of a consortium approach, which partners will build upon in the future.



**Objective 5: Strengthen and broaden the network of people developing cultural and creative projects in Renfrewshire**

- 7.23 CHEF has played a developmental role in the cultural and creative ecology of Renfrewshire, creating new connections and partnerships between a broad range of organisations and individuals. CHEF funds have supported the establishment and development of new cultural organisations and festivals, such as Paisley International Tango Festival, which did not exist before.
- 7.24 CHEF has funded projects led by a wide section of the Renfrewshire community, from schools and nurseries to voluntary organisations to the local university and college to individual artists and arts organisations to community groups. CHEF has empowered and enabled a wide range of community members to develop and lead their own creative activities. CHEF has also enabled established organisations to diversify participants and reach new audiences.
- 7.25 CHEF has built confidence and generated momentum, supporting crucial steps towards building a critical mass of cultural, heritage and events activity led by partners other than the Council and Renfrewshire Leisure. As the Renfrewshire Disability Arts Forum stated, their CHEF-funded partnership project 'has helped us to become more ambitious and adventurous'.
- 7.26 Some applicants have found CHEF more accessible than other national cultural and heritage funding schemes. This has been a strength of the scheme. As there was previously no designated Council culture, heritage and events fund, applicants used to compete with community groups for Local Area Committee funds. CHEF has therefore filled a gap in funding provision for cultural activity. There is a need to continue to support emerging artists and organisations at differing stages in their development, who may not yet be ready to apply for Creative Scotland grants or comparable culture and heritage funding schemes.
- 7.27 As noted above, a small group of applicants have repeatedly applied and been awarded CHEF funding for annual festivals, events and projects, and have become heavily reliant on CHEF for these activities to exist. This presents an issue around the sustainability of these activities which have become a core part of Renfrewshire's annual calendar.

## **The Ladies A, B & C**

**CHEF funding: £3,500**

### **CHEF objectives met:**

- Increase the number of people taking part in creative activity in Renfrewshire;
- Realise the potential contribution creativity can make to education, social inclusion and quality of life;
- Strengthen and broaden the network of people developing exciting cultural and creative projects and events in Renfrewshire.
- Raise the profile of Renfrewshire throughout the UK.

### **Project Partners:**

- Renfrewshire-based artist Lil Brookes of Gatekeeper Art
- The Disability Resource Centre, Paisley
- Paisley Museum and Heritage Centre
- The University of the West of Scotland
- Glasgow Life
- The National Library of Scotland Archive of Moving Images

In this film and heritage project, Renfrewshire-based artist Lil Brookes worked alongside partners with a group of women participants from the Disability Resource Centre in Paisley, including some non-sighted clients, volunteers and social care staff. The project explored some of the forgotten women in Paisley and Renfrewshire's past, who contributed to their community, yet who were unknown to the participants before taking part in the project. The participants also discussed issues pertinent to women's lives today. The project was a response and celebration of the centenary of women getting the right to vote in 1918, and a way of giving these forgotten women of Paisley and Renfrewshire a voice again.

Over an eight-week period, the group visited Paisley Museum, Heritage Centre, and Glasgow Life Museum Store and the National Library of Scotland Archive of Moving Images in Glasgow to undertake research. During these field trips, participants listened to talks from heritage experts and were able to handle artefacts. Following a series of workshops, participants produced a project film and three short information films.

The film was launched by Provost Cameron as part of the Scottish Mental Health Arts Festival 2018 and later shown at Doors Open Day 2018. The films have been donated to the National Library of Scotland, where they have become part of Scotland's national collection of archived films and will be available to a national and international audience well into the future.

## **Paisley Dates n Mates Drama Club**

**CHEF funding: £2,160**

### **CHEF objectives met:**

- Increase the number of people taking part in creative activity in Renfrewshire;
- Increase opportunities for young people to develop their creative ambition;
- Realise the potential contribution creativity can make to education, social inclusion and quality of life;
- Strengthen and broaden the network of people developing exciting cultural and creative projects and events in Renfrewshire.

