

To: Economy and Regeneration Policy Board

On: 7 November 2023

Report by: Chief Executive

Heading: Scotland Loves Local Update 2

1. Summary

- 1.1 The purpose of this report is to provide a further update on the Scotland Loves Local scheme in Renfrewshire. It highlights current take-up and spend to date and sets out future Council objectives for the scheme and the associated marketing and activities plan to achieve these.
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2. Recommendations

- 2.1 It is recommended that the Board:
- (I) Notes the content of this report;
 - (II) Approves the proposed objective framework and associated marketing and activities plan;
 - (III) Authorises the Head of Economy and Development to continue the scheme until May 2025.
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3. Background

- 3.1 The Scotland Loves Local campaign is a national initiative designed to encourage all those who live in Scotland to think and spend local. It has the potential to stimulate local spending in towns across Scotland through having a thriving circular economy based on residents supporting local businesses, ensuring that money stays in the community for longer.

Like any gift card, users can choose the amount of money to load on the card, which can be spent at participating businesses within the Local Authority area.

4. Scotland Loves Local objectives

- 4.1. Scotland Loves Local was launched in 2021 to support the economic recovery of town centres post-pandemic. The programme is championed by Scotland's Towns Partnership, with Mi-Cnx responsible for administration of the scheme.
- 4.2. Initially, some Councils used funds from the Scottish Government's Local Authority Covid-19 Economic Recovery (LACER) scheme to top-up Love Local cards. Residents were then able to use the cards for day-to-day purchases i.e. essential food and household items. The main aim was to alleviate costs of living pressures. As such, the decision was made to allow larger retailers, such as supermarkets to be recipients of the scheme. As a result, the majority of spend across Scotland has been with recorded at larger multi and cross-national businesses.
- 4.3. Discussions with Scotland's Town Partnership have highlighted that as the scheme matures, there is an opportunity to refocus SLL so that more spend is recorded within town and village centres, supporting small and medium sized businesses.

5. Renfrewshire context

- 5.1. Currently there are 137 separate units signed up to the scheme in Renfrewshire – a full list is available in Appendix A. Most registrations are either within the Paisley First Business Improvement District, or large multi-nationals.
- 5.2. In the board update of May 2023, it was noted that a total of £31,873 had been spent on the Scotland Loves Local in Renfrewshire. As of 1 October 2023, this has now increased to £44,610. This reflects an increase of more than a third in spend over the last four months.
- 5.3. A significant portion of this increase came from one large local employer using the scheme to reward its staff. This highlights that large businesses using the scheme as a means of corporate gift-giving can help to support the continued growth and viability of the programme.
- 5.4. Moreover, statistics are showing a consistent spending with small local retailers showing that the scheme is improving amongst this cohort. We will continue to work with our partner Mi-Cnx to improve data monitoring to better understand the long-term trends and impact of the Gift Card in Renfrewshire.

6. Licensing

- 6.1. As previously reported to the Board on 23 May 2023, a licensing fee of £9,000 was paid to cover financial year 23/24. The annual order form was signed 24 May 2024. As per the terms of the license agreement, the Council have until 6 months from this date (i.e. 24 November 2024) to advise the administrator that they wish to terminate the agreement, otherwise the subscription terms will be automatically extended by a further period of 2 years. Officers are now seeking permission to use existing Council budgets to fund this scheme for a minimum of two further years.

7. Proposed Outcomes

- 7.1. If the Council continues with the scheme, a framework of objectives has been developed by officers to ensure that Scotland Loves Local is effectively aligned with the Council's strategic policy objectives – to create a thriving network of town and village centres, underpinned by inclusive sustainable economic growth.
- 7.2. This framework will guide our strategy to grow Scotland Loves Local across Renfrewshire over the next two years. Its focus shall be on ensuring that the programme is reorientated towards its original aims of supporting the local circular economy, thereby supporting our centres, our people, and our local businesses. The objectives are to:
- Grow the amount spent on the card by at least 150% over the next two years.
 - Sign up an additional 30 SMEs to the scheme over the next two years, with a focus on businesses within Lochwinnoch, Erskine, Renfrew, and Johnstone. The Council will work closely with key stakeholders, such as Paisley First, Johnstone Business Consortium, and other relevant partners to achieve this objective.
 - Increase the amount of money spent in SMEs by between 5 and 10% over the next two years to achieve a more equitable split in card revenue.

