
To: Leadership Board

On: December 6, 2023

Report by: Chief Executive

Heading: Paisley Museum Reimagined Ltd – Capital Appeal update

1. Summary

- 1.1 This report updates Leadership Board on the progress of Paisley Museum Capital Appeal, delivered by charitable trust Paisley Museum Reimagined (PMR) Ltd (SC049225).

2. Recommendation

- 2.1 Members are asked to note the report.

3. Background

- 3.1 PMR Ltd is an independent company (Charitable Trust), established by Renfrewshire Council in 2019 to drive the Capital Appeal for Paisley Museum and create a revenue income stream for the museum on re-opening. PMR Ltd was officially registered as a charity by OSCR on 16 April 2019 and a small fundraising team was appointed later that year. The team is led by Fundraising and Capital Appeal Manager Andy Robin, reporting to the Council's Head of Marketing and Communications.
- 3.2 The Trust Board consists of four Trustees, Councillor Iain Nicolson, Marion White MBE, James Lang (Chair) Director, Scottish Leather Group Ltd and Bob Grant, Chief Executive of Renfrewshire Chamber of Commerce. The Appeal has five patrons John Byrne, Professor Frances Fowle, Dr Pam Hogg, Much Hon. Duncan Paisley of Westerlea and Dr Heather Reid. Throughout the campaign, the fundraising team has been supported by several Appeal Ambassadors who have championed Paisley Museum through their networks and have made important introductions for the team.

- 3.3 www.reimagined.paisleymuseum.org is the call to action for all Campaign activity, supported by a dedicated PR campaign delivered by the council's corporate communications and public affairs team to raise the profile of the Appeal and maintain national interest in the refurbishment of Paisley Museum. The campaign was paused during 2020 and restarted in 2021, due to the Covid19 pandemic, with campaign targets revised as a result.

4. Income overview and campaign timeline

- 4.1 As of October, £1,557,496 has been raised as part of the Capital Appeal through confirmed and pledged income:
- £1,334,900 trusts and foundations (against a target of £1.5m)
 - £110,000 corporates (against a target of £200,000)
 - £83,261 (incl. Gift Aid) individual donors
 - £29,335 bank account interest
- 4.2 Since the last update to Board, the team has continued to develop a Major Donor prospect list and successfully launched the Corporate Campaign in Renfrewshire, supported by Renfrewshire Chamber of Commerce. This has involved several engagements and site visits with prospective corporate donors. The timeline for activity is listed below:

Dates	Actions
Sep 21 – June 22	<ul style="list-style-type: none"> - Revised Fundraising Strategy & Case for Support - Researching and expanding Major Donor prospect list (<i>ongoing</i>)
Jan 22 – Dec 24	<ul style="list-style-type: none"> - Major Donor cultivation & solicitation (<i>ongoing</i>) - Corporate Campaign launched and implemented (<i>ongoing</i>) - Trust and Foundation solicitation (<i>ongoing</i>) - Stewardship (<i>ongoing</i>)
Jan 25 – April 25	<ul style="list-style-type: none"> - Public Campaign goes live - Donor Thank You events (receptions & private viewings)

5. Individual donor overview

- 5.1 To date over 30 individual donors have chosen to support PMR. Highlight donations include:
- Members of the Coats family have donated over £51,000. The family has indicated their intention to give again before the Museum re-opens.
 - Ken Barclay (previous Chair of Social Investment Scotland) donated £10,000 and will have recognition alongside Steven Campbell's stunning artwork, The Golden City.
 - James Lang of Scottish Leather Group and Chair of PMR Ltd donated £2,500.
 - Alex Holmes has donated £2,000. Alex worked in the Stoddard & Co factory alongside PMR Patron, John Byrne.
 - John Maitland has donated a total of £3,000 over a three-year period. John was born and raised in Paisley but now lives in Toronto.

5.2 Kiran Mazumdar-Shaw, who donated £100,000 via the Mazumdar-Shaw Philanthropy Trust, has offered to transfer ownership of 25 paintings to Paisley Museum. The paintings are of high value and were collected by Kiran's late husband, John Shaw. The council and OneRen are in discussions with Kiran's representative to progress this offer.