Dates n Mates is Scotland's national dating and friendship agency run by and for adults with learning disabilities. They run several events per month on varying scales with the sole aim of improving the social network of members. They organise and deliver regular events in a safe and friendly environment in order to tackle social isolation often felt by those with learning difficulties.

The organisation was awarded CHEF funding for a fortnightly drama course for members, leading up to a summer showcase event in County Square as part of the Paisley 2021 Big Weekend. The group jammed away with Arhythmagrooves and wowed the audience with their set on raising awareness of disability hate crime. The group's further drama sessions culminated in a Christmas pantomime performance at Johnstone Town Hall.

Group member Hughie commented: 'It's a great to meet other people and learn new skills. I am helping other drama members build their confidence.'

Graham Watret, Director of Dates n Mates, commented: 'Some members started the group and found it difficult to be themselves and were a bit shy and now they're wild! They know how get their voices heard!'

## **Objective 6: Increase the number of people visiting Renfrewshire**

- 7.28 As with objective 1, data on visitor numbers had not been collected consistently or comprehensively by all grant holders since 2016, therefore it is not possible at this stage to determine the exact number of people visiting Renfrewshire in relation to CHEF-funded activity. There is also a lack of robust baseline data prior to 2016. However, it is very likely that CHEF has made a strong contribution notably through festivals and events.
- 7.29 CHEF-funded events have attracted thousands of people to Paisley town centre in particular, supporting Paisley's UKCoC bid, and contributing to town centre renewal strategies and the Future Paisley step change: transform Paisley into a vibrant town centre. These have ranged from a new annual international Tango festival, Paisley Mela, opera and pop concerts, and national events such as the Scottish Alternative Music Awards.
- 7.30 While festivals have taken place in other areas of Renfrewshire – for example, CHEF has supported Lochwinnoch Arts Festival – the vast majority of most festivals and events took place in Paisley. While it is necessary to maintain the momentum generated by festivals and events to transform Paisley, a consideration for CHEF's future development is how the fund can do more to support festivals and events in other towns and villages across Renfrewshire.

## Paisley International Tango Festival

**CHEF funding: £9,780 in round 3; £12,500 in round 6; £14,400 in round 8**

### **CHEF objectives met:**

- Increase the number of people taking part in creative activity in Renfrewshire;
- Stimulate the local economy;
- Realise the potential contribution creativity can make to education, social inclusion and quality of life;
- Strengthen and broaden the network of people developing cultural and creative projects in Renfrewshire;
- Increase the number of people visiting Renfrewshire;
- Raise the profile of Renfrewshire throughout the UK.

Paisley Tango Ltd was established in 2016 with two part-time employees to promote Argentine Tango to Paisley and the wider Scottish community. £9,780 of CHEF funding was awarded to establish a new Paisley International Tango Festival as an annual event, with two further festivals supported in 2018 and 2019.

The festival aims to increase participation in dance at a local level throughout the year, leading to improved social, emotional and physical wellbeing, and to increase the number of national and international visitors to Paisley and showcase the town as a multi-faceted hub of creativity. The festivals have attracted world-class talent and hundreds of visitors to Paisley from Scotland and beyond, showcasing local dancers and musicians alongside international talent.

Hundreds of people attended the first festival at Coats Memorial Church in August 2017. Masterclasses were led by internationally renowned tango dancers from New York, Lyon, Russia and Australia. Free taster sessions were offered, with participants encouraged to take part in classes held locally after the festival.

Event organiser, Drew Moir said, 'It's fantastic that we've had such overwhelming support for the event not just in Paisley but from the whole of Scotland. People have come from Europe, America and even Australia to visit the festival and it's given them a great excuse to visit Paisley and Scotland. It's great to be able to show that Paisley can host international events like this.'



The 2018 festival, staged at Wallneuk North Church and the Lagoon Centre Arena, attracted over 500 participants and audience members, some returning for their second year, some travelling from all over the UK, Europe and even the USA just to attend the festival.