8. Associated Marketing and Communications Plan

- 8.1. Officers have developed a bespoke marketing package promoting Scotland Loves Local across Renfrewshire and meeting the associated objectives set out above. Initially the plan will run from October 2023 – March 2024 to support the development of the programme. This will include:
- **Campaign motivating Renfrewshire's large employers to use SLL scheme as a means of corporate giving/staff reward and incentive.** A webinar outlining the corporate benefits of the scheme took place on 18 October and follow-up communication and engagement with large employers will continue during November, with partner support from the Renfrewshire Chamber of Commerce.
 - **Campaign encouraging SMEs across Renfrewshire to register for SLL scheme and become a place where local people spend the card/spend local.** This will also use partner support from Renfrewshire Chamber of Commerce and town centre business improvement districts/business consortia. Awareness-raising and engagement is in tandem with other Council support programmes, eg, Retail Improvement Scheme, and events and activities such as local Christmas events. Elected member support to engage with business owners would also be welcomed.

- **Campaign encouraging Renfrewshire residents to use the gift card and spend local.** This consumer campaign will involve social media and digital advertising spend in November 2023 and February 2024, and improved visibility and presence of the SLL scheme in participating businesses. A 'Spend Local' consumer competition will take place in November 2023 to coincide with Christmas Lights switch-on events.
- 8.2. The marketing package also seeks to maximise opportunities for Renfrewshire Council to support the programme. This may include aligning discretionary spending programmes with Scotland Loves Local where possible.
 - 8.3. As the programme matures in Renfrewshire, officers will look for additional opportunities to generate activity. For example, press and social media activity for first Scotland Loves Local Week in August 2023 highlighted 20 local businesses backing the 'spend local' message – similar activities in 2024 can be used to increase awareness and uptake of the scheme.
- 9. Progress and Reporting**
- 9.1 If agreed to continue the scheme, progress will be reported to the Board on a rolling basis.

Implications of the Report

1. **Financial** – No additional finance is sought. All funding is accounted for within existing Council budgets.
2. **HR & Organisational Development** – None.
3. **Community/Council Planning** –
Jobs and the Economy - the scheme has the potential to secure additional income for Renfrewshire based businesses, which in turn could support more investment and jobs within the local economy.
4. **Legal** – None.
5. **Property/Assets** – None.
6. **Information Technology** - None.
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.
8. **Health & Safety** – None.
9. **Procurement** – None.

10. **Risk** – None.

11. **Privacy Impact** – None.

12. **COSLA Policy Position** – Not applicable.

13. **Climate Risk** – Not applicable.

List of Background Papers

None.

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Appendix A – Renfrewshire Retailers.