5.3 Individual donor, ambassador and friend of PMR Ltd, Nick Kuenssberg sadly passed away in October, having dedicated over 8 years to supporting Paisley's cultural regeneration journey from the initial UK City of Culture bid in 2017, to supporting the Capital Appeal for Paisley Museum. Nick was central to the organising of the 2024 Coats Gathering, an annual event bringing Coats peers and networks together. The event will continue to go ahead as planned and we look forward to welcoming guests to Paisley Town Hall on June 15, 2024. Kiran Mazumdar-Shaw will represent her late-husband John Shaw who worked at Coats for over 30 years.

6. Trusts and Foundations

6.1 21 Trusts and Foundations are supporting Paisley Museum. Highlight donations include:

- £300k from the Garfield Weston Foundation who will sponsor the Introductory Gallery.
- £250k from the Hugh Fraser Foundation who will sponsor the Balcony Gallery.
- £200k from the Clore Duffield Foundation who will sponsor Learning Room 1 – Paisley Museum is only the second project in Scotland to be supported by Clore Duffield, with the only other being National Museums Scotland.
- £200k from the Wolfson Foundation
- £100k from the Reo Stakis Charitable Foundation who will sponsor Gallery 1.
- £100k from the Mazumdar-Shaw Philanthropy Trust who will sponsor the Studio Gallery.

6.2 The majority of high-value Trusts and Foundations have now been approached with almost all pledging to donate. Throughout the remainder of the campaign the Trusts and Foundations will be stewarded and applications will continue to be submitted to lower-level funders. Currently applications worth just over £140,000 have been submitted to those funders. £165,100 is required to achieve the £1.5m target set pre-pandemic in 2019.

7. Corporate Appeal

7.1 The Corporate Appeal was launched in March 2023, and five organisations have agreed to sign up as a corporate partner, with each organisation pledging £20,000 for this status.

- Renfrewshire Chamber of Commerce
- Coats Group
- University West of Scotland
- Malcolm Group
- Scottish Leather Group

7.2 In addition to the corporate partner status, the Coats Group pledged a further £10k for display recognition and we are now in discussions with Scottish Leather Group to increase their support through a value-in-kind contribution. Positive discussions are ongoing with Glasgow Airport and Diageo regarding corporate partner status and the team plan to continue to engage and cultivate corporates throughout 2024. An event will be hosted in Paisley in January, to welcome smaller donations from local businesses.

8. Governance and Stewardship

8.1 PMR Ltd trustees continue to meet quarterly and the Annual Accounts for 2023 have been approved. Statutory and private funder reports are submitted on time and in accordance to funding agreements. Nine site visits with prospective and current funders have been undertaken in 2023. Eight networking events have been attended to raise the profile of PMR and develop new funding relationships. Events include the Scottish 2023 Institute of Fundraising Conference and Renfrewshire Chamber of Commerce business lunches, B2B event and ROCCO awards ceremony. Effective donor stewardship continues to be delivered and donor recognition and GDPR requirements are met. A bi-annual supporter newsletter is published and shared with donors and friends of the project. The latest newsletter can be found at **Appendix A**.

Implications of the Report

1. **Financial** – none
2. **HR & Organisational Development** – none
3. **Community/Council Planning** – Council Plan (PLACE) Demonstrating that Renfrewshire is a great place to live, work and visit. ACTION: Delivering our ambitious regeneration programme, enhancing our culture and heritage assets, using these as a catalyst for growth and renewal across our towns, villages and communities
4. **Legal** – none
5. **Property/Assets** – none
6. **Information Technology** – none
7. **Equality & Human Rights** - The Recommendations contained within this report have been assessed in relation to their impact on equalities and human rights. No negative impacts on equality groups or potential for infringement of individuals' human rights have been identified arising from the recommendations contained in the report.
8. **Health & Safety** – none
9. **Procurement** – none

10. **Risk** – none
 11. **Privacy Impact** – none
 12. **Cosla Policy Position** –not applicable
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PAISLEY MUSEUM REIMAGINED

Winter 2023 Edition

● Supporters Newsletter



Paisley Museum's new and step-free 'red drum' entrance

We have reached several milestones since our last edition, but perhaps none as visually striking as the emblematic 'red drum' entrance. We would like to take this opportunity to thank you for helping us meet these achievements and deliver a world-class visitor destination in Paisley's town centre.

