

To: Leadership Board

On: June 22nd, 2022

Report by: Head of Marketing and Communications

Heading: Future Paisley 6-monthly update

1. Summary

- 1.1 This report provides a 6-month progress update on delivery of the Future Paisley programme, including evaluation of the impact of programme's cultural funding to date, plus the launch of two Future Paisley cultural funding programmes for 2022/23 - Round 12 of the Culture, Heritage and Events Fund (CHEF) and Round 3 of the Cultural Organisations Development Fund (CODF).
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2. Recommendations

- 2.1 It is recommended that the Leadership Board:
- (i) Notes Future Paisley Programme highlights since the last report to Board in December 2021.
 - (ii) Notes the evaluation of CHEF, CODF and Renfrewshire's Cultural Recovery and Renewal Fund (RCRRF) and their success in supporting Renfrewshire's cultural sector.
 - (iii) Agrees the established Cultural Recovery and Renewal Fund Panel will review the recommended awards in the forthcoming rounds of CHEF and CODF and delegates authority to the Head of Marketing and Communications to determine the applications for funding – based on the views of the review panel, and to distribute the agreed awards swiftly.
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3. Background

- 3.1** Future Paisley is a collection of interlinked projects, partnerships, investments— and most importantly, people—using culture and creativity to transform their future. It draws on the rich heritage, cultural strengths and creative potential of Paisley and wider Renfrewshire to shape the area's future and helps to drive social and economic change. It combines targeted, sustainable investment in cultural activity with the embedding of culture and creativity into policy making. This report provides a spotlight on activity completed and underway in 2022 and outlines the launch of new rounds of cultural funding to support communities, groups and cultural organisations in Renfrewshire.

4. Programme highlights – 6-month update

4.1 Future Paisley activities and events

4.10 - Glen Cinema Memorial - one of Future Paisley's most poignant projects, the town's first permanent memorial to the Glen Cinema tragedy was unveiled in December 2021. The beautiful statue called Rattle, Little Mother, commissioned as part of the 90th anniversary, was installed in Dunn Square, close to the former cinema site, with the unveiling attended by remaining survivors Robert Pope and Emily Brown. The statue was funded by Future Paisley and Paisley Rotary Club, and was created by artists Rachel Lowther and Kerry Stewart, who worked with the local community to co-design the memorial. The unveiling attracted local and national broadcast media.

4.11 - The Future Paisley Exhibition – The Future Paisley Exhibition, funded by Future Paisley, ran from 15th December to 2nd May in Paisley's Piazza Centre. The Exhibition, which included a digital exhibition, community engagement and events programme, shared the story of Paisley's cultural regeneration journey and set out Paisley's vision for the future, asking local people to help shape how the town will respond to society's big challenges and opportunities, including climate change. The exhibition opened 4 days per week, 10am – 4pm, Wednesdays through Saturdays. More than 1,000 public visitors attended, plus 380 visitors from partners, community and schools and 180 peers through 3 Grand Conversazione events – past, present and future. The digital exhibition was a key resource for engagement and was distributed widely via Engage Renfrewshire, schools – primary & secondary, further education institutions, place & regeneration partners. Evaluation highlights include:

- 94% agreed or strongly agreed that they enjoyed the exhibition
- 89% agreed or strongly agreed that the exhibition had taught them something about Paisley
- 56% agreed or strongly agreed that the exhibition had made them feel more confident about Paisley's future.

4.12 - Paisley Book Festival - Paisley Book Festival, funded by Future Paisley and delivered by OneRen, ran from 17th - 26th February, themed to response to Scotland's Year of Stories, with 530 people booking 1504 tickets (1202 live event tickets). "*Stories Mak Us*" was a blended *programme* of live and digital workshops, events book

launches and opportunities for both established and emerging writers to showcase literature inspired by or written in Scotland. As part of the 2022 programme, Scotland's First Minister Nicola Sturgeon, chaired a conversation *What Makes a Makar*, with Scotland's Makar Kathleen Jamie and previous Director of the Scottish Poetry Library, Robyn Marsack, signalling the festival's national profile built over the past 3 years. Future Paisley will continue to support the Book Festival in 2023 and 2024.

4.13 - About Us, Unboxed 2022 - About Us opened in Paisley, running from March 1 - March 6 in Abbey Close and Paisley Abbey, attracting just under 49,000 visitors. The event marked the launch of UK festival Unboxed, with Paisley hosting the official opening, which brought together national broadcast and print media, with cultural influencers from across Scotland, Northern Ireland, Wales and England, including DCMS. The open-air immersive light and sound show told the story of the history of the universe (13.8 billion years) from the Big Bang to present day and attracted significant national media attention for Paisley. Significant community engagement was undertaken, with specific focus on primary school engagement involving Stemettes and The Poetry Society. Paisley Philharmonic Choir joined The City of Glasgow Chorus and Strathclyde University Chamber Choir to perform new original score by Nitin Sawhney CBE as part of the show.

4.14 - Thread – 24th to 29th May at Renfrew Townhall - an original Scottish musical set in Paisley and created by Paisley-based theatre company, Kick the Door and delivered in partnership with OneRen. The musical was supported by Creative Scotland and Future Paisley. Sold out.

4.15 - Underwood Lane – a new John Byrne musical play set in 1950's Paisley, co-produced between Tron Theatre Company and One Ren, funded through Future Paisley. The premiere takes place at Johnston Town Hall on 7th July, with the show running from 14th to 30th July. Sold out.

4.16 - Other Side of the River 2023 (in partnership with In Motion Theatre Company) - written by producer, playwright and actress Lisa Nicoll, co-authored with the community of Ferguslie Park, the play reflects the impact on communities of a place being victimised by the press. The development of the script is a best-practice example of co-design and has enabled many of the issues raised in its making to be examined further through a series of podcasts to be published later in 2022. Casting for the play is in progress. The Scottish Tour will begin in Ferguslie in March 2023, touring to main houses across Scotland and community venues.

4.17 - National Theatre of Scotland 2023 - Following a call-out for artists NTS, OneRen and Renfrewshire Council creative teams appointed the lead artists to deliver a major live performance event in summer 2023 in Paisley, funded by Future Paisley, creating a pivotal moment during the opening year of the town's cultural attractions. The major event will include significant community engagement, which has already commenced from a permanent base in The Art Department (formerly Alders department store), generate national media coverage, create opportunities for local freelance artists and organisations, and employment for local people. The show will be formally announced on 20th June.

4.18 - Royal National Mod 2023 - Preparations for Paisley to host Royal National Mod in October 2023 are now underway, with the Mod Fringe funded by Future Paisley. Revisions to arrangements for Local Organising Committees have been confirmed, which removes fundraising targets from LOCs. The main venue for the event will be the newly opened Paisley Town Hall, and the list of supporting venues is currently being confirmed by *An Comunn Gàidhealach*, preparing for a launch event in October 2022.