Total - 137

Renfrewshire Retailers - 12/10/2023	
Merchant Name	Merchant Address
Adom Afro Paisley	46 High Street Paisley
Aldi 009 - Paisley	4 Fulbar Rd, Paisley PA2 9AP, UK
Aldi 012 - Erskine	1A, Bridgewater Shopping Centre, Erskine PA8 7AA, UK
Aldi 055 - Renfrew	41 High St, Renfrew PA4 8QP, UK
Aldi 085 - Johnstone	Patons Mill Rp, High St, Johnstone PA5 8FB, UK
Argos A4155 Paisley Linwood	Unit D, The Phoenix Retail Park, Linwood Road Paisley PA1 2AB
Aspire Academy	17 Kelvin Avenue Hillington Industrial Estate Glasgow G52 4LT
Bailey's Antiques	34 High Street Paisley
Barrhead Travel service - Braehead Shopping Centre	Unit 1, Intu Braehead Shopping Centre, King's Inch Road, Glasgow G51 4BN
Baru Paisley	7B Moss Street Paisley
Bears by Sue Quinn	Threadbear, 25 Lawn Street, Paisley PA1 1HD
Bella by Bella Beauty	26 Glasgow Rd, Paisley PA1 3QH
Bianco e Nero	27 Gauze Street Paisley
Brew	3 County Sq, Paisley PA1 1BN, UK
Brick Lane Studios/The Diane Mitchell Music School/Brick lane Studios	Brick Lane Studios 7-9 Weir Street Paisley Renfrewshire Pa34dw
Cafe Fairfull	12A High Street Paisley
Cafe Su	Cafe Su Unit4 InShops ThePaisley Centre 23 High St PA1 2AF
Caleb Outlet	14B New St, Paisley PA1 1XY, UK
CANCER RESEARCH UK GBR - Greenock	32 W Blackhall St, Greenock PA15 1UE, UK
CANCER RESEARCH UK GBR - Johnstone	Units 1&2, 40-41 Houston Court, Johnstone, PA5 8DL
CANCER RESEARCH UK GBR - Paisley	43 Causeyside Street, Paisley, Renfrewshire, PA1 1YL
Cardbox	Cardbox15 5 Hairst Street Renfrew Renfrewshire PA4 8QU
Castelvecchi	10 New Street Paisley
Caulders Garden Centres Erskine	Caulders Erskine Erskine Bridge Bishopton Erskine PA7 5PU
Claire Reid Hairdressing	7 Mill Street Paisley
Comicrazy	45 Old Sneddon Street Paisley
Coop 4247 Paisley Road - Renfrew	93 Paisley Road, , Renfrew, PA4 8LH
Coop 5825 Kilbarchan	20 High Barholm, Kilbarchan, Johnstone, PA10 2EQ

Renfrewshire Retailers - 12/10/2023

Merchant Name	Merchant Address
Coop 7472 Houston	63 Crosslee Crescent, Houston, Johnstone, PA6 7DT
Coop 8769 Bishopton New	26-30 Greenock Road, , Bishopton, PA7 5JN
Coop 9093 Paisley - Neilston Road	60-62 Neilston Road, , Paisley, PA2 6NE
Coop 9094 Bridge Of Weir	Main Street, , Bridge Of Weir, PA11 3NR
Coverstitch	The Paisley Centre, 23 High Street, Paisley
Domino's Pizza - Bridgewater Shopping Centre	Erskine Domino's Pizza Unit 9 Bridgewater Shopping Centre Erskine Scotland PA8 7AA
Domino's Pizza - Gauze Street	Paisley Domino's Pizza 41 Gauze Street Paisley Scotland PA1 1 1EX
Domino's Pizza - Johnstone	11 Laihcartside Street Johnstone PA5 8BY
Domino's Pizza - Renfrew	9 High Street Renfrew PA4 8QL
Ecigarette Outlet	35 Causeyside Street Paisley
Elixir Lounge	Upper Floor, 12 New Street, Paisley
Ellen Adams Hair	24 Glasgow Road Paisley
Exotic kitchen paisley	23 Causeyside Street Paisley Scotland PA1 1UH
FARMFOODS HILLINGTON 249	UNIT 1 EARL HAIG ROAD, HILLINGTON RETAIL PARK G52 4LY
FARMFOODS PAISLEY 255	29 CAUSEYSIDE STREET PA1 1UL
FARMFOODS RENFREW 250	5/6 HIGH STREET PA4 8QL
Finishing Touches	7 Johnston Street Paisley
Food 46	46 High St, Paisley PA1 2AH
Food At Underwood	Unit 1A 35 Underwood Road Paisley Paisley PA3 1TQ
Francis hair salon	3 Johnston Street Paisley
Frangelinos Family Fish & Chip Shop	26 High Street Paisley
Gael Home Interiors	4 Orchard Street Paisley
Gantry	12 New St, Paisley, PA1 1XY
Gillan Green Grocers	The Paisley Centre, 23 High Street, Paisley
H. Samuel - Braehead	38, Braehead Shopping Centre, Glasgow G51 4BP,
HandCrafted Coffee	5 High Street Lochwinnoch PA12 4DB
Harvies Tobacconist	20 Moss St, Paisley PA1 1BL, UK
Hiltons Hair & Beauty	8A St Mirren St, Paisley PA1 1UA, UK
HMV/Sunrise Records and Entertainment Limited trading as HMV	UNIT 167, BRAEHEAD CENTRE, KINGS INCH ROAD, GLASGOW, G51 4BN
HOT Tanning Salon - 25199664	1470 Paisley Road West Glasgow G521sr
Houston Kiltmakers	67 High Street Paisley
Iceland 782-Paisley	86/74 Glasgow Road, Paisley, Strathclyde PA1 3PN
ICELAND JOHNSTONE	1 Houston Square, 56/61 High St Johnstone, Paisley PA5 8QG
ICELAND PAISLEY PIAZZA 1330	Unit 55, Piazza Shopping Centre, Paisley PA1 1EH
InCube Shop	9b Gilmour Street