We are delighted to share the 7th edition of the PMR Supporters Newsletter and present the progress made over the past six months. You can read about the latest building works updates, get an insight into audience testing sessions for digital interpretations and learn about the conservation work undertaken on ship models.

We hope that you enjoy reading this update and as always please feel free to share your thoughts and let us know if you have any suggestions or requests for topics to be included in our Summer 2024 newsletter.

Should you wish to stop receiving future newsletters, or simply update your contact preferences, please get in touch using the contact details on the last page.

● A Tribute to Nick Kuenssberg OBE

Everyone connected with the Paisley Museum Reimagined project would like to express their deepest condolences on the passing of Nick Kuenssberg OBE.

We would like to take this opportunity to pay tribute to Nick for his incredible passion for Paisley and supporting our cultural ambitions. It was Nick's 27-year career with Coats that connected him to Paisley and its textiles past. In 2017, our teams worked closely with Nick as we finalised our bid to be the 2021 UK City of Culture. He was a committed champion of Paisley's submission, galvanising national media support and linking the town with buddies over the globe.

Nick joined the Future Paisley Partnership Board in welcoming the UK City of Culture judging panel on their visit to Paisley after the town's shortlisting. He was delighted to continue to support the town's regeneration journey following the competition and continued to be instrumental in raising the profile of the Future Paisley cultural regeneration programme and driving support for the Capital Appeal for Paisley Museum. Indeed, Nick went on to donate personally and acted as an ambassador for the museum, helping to encourage others to support our flagship cultural project – and for that, we are incredibly grateful.

Prior to his passing, Nick was in the process of organising the 2024 Coats Gathering which is an annual event bringing Coats peers together to celebrate friendships established during their time with the company. We look forward to working with Nick's peers to finalise plans and welcome guests next June for a reception at Paisley Town Hall before having a guided tour of Paisley Museum. This will give us the opportunity to celebrate Nick's life and honour his commitment to the town.

The town has lost one of its own, but Nick will never be forgotten.



Nick Kuenssberg OBE, PMR donor and ambassador

● Audience Feedback & Museum Digital Experience



Audience Research Officer, Stef Donini testing a display with an Early Years participant

Throughout 2023, we have user-tested our digital interactives with various audience groups at Paisley Central Library, the Lagoon Leisure Centre, schools and community halls.

This summer, we tested e-storybooks designed for our youngest visitors, focused on the natural world, local history and artists. Parents and toddlers from the Paisley Central Library, along with local P1 pupils from Williamsburgh Primary provided feedback, which we have now used to adapt our digital storybooks.

We have successfully tested the 'Rocketeers' digital game prototype. A group of 14 young STEM leaders at Renfrew's Kirklandneuk Primary School made brilliant contributions to the next stages of development of this interactive display about rocket building.

In September, as part of Doors Open Day 2023, we tested two of our interactive displays, 'Wildlife' and 'Weather', that focus on natural science and meteorology. We gathered feedback and observations from 35 people, including families with children and young people, who have been instrumental in making changes and improvements.

Last but not least, we tested the 'Weather' version of the game with a group of 15 nursery toddlers at Ferguslie Early Learning & Childcare. The children, aged 3 to 5, were very excited to play the paper game. Results from the activity will inform the final development of this immersive digital experience.



● An Uplifting Tale

Building Works Update

The installation of the custom-made red glass panes at the new entrance is now complete. Made with bespoke glass imported from Germany, this structure will ensure easy and step-free access to the museum while casting a beautiful pink hue inside when the sun shines through the panes. This effect will create an inviting welcome to gallery spaces.