4.2 Future Paisley Partnerships – underway in 2022

4.20 - Sculpture House Collective - Sculpture House Collective is a community interest company (CIC) based in Renfrewshire directed by renowned artists Laura Aldridge, Nick Evans and James Rigler. As artists with careers spanning several decades they use sculptural objects, techniques, materials and thinking as catalysts for building agency and community voice. The Collective work alongside a range of artistic and non-artistic collaborators and wish to relocate their respective studios from Glasgow to Paisley, and in doing so create space for other artists in the town. In 2020 Laura Aldridge was invited by *Collective Architecture* and the arts organisation *Create* to contribute to *The Making of Ferguslie Park* – a major consultation exercise set out the local community's vision for the future of the Ferguslie Park neighbourhood in Paisley over the next five to ten years. The resulting plan, rooted in local priorities, ambitions and aspirations, identified as a priority the establishment of an artist's residency, reusing a vacant property within the neighbourhood as a social space for arts, craft and community events. In response, Sculpture House Collective, supported by Future Paisley, have engaged in extensive negotiation with stakeholders and have developed a business case and fundraising strategy to support relocation to Craigielea House, a council owned Victorian town house in Ferguslie Park, formerly used as council offices. The project will develop Craigielea House as a centre of excellence for the visual arts and creative community activity. The project has the potential to contribute significantly to Future Paisley step changes and strategic outcomes, contributing to socially engaged practice, building community voice, generating positive social outcomes through creativity and addressing issues of artist space. Permission to enter a 20-year lease with the Collective is subject of a report to ILE Board on 15th June.

4.21 - Castlehead School of Creativity/Glasgow School of Art (GSA) – May Creativity Week celebrated the 50th birthday of the school and delivered a range of creative workshops and activities for S1-S3 pupils from 9th to 13th May, expanding cultural and creativity across the school curriculum. Activity included:

- Commissioning of a school mural by GSA (Ida Hendrich) - co-designed with pupils as a 50th birthday gift to the school. This was completed during Creativity Week.
- A series of GSA tutor workshops for S3 pupils covering Architecture, Design and Fine Art.
- 'Rapid Response Day' for all S2 pupils – developing creative responses to disasters and emergencies across all curriculum areas.
- 'Sma Shot Day' workshop delivered by Renfrewshire Council with 20x S1 pupils at Castlehead High School, selected by the Humanities Department.

- Kevin Waters presented the opportunities for pupils at the Advanced Manufacturing Innovation District Scotland (AMIDS) and the range of STEAM opportunities for young people embarking on their future careers.
- A programme of S1 & S2 pupil visits and seminars will take place on site at GSA from 6th to 9th June.
- A video diary has been created and will be developed into a digital prospectus for the school for parents and carers of future pupils.
- Pupil feedback will be presented to the Future Paisley Partnership Board and a future Leadership Board.

4.23 - Centre of Culture, Sport and Events (CCSE) - work is ongoing to support 3 PhD students and drive Future Paisley programme evaluation. The CCSE Annual Symposium, supported by Future Paisley will take place online on 22nd June on the topic of Localism: Re-evaluating the future of culture, events and tourism. The event will run from 12.30 to 4.00pm and will include a keynote on Scotland's Themed Years from Lord John Sinclair, 3rd Viscount Thurso (Chair of VisitScotland & ex-Officio Board Member, VisitBritain). Elected members are invited to register through Eventbrite for 3 workshops:

- The future of tourism: A regenerative approach to the visitor economy, with panellists: Gordon Smith (VisitScotland Director – North, East, South Ayrshire, Inverclyde, Renfrewshire, East Renfrewshire), Ms Sarah Cameron (SensScot), Dr Nancy Duxbury (University of Coimbra/Portugal)
- Socially engaged arts & cultural labour, with panellists: Prof Eleanora Belfiore (University of Aberdeen), Prof Graham Jeffery (UWS), Claire Webster Saaremets (Skimstone Arts, Newcastle)
- The social value of community events, with panellists: Prof Gayle McPherson (UWS/CCSE), Dr Nancy Stevenson (University of Westminster); Amy Finch, (Spirit of 2012/Local Trust)

4.3 Future Paisley funded visitor marketing

4.30 Visit Scotland Destination and Sector Marketing Fund - Paisley.is was awarded £40K from VisitScotland to assist with tourism recovery and encourage footfall to Paisley Town Centre. The '*Paisley.is Calling*' campaign was activated in December 2021 and an additional top up of £16K has been awarded to extend the activity to August 2022.

The purpose of the campaign was to raise awareness of Paisley.is, generate visits to Paisley Town Centre with associated visitor spend and increase dwell time. The '*Paisley.is Calling*' campaign highlights stories that are unique to Paisley - the home of the Paisley Pattern; the town with a radical past & present; rich musical history and impressive architecture. The promotional activity was linked to existing self-guided products which allowed visitors to experience these rich stories over a day or weekend visit. These include: Four Architects Walking Trail, Mural Trail, The Paisley Music Tour App and Paisley Radicals Catalyst for Change Walking Tour App.

Visit Scotland audience profiles were used to targeted as potential visitors (Engaged Sightseers, Curious Travellers and Natural Advocates) and all promotional activity was placed out-with Renfrewshire up to 1 hour-drive time to attract potential new visitors. Campaign activity included:

- Paid-for advertising: Glasgow Central Station large scale screens, Glasgow City Centre Streethub screens and subway 6 sheets. Print – Hood Magazine, Best of Scotland insert in The Herald on Sunday and Sunday National, Staycation magazine and Scots Magazine. Digital – What's on Network (Glasgow, East Renfrewshire & Lanarkshire) and Spotify 30sec audio ad.
- Paid for social media campaign on Facebook and Instagram promoting the self-guided tours
- Influencer visits – BBC Journalist Nicola Meighan guest blogs on Paisley's musical heritage and promotion on her social media channels, family influencer visit to Paisley Food and Drink festival
- Content creation – six-minute film showcasing [Paisley's musical history and heritage](#) and '[Paisley.is Calling](#)' film commission which takes viewers on a journey to discover a genuine & authentic experience when they visit the town.

The additional £16K VisitScotland funding will include additional paid-for advertising activity and social media campaign to further promote the Paisley.is calling film.

The results to date include 5.8million marketing opportunities to see and hear and an increase of 7918 pages views on www.paisley.is. A final evaluation of the activity at the end of August will be completed and reported to a future Leadership Board.

4.31 - Spring visitor campaign – a digital campaign was launched to promote things to see and do across Renfrewshire during the Easter holidays. This included paid-for and organic social media activity, Google ads, paid-for digital advertising and blog articles created on Paisley.is.

4.32 - Summer visitor campaign – a visitor campaign will be launched at the end of June to coincide with the school summer holidays. The purpose of the campaign is to make Renfrewshire a destination of choice as a place to visit during the summer. It will showcase what Renfrewshire has to offer for our key target audiences (Natural advocates, Engaged Sightseers, Local Advocates, Adventure Seekers and Family Favourites) – see **Appendix 1**.