Renfrewshire Retailers - 12/10/2023

Merchant Name	Merchant Address
Indian By Nature Paisley/Obsession of India	32 Moss Street Paisley
IVAD Gifts	29 Gauze Street Paisley
Jewelfare	44 High Street Paisley
Johnstone Convenience Store	19 high street Johnstone Glasgow UK PA58JU
Kenneth Edward Hair Salon	45 Causeyside Street, Paisley PA1 1YN
Kiddie Boutique /Baby boutique by Claire	Unit 106 Braehead Shopping centre Kings inch road Glasgow Glasgow G51 4bs
Kilts 4 u	2 Erskine Square Hillington Glasgow Glasgow G52 4BJ
Kooks Hairdressing	22 New Street Paisley
Lidl GB JOHNSTONE 1270	10 High Street, Johnstone PA5 8JX
Lidl GB PAISLEY NORTH 1725	Renfrew Road Retail Park, Wallneuk Road, Paisley PA3 4BF
Marks and Spencer - Odstock Road - Paisley	Odstock Road, Paisley PA3 2ST, UK
Marks and Spencer Foodhall - Renfrew Retail Park - Paisley	Unit 1, Renfrew Retail Park, Wallneuk Rd, Paisley PA3 4BF, UK
Marks and Spencer Simply Food - Braehead Shopping Centre	King's Inch Road Braehead Shopping Centre, Ripley, By-Pass, Glasgow G51 4BP, UK
Marks and Spencer Simply Food - Glasgow Airport	Glasgow Airport Priority Security, Glasgow Airport, Paisley PA3 2SW, UK
McLaughlan and Co Jewellers	22 New Street Paisley
Menace Continental Children's Wear	56B Causeyside Street Paisley
Moongemz Baby & Gifts	30b High Street Paisley Renfrewshire PA1 2BZ
Morrisons Bed Centre	24 Lawn Street Paisley
Mrs Party Ltd	5 Johnston Street Paisley
Musclebound	14A New Street Paisley
New Look 1657 Paisley	14 The Piazza Shopping Centre, Paisley , PA1 1EL
New Look 2019 Braehead	1B Braehead Shopping Centre, Renfrewshire, G51 4BP
Noah Home and Gifts Ltd	Braehead Shopping Centre Kings Inch Road Glasgow G51 4BN
Nomads Coffee Shop	63 High Street Paisley.
O'Neills Services	Unit 43B The Piazza Centre, Paisley
One O One 32 Kilbarchan Road	32 Kilbarchan Rd, Johnstone PA5 8RF
Orchard Clinic	Orchard Clinic 16 Orchard Street Paisley Renfrewshire PA1 1UZ
Paisley Photoshop	10 Silk Street Paisley
Paisley Picture Framers	56 Causeyside Street
Paisley Trophy Centre	5 George Place Paisley
Print and Copy It	61 High Street Paisley
Print Centre (GREENLAW GRAPHICS LTD)	31 Gauze Street Paisley