Paisley Museum has waited over 150 years for a lift shaft to connect all the levels of the Museum and now it has two. In the west extension, the lift shaft is now ready for the installation of the spacious passenger and goods lifts. To the east of the building, contractors are in the process of pouring concrete and erecting steelwork to create a second lift shaft structure that will provide direct access to the new learning space.

We are pleased to say that progress on the replacement and reglazing of all 27 roofs, including 23 originals, is on track and nearing completion over several galleries. Additionally, the double-glazed roof lights above the Factory Hall (working title) galleries are approaching their finishing touches.

Construction contractor Kier plan to have the building wind and watertight by the end of November. Importantly, this will allow the team to progress internal repair work required for historic finishes that have been damaged by decades of water ingress. This work has already commenced in Galleries 1-5 and we are pleased with progress.

Landscaping work has begun to the south of the Oakshaw properties and the Observatory. As soon as the crane and scaffolding are removed from the site this will enable our teams to get to work on creating Paisley Museum's inaugural garden.

Exhibition Fit Out Update

Our exhibition contractors have started manufacturing bespoke display components including display cases and furniture, object mounts and digital interactives. Many of these displays require complex techniques to ensure that the stories are told in the most impactful manner. This includes no fewer than 67 audio-visual displays, allowing visitors to explore our shared history through additional information, films, and even interactive games.



Internal view of the new 'red drum' entrance



Aerial view of Paisley Museum's many roofs, including the new west extension



A reflection of Paisley's High Street on the stunning glass panels

● Behind the Scenes: Designing Bespoke Displays

Our team met with lead exhibition contractors The Hub Limited and hybrid interactive specialists Unusual Projects to approve prototypes and materials used for some of the more bespoke display elements. Our storytelling approach extends beyond interpretation panels and digital methods, it also encompasses the 3-D design of the displays that will help reinforce display storytelling narratives.

Enhancing Accessibility and Engagement

This approach serves multiple purposes. Firstly, it aids visitors for whom English is not their first language, ensuring that our exhibits are accessible and engaging. It also caters to visual learners who may find traditional text-based displays less effective. Because these elements are custom-made, the prototyping phase is critical to ensure that materials, finishes and effects perform as planned. You can read more about our display testing on page 2 of this newsletter.

The Display Creation Process

The decision-making process encompasses a range of considerations, from approving colour samples used throughout the displays to examining flocking effects that form the backdrop to 'theatrical' artist Pat Douthwaite's paintings. We carefully selected samples for the running track baseboard in the Athletes exhibit and deliberated over the charred wood effect for the story of Paisley Weaver and poet Alexander Wilson, known for burning many of his poems.

The team also explored various design elements, including routed effects for the William Wallace exhibit, the placement of names for the Glen Cinema tragedy, and layering techniques to represent landscape contours for the Corozal dredging story. We even considered the use of upside-down empty bottles for the plinth of the Temperance story.

Our commitment to creating unique displays led us to examine specialist sculpted resin components, crafted by sub-contractor Beaufort Bespoke, which depict the transformation of water into ice for the early years story of explorer Birdie Bowers. We also evaluated miniature, illuminated pigeon models within an 'infinity mirror' showcase for the story about Alexander Wilson's recording of the now-extinct Passenger Pigeons. Additionally, we explored elements related to the Observatory Compensatory Experience and sections of the Interactive Weaving Studio.



Charred wood effect samples for the Alexander Wilson story



Testing resin lighting to simulate the transformation of water to ice in the Birdie Bowers explorer display



Glowing miniature pigeons in an 'infinity mirror' exhibit tell the story of Alexander Wilson and the extinct Passenger Pigeons



Project team testing the Observatory compensatory experience

● Ship Model Conservation Update

In our 2022 Winter newsletter, we shared with you that the Ballast Trust donated £1,400 to support the conservation of a ship model which will be on display in Paisley Museum. We are happy to say that the repair work of the David Davis bucket dredger model is now complete. Although the ship model was in fair condition, it required structural and surface repairs to ensure its long-term preservation.