As part of the SS campaign planning marketing propositions have been developed for each of our target audiences and our product offer has been matched to these. The campaign will be supported by:

- High impact media buy including large-scale advertising, radio, print and digital promotional activity
- Content refresh on www.paisley.is providing engaging and inspiring content which will be shared on social channels
- New creative concept with refreshed campaign photography focusing on must-visit places to see and hidden gems in Renfrewshire

- Partners and industry toolkit which will provide an update on the campaign and information on how to get involved.

Additional activity for 2022 includes partnerships opportunities with Visit Scotland being activated in autumn/winter, ongoing promotion of local and visitor events and sponsorship of the Renfrewshire Chamber Rocco Awards.

5. Evaluation - Cultural Funding Programme

5.1 Since 2016, Renfrewshire Council has awarded £1.72m in grants through three cultural funding programmes:

- CHEF: Culture, Heritage and Events Fund - £1.14m to support 135 creative projects: festivals, events, workshops, murals, performances, exhibitions, tours and productions in music, dance, theatre and drama, heritage, literature, film and animation across Renfrewshire.
- CODF: Cultural Organisations Development Fund - £380,000 was awarded in grants to 7 cultural organisations for activity between 2019 and 2022 to strengthen and build their capacity. Organisations in receipt of funding are Create Paisley, Erskine Arts, Outspoken Arts, PACE Theatre Co, Paisley Opera, Right2Dance and Star Project.
- RCRRF: Renfrewshire's Cultural Recovery and Renewal Fund - developed in 2020 to support the cultural sector adapt to the impact of Covid-19. The fund includes three grant programmes - Cultural Organisations Support grants (COS), Artist Development Grants (ADG) and Town Centre & Neighbourhood Creative Installations grants (TCNCI). In 2021/22, 43 grants with a total value of £200,000 have been awarded through RCRRF.

5.2 An interim evaluation of the programmes was undertaken in January and February 2022 including external evaluation of RCRRF, ongoing CHEF evaluation and interviews with grant recipients (a final evaluation will be reported following conclusion of all currently funded activity in 2022). This highlighted how critical sector funding continues to be to strengthen and build Renfrewshire's cultural ecology. An important emerging theme is the requirement for long-term sustainable funding to provide stability and certainty to cultural organisations operating in Renfrewshire. This has been further reinforced through considerable sector engagement led by OneRen on Renfrewshire's new cultural strategy A summary of the interim evaluation can be found at **Appendix 2**. Key highlights include:

- Funding programmes have had strong cumulative impact with investment supporting the creation of a new cultural landscape in Renfrewshire - the development of new cultural organisations, events and partnerships, and enabling existing infrastructure to extend its reach.
- Future Paisley funds have redistributed power, enabling Renfrewshire's creative communities to lead their own projects on their own terms, based on their own

needs. This investment is helping to build agency and capacity in local communities and the next generation of cultural leadership in Renfrewshire.

- Funding programmes have built confidence in Renfrewshire, within and beyond the area – in the local community but also in the development of our relationships with national organisations and partners.
- Projects have contributed to enhancements in community health and wellbeing, promoted cultural diversity and strengthened social cohesion.
- Investment from CHEF and CODF prior to the Covid-19 pandemic, and RCRRF during, meant Renfrewshire's creative communities were in a stronger position to manage the pandemic than they would have been had they not received this funding. Due to funding flexibility, and the responsive approach of officers to the needs of grant recipients, professional freelancers were able to continue working as artists in Renfrewshire, communities were able to continue to access the arts and culture during a time of isolation, and some organisations even report that they were able to thrive, not just survive.
- Regular core funding is essential and would be very beneficial to local cultural organisations.
- Through the administration of the funding programmes, strong and positive relationships have developed between One Ren's Arts Team (funded by Future Paisley), and Renfrewshire's cultural organisations, groups and freelance artists.

In response to the evaluation findings, commitment was made to extend cultural funding and make improvements to the application process.

6. 2022/23 Cultural Funding programmes – CHEF and CODF

- 6.1 Renfrewshire Council confirmed £200,000 in the Council's 2022/23 budget to top up funding for CHEF recognising a significant need to sustain and develop Renfrewshire's cultural sector during continued social and economic uncertainty. In addition, £200,000 of Future Paisley funding, identified through budget reprofiling, will support Renfrewshire's cultural organisations up to April 2024, responding to evaluation insights and reflecting the stated needs of the sector. Both funds will be launched on 1st of June.

6.2 The Culture, Heritage and Events Fund (CHEF)

The purpose of the Fund is to raise cultural ambition and stimulate new cultural, heritage and events activity, aiming to create long-lasting cultural, economic and social transformation in Renfrewshire. The objectives of the Fund are to:

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 cultural and creative projects in Renfrewshire
6. Increase the number of people visiting Renfrewshire
7. Raise the profile of Renfrewshire throughout the UK.

CHEF supports a wide range of projects that develop practice and encourage engagement and participation in cultural and heritage activities and events in Paisley and Renfrewshire. Funded projects support artistic development, partnerships and collaborations, engage and involve our local community, generate footfall in our town centres, attract tourism and showcase the area's assets and the talent of its people. The maximum grant award in Round 12 will be £20,000.

6.3 The Cultural Organisations Development Fund (CODF)

The purpose of the fund is to strengthen and build the capacity of local cultural and creative organisations in Renfrewshire. The Fund has 3 objectives:

1. To support organisations to become more sustainable and to take the next steps in their strategic development.
2. To build capacity in organisations to raise cultural ambition in Renfrewshire.
3. To support organisations which have an ongoing commitment to diversifying and expanding cultural participation.

CODF is reserved for established or developing organisations based in Renfrewshire that have a cultural and creative purpose. In Round 3, applications are accepted from single cultural organisations for their own organisational development activity, as well as groups of cultural organisations for joint activity. This will both nurture this sector's growing culture of collaborative working and increase the impact of our investment at a critical time. The maximum award for single organisations will be £20,000. The maximum award for joint applications from groups of organisations will be £50,000.

- 6.4 The next rounds of CHEF and CODF, live on 1st June, will be delivered through a partnership between Renfrewshire Council and OneRen. Considerable work has been undertaken to improve grant systems and processes, which will benefit applicants and grant recipients. Round 12 of CHEF is being launched with the application deadline of 26th July 2022. The application deadline of Round 3 of CODF will be 30th August 2022. Grants will support activity delivered up to April 2024. OneRen officers will lead a series of pre-application information sessions and advice surgeries for potential applicants. A new digital online application process will streamline the application process and increase accessibility.
- 6.5 Recommendations of awards will be made by assessing officers and presented to the Cultural Recovery and Renewal Fund Panel (comprising two elected members, one from One Ren's Board, one from Renfrewshire Council and Engage Renfrewshire). Delegated authority will sit with the Head of Marketing and Communication to make a final determination of the grant applications, taking into account the views of the review panel and to ensure that funds are distributed as quickly as possible. A full report will

be brought back to Leadership Board in December to update on progress with the distribution of the grants from the Fund.

