

**To: Leadership Board**

**On: December 2, 2020**

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**Report by: Chief Executive**

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**Heading: Renfrewshire Visitor Plan 2018-2021 – final year update**

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**1. Summary**

- 1.1 The Renfrewshire Visitor Plan 2018 to 2021 was developed in consultation with national partners and the local sector and was approved by Leadership Board in December 2017. Annual progress reports have been provided to Leadership Board to provide a detailed overview of activity and progress against the strategy targets. The Year 3 report marks the final annual report relating to the Plan.
- 1.2 Year 3 activity has been significantly impacted by the coronavirus crisis, with businesses within the tourism sector (including hospitality and events) being amongst the worst affected. The report will cover two main areas - the significant progress made through the 3-year visitor plan and the refocusing of activity to respond to the immediate and longer-term impact of the COVID-19 pandemic on the tourism sector in Renfrewshire.
- 1.3 Future development of Renfrewshire's visitor economy will be driven by Renfrewshire's Economic Strategy and recovery plan. The immediate focus will be on tourism and hospitality support and recovery, through interventions led by the Renfrewshire Tourism sub-group. This will ensure the region is best placed to recover and stabilise.

## 2. **Recommendation**

- 2.1 Members are asked to note completion of the Renfrewshire Visitor Plan and Year 3 progress at **Appendix 1**.

## 3. **Background**

- 3.1 The Renfrewshire Visitor Plan identified priority actions to be delivered within its 3-year lifecycle:

- Establish a tourism business network
- Share data and insights
- Improve the attractiveness of entry points to the region
- Increase support for volunteer-led attractions
- Improve the consistency in seasonality and extend opening hours
- Create new products, trails and itineraries to spotlight all of Renfrewshire
- Improve facilities and itineraries for Travel Trade

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

- To lead the development and implementation of the destination brand and manage destination marketing
- To lead the strategic development and delivery of major events
- To lead the development of an active industry network, coordinating funding, knowledge share and business growth opportunities and linking to the national agencies
- To co-ordinate the delivery model

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

#### 4. **Progress in Year 3 (2020)**

- 4.1 The Visitor Plan identified 5 key objectives and a series of targets to grow Renfrewshire's visitor economy. Good progress was made in 2018 and 2019 with several targets met and exceeded in Year 2.
- 4.2 Ongoing COVID-19 measures and the national lockdown in March 2020 have significantly disrupted the visitor sector and most of the planned activity for this year has been paused. In response, and contributing to the national recovery plan, priority actions were developed by the council in partnership with VisitScotland and local tourism businesses, to help drive sector recovery and stabilisation. The council's major events programme, a key contributor to the Visitor Plan, was cancelled in full as per Government guidance, and destination marketing activity ceased in March to comply with measures to suppress transmission of COVID-19, including travel restrictions.
- 4.3 Progress in 2020 against the 5 objectives is outlined below with a full analysis available at **Appendix 1**.

##### Grow opportunities to see or hear (OTSH) something positive about Renfrewshire as a visitor destination

Due to COVID-19 restrictions and the cancellation of the visitor events programme, we ceased consumer marketing and PR from March. PR activity since has focused on promoting the digital events programme and continuing to raise the profile of Paisley Museum. Despite the significant change in focus, 95m OTSH were generated year to date, maintaining the profile of Renfrewshire as a visitor destination. A copy of Paisley.is annual report for 2019/20, normally brought to Leadership Board in June, can be found at **Appendix 2**.

During the initial response to COVID-19 and lockdown, we re-focused Paisley.is and positioned the brand as a trusted source of information and guidance:

- Sharing public health advice and reassurance
- Acting as an information and Policy hub for the sector
- Engaging the local audience to promote wellbeing and encourage spending to stay in the local economy
- Promoting Paisley is Now - we are open and safe; promoting walking tours, autumn walks/ great outdoors, dine out/in, pubs and bars, Insta hotspots, know before you go.
- Encouraging the sector to contribute digital content.