Drew Moir commented: 'The Paisley International Tango Festival 2018 cemented Paisley's place on the "Tango Map". Paisley Tango Ltd not get approached by 2-3 professionals a month who want to be invited to perform here, a testament to the organisation and friendly environment our town can create. The Paisley Tango scene would not exist without funding from CHEF so there are many grateful people who now dance on a regular basis. I hope to grow the scene and continue the partnership with Renfrewshire Leisure, CHEF, Paisley.is and all the other great organisations that are bringing Paisley back to life.'

## **Objective 7: Raise the profile of Renfrewshire throughout the UK**

- 7.31 CHEF has raised the profile of Paisley and Renfrewshire and helped put Paisley 'on the map' as a cultural destination.
- 7.32 Much of the activity developed to raise the profile of Renfrewshire was initially focused on Paisley in connection with its UK City of Culture bid. However, CHEF has also continued to support profile-raising activity during the bid legacy period and remains an area to build upon in the future.
- 7.33 Festivals and events have had a strong role to play in raising the profile of Renfrewshire to audiences in Scotland and beyond. CHEF has enabled Renfrewshire to take part in festivals with a national profile, such as the Voluntary Arts Festival and Scottish Mental Health Film Festival. CHEF also enabled Renfrewshire to benefit from the extensive publicity generated by hosting the Scottish Alternative Music Awards (SAMAs) in Paisley for the first time. The SAMAs were promoted on national radio and newspapers with, for example, Paisley band Sway featuring on The Janice Forsyth Show on BBC Radio Scotland, their first time on radio. The Paisley International Tango Festival is an example of a new festival established with CHEF funds that has added Paisley to a national and international arts circuit.
- 7.34 In addition, some comparatively small scale projects have done a great deal to raise the area's profile. For example, the Morgan Spence case study shows how a teenager based in a Renfrewshire village created an exceptional project with a relatively small amount of funding that had a global reach, boosting Paisley's profile in the run up to the town being shortlisted for UK City of Culture.

## Morgan Spence: Animate Paisley

CHEF funding: £3,200

### CHEF objectives met:

- Increase the number of people taking part in creative activity in Renfrewshire;
- Increase opportunities for young people to develop their creative ambition;
- Realise the potential contribution creativity can make to education, social inclusion and quality of life;
- Strengthen and broaden the network of people developing cultural and creative projects in Renfrewshire;
- Raise the profile of Renfrewshire throughout the UK.

Morgan Spence received a CHEF award as a 17 year old filmmaker who had set up his own production company whilst still a Johnstone High School pupil. His project, *Paisley Lego Movie*, aimed to raise awareness of Paisley's rich heritage, culture and architectural history by using Lego to make a short animated film. The three minute film took four months to create and features landmarks from the town including Paisley Abbey and the Town Hall, famous faces such as Paolo Nutini and David Tennant and even references to Paisley Pattern – all painstakingly rendered in Lego and animated. Morgan also led twelve animation workshops in schools and in Paisley Museum with pupils and local community members.

*Paisley Lego Movie* was launched in St Charles' Primary School in Paisley in February 2017. The film release led to extensive media coverage, featuring in such media platforms as The Guardian, the BBC's Daily Politics show, BBC online, STC's Live at 5 show, and a near clean sweep of Scottish media, including Clyde 1, Heart FM, Scottish Sun, Daily Record, Herald, Scotsman, National, Metro, Evening Times, Press and Journal, Sunday Herald and Sunday Post, as well as local media. The estimated total media reach of output across print, online and broadcast news was 6.5 million. The estimated total value of media coverage generated was £200,000.

Famous faces featured in Morgan's video, including Gerard Butler, took to Twitter to praise Morgan's work and back the bid. The film's total Twitter reach has been well into six figures.



Morgan stated, 'Renfrewshire Council has supported my films for several years, involving me in Lego exhibitions back in 2013 and 2014. So it was a privilege for me to be able to promote the town in this way. My parents and grandparents went to school and worked in Paisley and I'm delighted to have been able to play a small part in enhancing the town's bid to become City of Culture.'

Morgan has since secured a position with BBC News Scotland as a journalist with the digital video and social media team.