Implications of the Report

1. **Financial** – none
 2. **HR & Organisational Development** – none
 3. **Community/Council Planning** – none
 4. **Legal** – none
 5. **Property/Assets** – none
 6. **Information Technology** – none
 7. **Equality & Human Rights** - none
 8. **Health & Safety** – none
 9. **Procurement** – none
 10. **Risk** – none
 11. **Privacy Impact** – none
 12. **Cosla Policy Position** –not applicable
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List of Background Papers:

Leadership Board paper: Future Paisley Update, 1st December, 2021

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Summer campaign overview

Our key aims are to: Position Paisley and Renfrewshire as a destination of choice for day-visitors, Raise awareness of the visitor offer available across Renfrewshire; Create ambassadors and advocates for Renfrewshire ; Re-engage industry and key stakeholders in Paisley.is activity

Activate a summer campaign focused on the following marketing propositions: **Family Days Out, Easy Outdoor and Microadventures**, to coincide with summer holidays and better weather June - September.

Visit Scotland Audiences

- Natural advocates
- Engaged sightseers
- Local advocates
- Adventure seekers
- Family favourites

Target geographical areas

- 1-2 hour geotarget – digital activity
- 30 – 45 mins – out of home (based on Jim Law map and rail network)

Paisley

www.paisley.is





Sneak peek – campaign creative

The following slides shows the *draft* creative concepts for the summer campaign.

The photography commission will provide us with new campaign imagery showcasing must-visit locations in Renfrewshire.

Paisley

www.paisley.is



Snacks.
Camera.
Explore.

www.paisley.is
f t @

Paisley

Ready.
Set.
Dive.

www.paisley.is
f t @

Paisley

5 star food.
Championship course.
Perfection.

www.paisley.is
f t @

Paisley

Schools Out.
Day Planned.
Let's Go.

www.paisley.is
f t @

Paisley

Small steps.
Giant adventures.
Splash in.

www.paisley.is
f t @

Paisley

Tea.
Championship.
Tee.

www.paisley.is
f t @

Paisley

Golf.
Spa.
Relax.

www.paisley.is
f t @

Paisley

Phone off.
Bubbles on.
Sink in.

www.paisley.is
f t @

Paisley

Small adventures.
Big memories.

www.paisley.is
f t @

Paisley

Forecast checked.
Boots on.
Stride in.

www.paisley.is
f t @

Paisley

Expectations off.
Helmet on.
Let's go.

www.paisley.is
f t @

Paisley

Free time.
Big moments.
Make memories.

www.paisley.is
f t @

Paisley

Train.
Hike.
Adventure.

www.paisley.is
f t @

Paisley

Raincoat.
Ramble.
Roast.

www.paisley.is
f t @

Paisley

Tea on.
Tee off.
Lets play.

www.paisley.is
f t @

Paisley

Screen Off.
Adventure On.
Let's Go.

www.paisley.is
f t @

Paisley

Sandwiches packed.
Wellies On.
Jump in

www.paisley.is
f t @

Paisley

Low budget.
Big moments.
Make memories.

www.paisley.is
f t @

Paisley

Picnic packed.
Camera ready.
Let's explore.

www.paisley.is
f t @

Paisley

Free time.
Small adventure.
Huge memories.

www.paisley.is
f t @

Paisley

Easy.
Achievable.
Adventures.

www.paisley.is
f t @

Paisley

Puddlesuit on.
Wellies ready.
Splash in.

www.paisley.is
f t @

Paisley

Schools Out.
Fun's In.
Let's Go.

www.paisley.is
f t @

Paisley

Two legs.
Four legs.
Scamper in.

www.paisley.is
f t @

Paisley



Puddlesuit on.
Wellies ready.
Splash in.

www.paisley.is
f t i

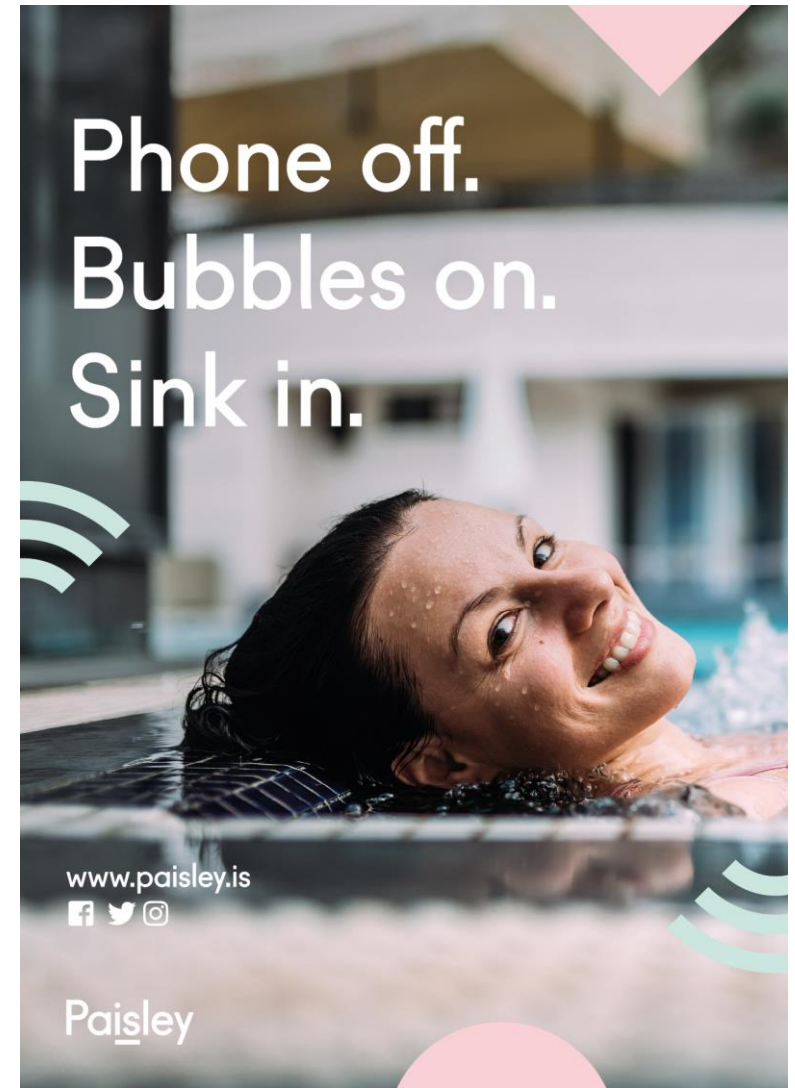
Paisley



Thermos packed.
Binoculars up.
Swoop in.