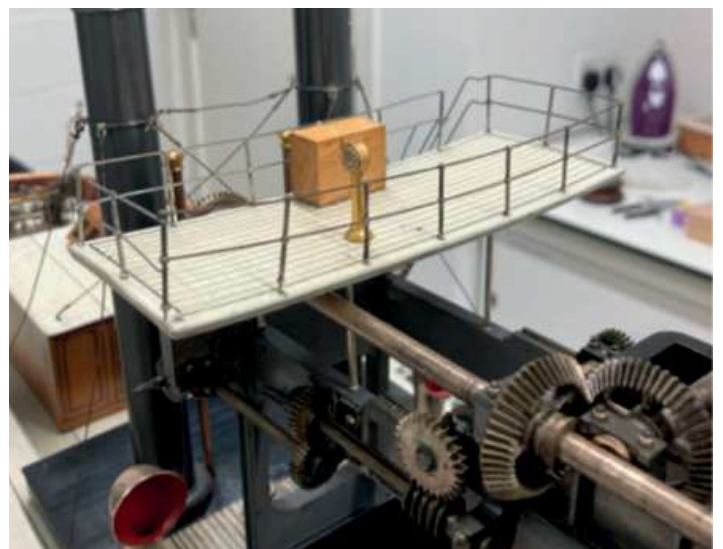
Structurally, several components required attention. The ladder to the front deck was detached, cranes were loose, and the bridge deck was unstable. The conservation team meticulously reattached the ladder and secured loose elements. They also addressed issues with handrails and a detached wooden box.

On the surface, years of accumulated dirt and ageing paint required careful attention. Using brushes, vacuum cleaners, and damp swabs, conservators cleaned the model's intricate details. Some areas of paint showed cracking and fading, necessitating consolidation and retouching.

We look forward to seeing the David Davis dredger on display and would like to thank the Ballast Trust once again for their support. The conservation of Paisley Museum collections is an important part of the Paisley Museum Reimagined project. With your support, our artefacts will be restored and preserved in the best possible condition for the next generation of visitors to enjoy.



Before and after images of dust and paint repairs undertaken by our specialist conservators



Before and after images of the transformed bridge deck following conservation



Paisley Town Hall

Paisley has been delivering a pioneering approach to cultural regeneration. The major investment of £100m in cultural venues and outdoor spaces began in 2016, with The Secret Collection. The facility replaced a vacant department store and is the first publicly accessible museum store on a UK high street. The Secret Collection will complement Paisley Museum by hosting educational visits and showcasing artefacts not on display at the museum. Renfrewshire Council's investment then enabled work to begin on refurbishing Paisley Museum, Paisley Town Hall, Paisley Art Centre and creating a new home for Paisley Central Library.

We are delighted to announce that Paisley Town Hall was the first venue to re-open its doors. It did so in style by hosting The Royal National Mòd—Scotland's largest celebration of Gaelic language and culture—in October. (add image 15) The iconic A-listed building looks stunning following its £22 million transformation with work being taken to preserve and restore its unique and ornate Victorian features, while integrating the modernisation required of a 21st-century venue.

Hot on the heels of Paisley Town Hall re-opening, Paisley Central Library is scheduled to open its doors later this month following £7 million of investment. For those of you who remember, Paisley Library was previously attached to Paisley Museum before its temporary closure in 2018. The library service has moved down Paisley's High Street where it has repurposed a former retail space and in turn, the vacated space at Paisley Museum is being used to increase gallery space. The new library venue will provide spaces for children and families to enjoy, IT and digital facilities offering increased connectivity, spaces for events and to support the Paisley Book Festival—and, of course, places where residents can enjoy some time with a good book.

Paisley Arts Centre is scheduled to reopen next year where it will host more intimate performance space for audiences and performers to enjoy.



Loom Loggia, Paisley Town Hall



Main Hall, Paisley Town Hall

● Fundraising Update

We have raised a further **£300,000** since our last newsletter taking the total amount raised to just over **£1.5m**. Thank you to all our donors who have shown such fantastic support.