Renfrewshire Retailers - 12/10/2023

Merchant Name	Merchant Address
PROFIX	67 Causeyside Street PROFIX Paisley Renfrewshire PA1 1YT
Pure Spa and Beauty- Renfrew	Pure Spa and Beauty David Lloyds Arkleston Road Renfrew Renfrewshire PA4 ORA
Rainbow Turtle	7 Gauze Street Paisley
Remode	43b High Street Paisley
Riverside Beauty	Crowne Plaza, Congress Road Glasgow Renfrewshire G3 8QT
RSA Your Local Shop	27 Moss Street Paisley
Sainsburys - Kings Inch Road	110 Kings Inch Dr, Glasgow G51 4BT, UK
SEMI CHEM 003319 - Johnstone	Unit 1, 9 William Street, Johnstone
SEMI CHEM 3479 - Paisley	44-46 Central Way Piazza
SEMI CHEM 003517 - Renfrew	93 Paisley Road
Sinclair's of Paisley	30A High Street Paisley
Smyths Toys	Unit 22 Phoenix retail park Linwood Linwood road Glasgow Paisley PA12AB
Snappy Shopper - Online Only	
Spar - Erskine	Bargarran Shopping Centre, Erskine PA8 6BS
Spar - Lochwinnoch	The Cross, Main St, Lochwinnoch PA12 4AH
Spar Glenburn	spar 170 BREAHEAD ROAD Paisley Renfrewshire PA2 8QD
Specsavers - Braehead	110 Kings Inch Drive, Glasgow, G51 4BT
Spoons Coffee House	Spoons Coffee House 71 Causeyside Street Paisley Renfrewshire PA1 1YT
St Vincent's Hospice	11a Moss Street, Paisley, PA1 1BE
Subway - Paisley	Subway 20 High street Paisley Renfrewshire PA12BS
Summits outdoor	36 moss street paisley PA1 1BA
Sunset Beach - Hairst Street	59 Hairst Street Renfrew PA4 8QU
Sunshine Electrical	3 Johnston Street Paisley
Taste Buds	22A Lawn Street Paisley
The Bankhouse	7 Gilmour Street Paisley
The Grumpy Monkey Coffee House	22 Moss Street Paisley
The Keg	15B Gilmour Street Paisley
The Lane Paisley	7 Shuttle Street Paisley
The Perfume Shop 66 Kings Inch Road	Perfume Shop , Unit 160 Braehead Shopping Centre , Kings Inch Road G51 4BS
The Ugly Duck	38 High Street Paisley
Tom Baird Opticians	5 High Street Paisley Paisley Renfrewshire PA1 2AE
Tresspass - Braehead	UNIT 103 BRAEHEAD SHOPPING CENTRE KINGS INCH ROAD G51 4BN
What IF Paisley	25 Moss Street Paisley

Renfrewshire Retailers - 12/10/2023

Merchant Name	Merchant Address
Wholesale Domestic Bathrooms	50 Montrose Avenue Hillington Park Renfrewshire g52 4LA
Wholesale Domestic Equipment company	400-406 Hillington Road, Hillington Estate, G52 4BL
With Love Flowers	48 Causeyside St, Paisley PA1 1YH, UK
WM Morrisons Ltd - Erskine Bridgewater SC GBR	Bridgewater Shopping Centre, Renfrew PA8 7AA
WM Morrisons Ltd - Johnstone GBR	30 Napier Street, Johnstone PA5 8SF
WM Morrisons Ltd - Paisley Anchor Mills GBR	Anchor Mill, Paisley PA1 1GZ
WM Morrisons Ltd - Paisley Falside Rd GBR	Falside Road, Paisley PA2 6JE
Yellow Slate Design	8 Browns Lane Paisley
Zambretto Italian	42-46 Old Sneddon St, Paisley