www.paisley.is
f t i

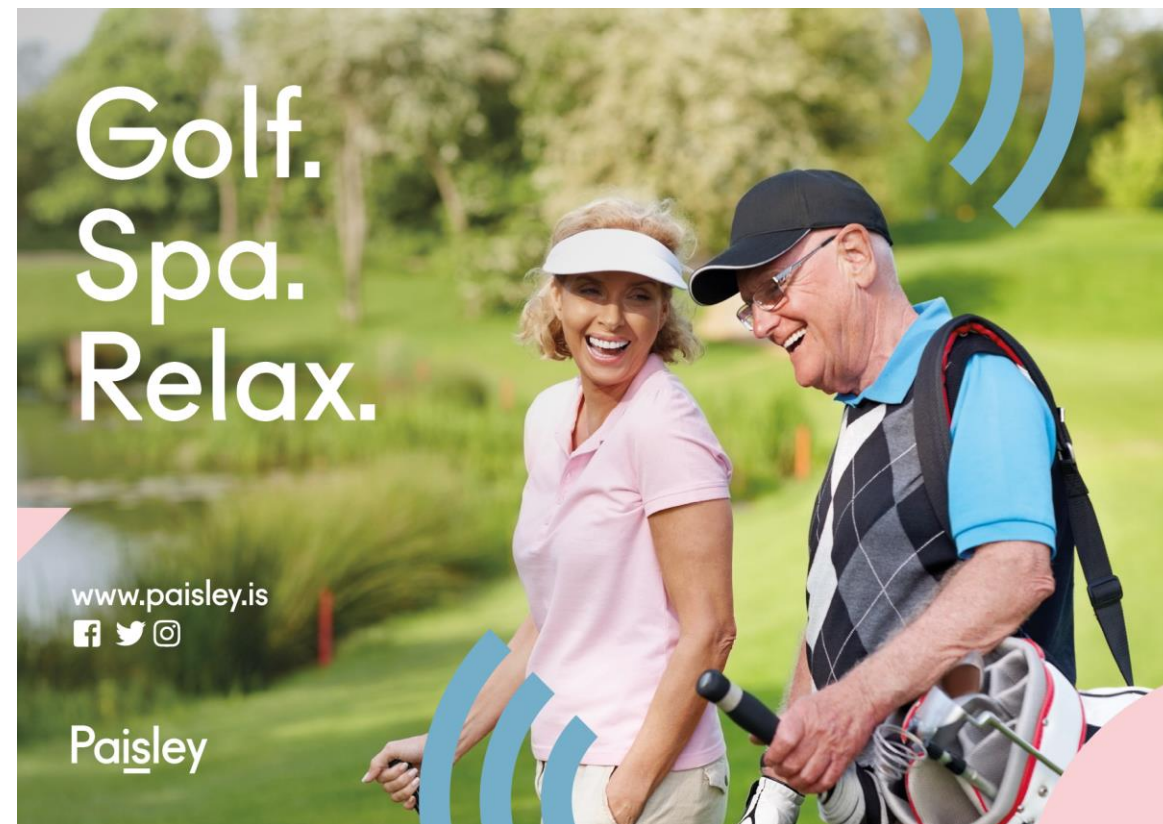
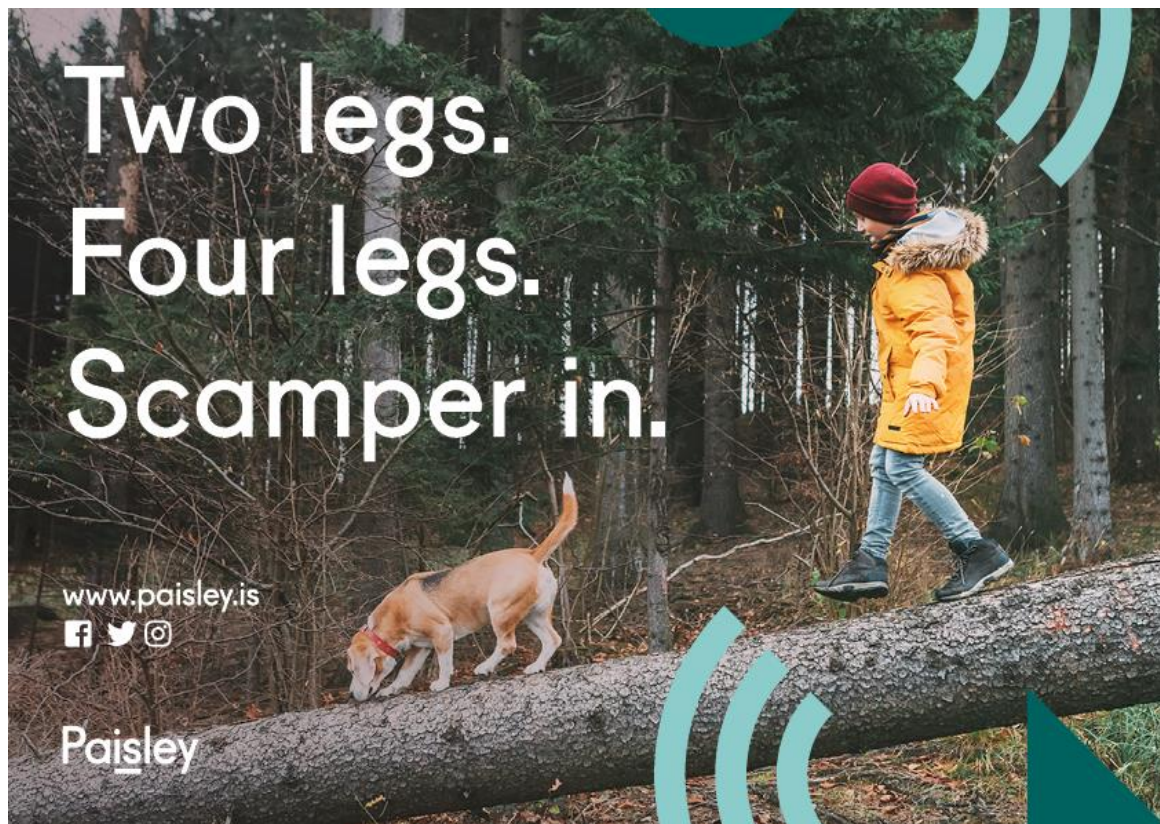
Paisley



Phone off.
Bubbles on.
Sink in.