We are pleased to announce that **The Malcolm Group** and the **University West of Scotland** have agreed to become corporate partners of Paisley Museum. Both organisations enhance the lives of so many people living across Renfrewshire so to have their support is a major boost for the project. We look forward to announcing more details of these partnerships in the coming months.

We are currently in the final stages of agreeing a 6-figure partnership with a leading UK funder to support education work being delivered at the museum. Keep an eye on our website for an official announcement soon.

We were honoured to welcome a Coats family group in July. Fourteen members of the family were given a tour of Paisley Museum and The Secret Collection where they had the opportunity to view artworks of their ancestors. We would like to take this opportunity to thank the **Coats family** for their continued support of the fundraising campaign.

We would like to thank the **Nairn Family Trust** for their generous donation. The Nairn Family Trust are long term supporters of the Scottish arts and culture sector and we are honoured to have their support.

Scottish business leader, Ken Barclay has pledged his support to Paisley Museum Reimagined. Ken grew up locally and attended Paisley Grammar School. Whilst Ken's career took him across the globe, his parents remained in Paisley until they passed in 2022.

Ken made his donation in honour of his parents and we look forward to recognising the **Family of Jean and Harry Barclay** alongside Steven Campbell's stunning artwork, The Golden City.

Earlier this year, we received a total of £33,000 from three Trusts and Foundations who wish to remain anonymous. All three funders requested that their funding was used to support capital works.

We were delighted to receive support from the **Aurelius Charitable Trust** to conserve a telescope that will be displayed in Transit House. Conserving the collection can be a costly process, so to have this support will help to ensure that this object will be showcased in the best condition possible.

An anonymous donor who worked in the Stoddard's Carpet Factory has kindly agreed to make a series of donations to help support the displays telling the story of John Byrne's trilogy of Slab Boys plays. The plays tell the story of a group of young, working-class Scots in the slab room of a fictional manufacturer in Paisley. Although fictional, John Byrne took inspiration from his time working at Stoddard's Carpet Factory and the life-long friendships made with colleagues.

It is hard to put into words just how much it means to have the support of our donors. We are committed to using your support to help transform Paisley Museum and revitalising Paisley's town centre.



● Online Project Update

Following the success of our 2022 project update session, we would like to invite you to this years' event taking place at 6pm on 28th November. Project Director Kirsty Devine and project Photographer Iona Shepherd will give an update on the building works and exhibition fit-out, followed by a Q&A session. This event is an opportunity for you to see behind-the-scenes images and ask questions about the project.

If you wish to register for this event, please get in touch with the Fundraising team. information@paisleyreimagined.co.uk

< Project team welcoming visitors to the Secret Collection as part of Doors Open Day 2023



The Golden City painting by Steven Campbell. Once in the Museum, the display will be sponsored by the Family of Jean and Harry Barclay

● Thank you to our donors

Individuals

Members of the Coats Family
 The Family of Jean and Harry Barclay
 Eric Grounds
 John Maitland
 The Lang Family
 The Slab Boys & Girls
 Dame Seona Reid DBE
 Graeme McLatchie
 Joseph Gordon Gibbons

Arthur Grosset
 David Gilliver
 David and Heather Russell
 Mr. James Wrigley
 Mrs Sheila Evans
 Mrs Therese E Mckendrick
 Walter J Bartram
 Hector McKenzie
 Alex Chestnut
 John Craig

Corporates

Coats Group plc
 Renfrewshire Chamber of Commerce

The Malcolm Group
 University West of Scotland

Trusts & Foundations

Garfield Weston Foundation
 The Hugh Fraser Foundation
 Wolfson Foundation
 Reo Stakis Charitable Foundation
 Mazumdar Shaw Philanthropy
 The Nairn Family Trust
 Robert Barr Charitable Trust
 Pilgrim Trust

The William Syson Foundation
 Aurelius Charitable Trust
 Antiquarian Horological Society (AHS)
 Ballast Trust
 Kuenssberg Charitable Foundation
 James T Howat Charitable Trust
 Gordon Fraser Charitable Trust

● Follow PMR Online

You can keep up to date on project developments by visiting our website and social media channels:

reimagined.paisleymuseum.org

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