www.paisley.is
f t i

Paisley

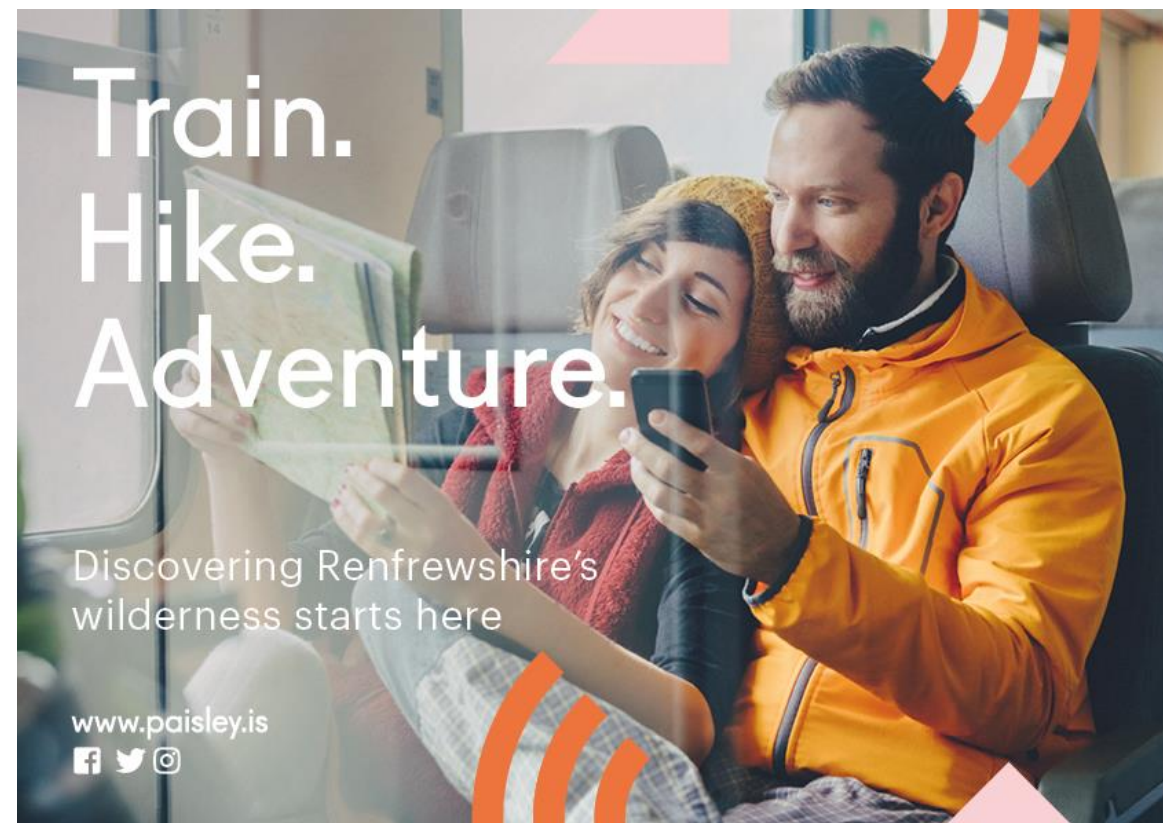




Ready. Set. Play.

www.paisley.is
f t i


Paisley
Calling



Train. Hike. Adventure.

Discovering Renfrewshire's
wilderness starts here

www.paisley.is
f t i



Screen off.
Adventure on.
Let's go.

www.paisley.is



Paisley
Calling



Get. Set. Explore.

Every journey needs a first step.

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Aenean dapibus purus nulla, ac
laoreet quam imperdiet vel. Ut semper eros et
mauris vehicula eleifend.

www.paisley.is



Paisley

Easy. Achievable. Adventures.

Pack some big fun into a
little time in Renfrewshire

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Paisley

Schools out.
Fun's in.
Lets go.

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Paisley
Calling



Ready.
Set.
Dive.

www.paisley.is
f t i

Paisley
Calling

Ready.
Set.
Go.

www.paisley.is
f t i

Paisley

Visitor Activity Calendar

Activity	Date	Dec 21	Jan 22	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec 22	Jan 23	
VS Campaign																
Social media—Four Paisley Architects																
Social media—Murals																
Social Media—Paisley Radicals																
Social Media—Music																
Influencer Visit Music and Family																
Media Buy																
Content Creation—Paisley Music Town																
Content Creation—Paisley Film																
Spring																
Summer																
Autumn																
Winter																
Food & Drink Festival																
Spree																
Doors Open Days																
Paisley Halloween Festival																

February 2022

Cultural Funding Programmes – Interim evaluation
Future Paisley, Cultural Regeneration Team

1. Background

Cultural funding programmes have been a significant component within the Future Paisley/UK City of Culture bid programme since 2016. Between 2016-2021, £1.72m has been awarded in grants to Renfrewshire's cultural sector and creative communities through three Future Paisley funding programmes:

Culture, Heritage and Events Fund (CHEF): Since 2016, CHEF has provided £1.14m to support 135 creative projects, which have included: festivals, events, workshops, murals, performances, exhibitions, tours and productions in music, dance, theatre and drama, heritage, literature, film and animation across Renfrewshire. Projects were redeveloped to be delivered in a Covid-secure way during 2020-22.

Cultural Organisations Development Fund (CODF): £380,000 was awarded in grants to 7 cultural organisations for activity between 2019 and 2022 to strengthen and build their capacity. Organisations awarded CODF grants are: Create Paisley, Erskine Arts, Outspoken Arts, PACE Theatre Co, Paisley Opera, Right2Dance, Star Project and Paisley Opera. Star Project and Outspoken Arts have completed their funded activity. The five remaining organisations will complete their funded activity between March and December 2022.

Renfrewshire's Cultural Recovery and Renewal Fund (RCRRF): Renfrewshire's Cultural Recovery and Renewal Fund was developed in 2020 to support the cultural ecology of Renfrewshire in adapting to the impact of Covid-19. The fund recognises the different elements needed to retain a healthy and sustainable cultural sector in Renfrewshire. The fund is a suite of three grant programmes - Cultural Organisations Support grants (COS), Artist Development Grants (ADG) and Town Centre & Neighbourhood Creative Installations grants (TCNCI).

In 2021/22, 43 grants with a total value of £200,000 have been awarded through RCRRF. The fund has protected 10 cultural organisations across Renfrewshire during the pandemic, supported the livelihoods of 24 freelance artists living and working in Renfrewshire.

All funds have now been awarded for existing Future Paisley cultural grant programmes. However, with funded activity continuing into 2022, evaluation is not yet fully complete. Further evaluation activity will be completed and reported.

2. Beneficiaries

CHEF grant recipients 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; and further and higher education institutions. CODF focused specifically on the needs of established cultural organisations based in Renfrewshire. RCRRF grant recipients have predominantly included professional cultural organisations and freelance arts practitioners working in Renfrewshire.

Renfrewshire Council's investment of £1.72m to date across all three funds has been awarded through 185 grants in total to 129 unique applicants (individuals and organisations). Where applicants have received more than one grant since 2016, this investment has supported their cultural progression at different stages in their careers and development. This has helped freelancers build professional careers in Renfrewshire, growing and retaining talent. It has enabled cultural and creative organisations to grow and consolidate, providing new opportunities for the communities surrounding them. This in turn has supported the development of Renfrewshire's burgeoning cultural ecology.

Our investment has generated new opportunities for Renfrewshire's children and young people, families and communities, particularly in areas of deprivation, as this feedback from one organisation to have received CHEF, CODF and COS grants illustrates:

'Over the last few years Renfrewshire's investment in culture has undoubtedly had a huge long-term impact on outcomes for local young and the regeneration of the area. It has allowed our organisation to significantly expand the breadth and inclusiveness of our work – reaching more young people in areas of deprivation or who face other barriers to participation. It has allowed us to support more local freelance artists and help kickstart the careers of young emerging artists.'

'Strengthening and building the capacity of our organisation has ensured the strengthening of, and cultural capacity building for, our communities for years to come.'

Investment in local cultural and creative organisations and professional artists is building community capacity and voice, an important outcome for Future Paisley, and helps to build next generation cultural leadership. Future Paisley cultural funding programmes are a significant component in building a critical mass of cultural and creative activity in Renfrewshire.

Evaluation findings - the cumulative impact of CHEF, CODF and RCRRF

Future Paisley cultural funding programmes have played a crucial role in the development of Renfrewshire's cultural ecology since 2016 and building strengths in socially engaged practice. Impacts have been wide ranging:

Renfrewshire's cultural sector and creative communities would currently be in a weaker and more vulnerable position had this funding investment not been made by the Council over the past six years. The significant amount of new investment made prior to the pandemic meant that when the Covid-19 pandemic hit, many organisations and individuals were in a stronger position that they would have been had they not received CHEF or CODF grants. This was bolstered by the response provided by RCRRF grants to support creative organisations and freelancers during the pandemic.

'We now have a more solid Board, a team with more capacity, better systems in place, a smarter approach to some areas of work, and a decent plan going forward with clear areas of focus.'

CODF grant recipient organisation

'Our organisation was in a much stronger position due to the CODF support. We had invested in fundraising primarily as well as strengthening our governance. This allowed us to be sustainable and grow during a challenging time.'

CODF grant recipient organisation

Prior to the pandemic, considerable gains were made by CHEF and CODF in building a critical mass of cultural and creative activity in Renfrewshire. Grants developed agency in our cultural and creative communities, enabling grant recipients to lead their own arts, heritage and events projects and their own creative and professional development on their own terms. CHEF generated momentum and created a new cultural landscape in Renfrewshire – it supported the development of new creative organisations, annual events and partnerships that didn't exist before and enabled existing cultural infrastructure to extend its reach. CODF provides a small group of strategically significant cultural and creative organisations with new core funding between 2019 and 2022. This investment has already produced a wide range of beneficial impacts, not just for the grant recipients but the broader ecology connected to them in Renfrewshire, with a wide range of other cultural organisations and freelancers benefitting despite not having been grant recipients themselves.

Cultural grants have been particularly beneficial for marginalised groups. CHEF grants have enabled organisations and freelancers to reach audiences and participants who would not otherwise be able to take part due to various barriers, whether financial or due to mobility and physical access or simply pre-existing provision not meeting participants' needs. CODF

grants have also developed organisational development capacity to enable creative organisations to better respond to the diverse needs of their local communities.

'We believe our creative approach to be innovative and life changing. With the support of this funding, we were able to see a clearer future where our approach ensures our most vulnerable community members continue to engage with art and culture and that equality of access to cultural opportunity continues to be improved upon. By improving our own organisational capacity, we will continue to improve the cultural capacity of the families and communities that work with us, utilising art and creativity through our community model as a foundation stone and exemplar, contributing to cultural regeneration.'

CODF and CHEF grant recipient organisation

Funded projects have improved communities' health and wellbeing, and enhanced quality of life for residents. This is particularly the case for CHEF, where 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. 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; and CHEF enabled more carers to enjoy the health and support benefits of singing in Renfrewshire Carers Centre's Choir.

Prior to the pandemic, cultural funding programmes, particularly CHEF, significantly increased opportunities for children and young people to develop their creative ambition. 72 CHEF projects (or 53%) were specifically developed for children, young people and families. Crucially, funding programmes 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. CHEF provided opportunities for young people to take part in new creative activities in schools and nurseries across the area. Projects supported young people's creative skills development in further and higher education institutions as well as in youth work settings. A particular strength of CHEF has been to create new opportunities for children and young people not provided in mainstream education, as well as new opportunities for care experienced young people to develop their talents and leadership skills through the arts and culture.

CODF has also built the capacity of local cultural organisations to increase their cultural offer for children and young people during and beyond the pandemic.

'We're passionate about working towards a bigger vision with partners across Renfrewshire and beyond. CODF funding has allowed us to secure our core and expand our operations, allowing us to attract more funding, invest in local, national and international

partnerships and increase our work with local freelance artists. Ultimately, this allows us to serve more children and young people, many who face disadvantage and unequal access to creativity. Without CODF funding this would not have been possible.'

CODF grant recipient organisation

Funded projects have promoted cultural diversity and strengthened 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.

Funded projects have helped put Paisley 'on the map'. While many projects focused on Renfrewshire communities, some funded projects have had a national or international reach. There is evidence within some individual projects to show that CHEF has raised the profile of Paisley and Renfrewshire, helping to put Paisley 'on the map' as a cultural destination. For example, Morgan Spence's Lego animation 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. 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.

'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.'

Drew Moir, Paisley International Tango Festival (2019)

All three funds have helped to grow or sustain creative businesses in Renfrewshire:

CHEF has supported the establishment of creative businesses and has helped established businesses to grow, often through relatively small grant awards. Investment in some new businesses has led others to develop their own creative micro-enterprises. 18 CHEF projects have focused on business development and/or creative entrepreneurship. However, many other projects have supported this implicitly, for example, by providing paid employment for artists or increasing young people's employability. The introduction of CODF was the first time that Renfrewshire Council has provided regular funding for a cohort of strategically important cultural organisations. Prior to the pandemic, strong progress was being made by this cohort with their organisational development activity. When the pandemic hit, the priorities of many of the CODF organisations changed. With support from OneRen and the Council, CODF grants were able to adapt to grant recipients' dramatically shifting circumstances to enable organisations to address new challenges and continue to operate. Organisations have reported that this flexibility has enabled them to survive or even thrive during this period of great uncertainty.

'The flexibility shown in allowing us to repurpose some of this funding during COVID was also crucial, along with the COS fund, in ensuring the organisation's long-term survival.'

CODF grant recipient organisation

'The ability to repurpose funds has been crucial to support our organisation. It allowed us to contribute to core staffing costs, enabling us to continue to provide a service throughout the pandemic. This support was vital when our income levels were greatly reduced. This has also enabled us to generate further funds from other sources, to continue to benefit the residents of Renfrewshire.'

CODF grant recipient organisation

'We've been incredibly grateful for the flexibility offered on CODF funding during Covid. This allowed us to repurpose the grant, invest in new team members (Fundraising Manager) and external fundraising support and built capacity to become more responsive to young people and their needs and grow our cultural programme. As a result, we not only survived in a challenging environment but thrived.'

CODF grant recipient organisation

'The funding made a real difference to our effective working in the local economy. The fund was created as an investment in cultural jobs and without it we would not have been able to secure any growth in staffing costs from other funders. This is vitally important, particularly when many other funders, notably Creative Scotland and National Lottery do not offer funding for staffing costs but only time limited project costs or creative/artistic temporary posts. The funding allowed us to invest in quality personnel, training young producers and programmers and in building networks of support across what is sometimes an itinerant and fragile marketplace.'

CODF grant recipient organisation

RCRRF grants helped creative freelancers and organisations adapt to the impact of the pandemic. RCRRF was launched at a time when arts freelancers were having work opportunities cancelled, new arts opportunities were not being created at a sufficient rate to replace them, and when arts practitioners across the country were having to turn to new temporary employment. Artist Development Grants (ADG) were important to freelance arts practitioners, not only in enabling them to earn income at a time of crisis but also to continue their professional practice, developing skills and opportunities that otherwise may be lost or not exist. Initial evaluation findings show grant recipients (freelance artists supported by ADG and TCNCI) report they now feel Renfrewshire is a sustainable place to be a practitioner. ADG and TCNCI grants have been a stabilising influence for professional freelance arts practitioners living and working in Renfrewshire.

Our funding programmes and funded projects have built confidence in Renfrewshire, within and beyond the area. In Renfrewshire, this is not only within the creative sector but also in schools and communities. Funded projects have built children and young people's confidence

and pride in their creative achievements and their hometown. Funding programmes have also supported the development of the Council's and OneRen's relationships with national organisations such as Creative Scotland and Event Scotland. It has helped to build external confidence in Renfrewshire's commitment to cultural regeneration.

Cultural funding programmes have developed and strengthened relationships between OneRen and Renfrewshire's cultural and creative communities. While much Future Paisley programming is developed by council and OneRen cultural workforce, grants distribute power and provide equality, so recipients devise and lead delivery of their own projects on their own terms based on their own identified needs. The structure of CODF relationship management has also contributed to the development of positive and strong working relationships between OneRen and cultural organisations, which made it easier to respond to grant recipients' changing needs when the pandemic hit. Initial evaluation of CODF shows:

- The lead officer approach has built trust and respect between funded organisations and public institutions.
- Lead officers have been able to provide knowledgeable and responsive feedback to CODF organisations when they needed it.
- This trusted relationship has been beneficial in supporting organisations to work towards their short, medium and long-term ambitions.
- Lead officers have deepened their understanding of Renfrewshire's cultural sector.

'The circumstances and impact of COVID has presented challenges in terms of how the organisation was able to operate, and I think my role was significant in terms of fostering trust and demonstrating unique and experience-based understanding of their situation. I would describe my role as a trusted peer.'

OneRen CODF Lead Officer

'To refer to the climate brought about by the Covid crisis, there was quite a bit of learning and understanding of challenges undertaken together. In many ways, we faced similar challenges, with the difference being that by being the Lead Officer representing a funding body that was supporting them, I was in a position to listen and respond to their needs as they navigated a change in priorities.'

OneRen CODF Lead Officer

'I have a better understanding of the financial challenges faced by organisations whose main income is from external funding as well the funding environment due to Covid.'

OneRen CODF Lead Officer

'I've learned that the [CODF] organisation demonstrates great resilience in the face of set backs and are very determined and resourceful.'

OneRen CODF Lead Officer

The creation of Arts Connection as a network and CODF legacy: A significant legacy of CODF grants – most of which are yet to conclude – is the creation of the new Arts Connection network of the seven cultural organisations within the CODF cohort. This new approach to

collaborative working is likely to extend the impact of CODF investment well beyond the scope of the original individual grants awarded.

'Arts Connection is a collective group of organisations working to advance a thriving and sustainable cultural environment for Renfrewshire [through] partnership working, sharing of good practice, joint funding applications, research and planning, expansion of our creative programmes, and generally just helping each other out. Together we all share the same ambition, to help regenerate Renfrewshire by bringing the community and culture together.'

Arts Connection organisations

'The creation of the CODF Cohort (Arts Connection) not only developed a stronger relationship between Renfrewshire Leisure and CODF organisations, but it also strengthened the relationships between different organisations. We are now more connected, collaborating more and working forward collaboratively to meet a shared goal of raising cultural ambition in Renfrewshire.'

OneRen Officer

3. Considerations for future cultural funding programmes

Core funding – previous grants were awarded with no expectation of further funding and were developed to build capacity and sustainability in a way that did not create a new dependency on core funding. Local cultural organisations have provided feedback that regular funding for the core costs would be beneficial. It not unusual for UK local authorities to provide regular core funding to arts organisations, often to those also supported by regular funding from bodies such as Creative Scotland. Renfrewshire does not currently have any Creative Scotland Regularly Funded Organisations, however we do have organisations that aspire to this status, or are of national significance. It will be important to consider how future funding might leverage national funding or funding via trusts and foundations.

We would push for this investment in grass-roots culture to continue and suggest some funds be directed to support the core costs of trusted charities providing crucial local cultural services, such as PACE. We believe regular core funding, as demonstrated by Creative Scotland's Regularly Funded Organisations scheme and seen in some other local authority areas, provides the best long-term results and provides the council with best value-for-money, gives organisations crucial stability, and ensures best practice is embedded in the structure of organisations. It also strengthens the vibrant, independent cultural sector that is necessary to meaningfully regenerate Renfrewshire.

Grant Mason, Chief Executive, PACE Theatre Co

Non-funding sector support - research has shown that in the UK, non-funding support is also valuable to arts organisations. This may come in such forms as subsidised rent or in-kind premises, help with licences and opportunities for networking and development. Indeed, Arts

Connection organisations receive non-funding support from both OneRen and the Council through a variety of other routes. Funding needs to be considered as one tool within an interconnected system of sector support, driven by Future Paisley. This will include looking at how the wider programme can establish progression routes and opportunities for participants involved in short-term grant-funded projects, and partnerships and commissioning opportunities with local cultural organisations, building a self-sustaining ecology.

Making grants more accessible - a new digital application process should be developed to improve the process for applicants, ensure greater accessibility and improve application quality.

Renfrewshire's unique context and approach to cultural funding - positive outcomes have been achieved because funding has been designed to respond to the specific circumstances and needs of Renfrewshire. Future models should respond to the cultural context and meet the needs of creative communities and respond to Renfrewshire's Cultural Strategy priorities. This will include longer-term, sustainable support for cultural organisations and 'fleet of foot' grants to support creative freelancers and build agency within local groups and communities.

It is important that future cultural funding provision is strategically aligned with the wider Future Paisley programme, notably new projects to 'build the system' in health, social care and education, to avoid duplication and maximise impact of the Future Paisley programme and investment in the period leading to April 2024.

ENDS