##### Increase visitor numbers by 4% year on year.

Day visits to Renfrewshire have decreased to 2.25 million (2017-19 average) from 2.41 million (2016-18 average), with holiday nights also decreasing to 42,000 per annum (2017-19 average), from 50,000 per annum (2016-18 average). Holiday/leisure trips have stayed constant at 23,000 per annum across the same years. Figures for 2019 show that the region was experiencing growth in visits to events, alongside a significant growth in event profile, however visits to attractions (monitored by The Scottish Visitor Attraction Monitor), were impacted by the closure of Paisley Museum. The Scottish Visitor Attraction Monitor notes a 4% increase in visits across comparable attractions to 1.3m (2019) from 1.25m (2018). Across the City Region, Renfrewshire's visitor growth ranks in fourth place out of eight.

#### Increase visitor spend in Renfrewshire by £31m by 2020

Visitor spend (day and overnight), is reported retrospectively by VisitScotland and VisitBritain and is not yet available for 2020. Due to travel restrictions and ongoing measures to suppress transmission, we expect a significant reduction in overall visitor spend, likely to continue into 2021 and affected by ongoing public health measures and consumer confidence. The latest data, available for day visitor spend, confirms a £52m average across 2017-19. This is down from £60.8m (2016-18), and a slight increase on the 2015-17 figure of £51.5m. Although spend has not increased, Renfrewshire has performed stronger than other more established visitor destinations in Scotland. Overnight spend remains constant at £8m. Discussions are ongoing with VisitScotland around data interpretation.

#### Enhance the visitor experience in Renfrewshire by building capacity and developing a quality product

The private sector has continued to innovate and develop new product over the duration of the plan. The full extent of how this has been impacted in 2020 by the COVID-19 pandemic is not yet clear. In 2018 and 2019, the council developed and launched 6 new trails and itineraries, based on consumer insights, marketed regionally and promoted through VisitScotland Expo to Travel Trade. A range of supports have been delivered for Renfrewshire's heritage attractions and volunteer-run attractions, including product innovation and digital marketing, although progress in this area has been significantly impacted by the loss of the 2020 visitor season and ongoing measures required to manage COVID-19 transmission. Significant product adaptations have been made across the hotel and attraction sector. Several attractions remained closed.

### Support tourism business growth and collaboration

A strong network has been established with 60 businesses continuing to actively engage in 2020 in the tourism business network, regularly collaborating and accessing resources, training and support. The Tourism Sub-Group (private sector Chair), was established in 2018 and was refreshed and expanded in 2020 to drive sector recovery and resilience. Over the 3 years of the plan, an annual programme of business development and training has been delivered in partnership with national agencies, adapted in 2020 to respond to the impact of COVID-19. A sustainable infrastructure has been created to extend beyond the term of the Plan, supported by Paisley.is and Paisley Welcomes and co-ordinated by the council's Tourism Officer.

## **5. COVID-19 Impact**

### **5.1 National response**

The impact of COVID-19 creates a very different backdrop for tourism globally. The virus and the measures to protect public health are having a damaging effect on our tourism and events sector here in Renfrewshire and across Scotland. National tourism agencies and industry groups were quick to recognise the impact on the visitor economy, with Malcolm Roughead, VisitScotland Chief Executive calling it “the worst disaster to hit tourism ever”. The national response is led by the Scottish Tourism Emergency Response Group (STERG), chaired by VisitScotland with representatives from enterprise agencies, the Scottish Government, COSLA, and the Scottish Tourism Alliance, and their action plan has underpinned Renfrewshire's local response to the crisis.

The Scottish Tourism Recovery Taskforce (STRT), led by the Cabinet Secretary for Rural Economy and Tourism and the Minister for Business, Fair Work and Skills, was established in June to oversee recovery plans for the tourism and hospitality sector. The recommendations were published in October (<https://scottishtourismalliance.co.uk/tourism-recovery/>), and a response from the Scottish Government is anticipated in November.

Renfrewshire Council has maintained a close working relationship with VisitScotland throughout the crisis, with the Tourism Officer contributing at a national and regional level through the Scottish Tourism Alliance, SLAED and Glasgow City Region Tourism Portfolio.

### **5.2 Renfrewshire impact**

The impact of lockdown and ongoing measures continues to impact the sector in several significant ways; forced closure; restricted business; increased investment in product/adaptations; significantly reduced visitor numbers and volume.

#### 5.21 New action plan

A series of online workshops were established to map a local recovery plan and priority actions agreed and implemented by the Tourism sub-group. This recognised the need for collaboration and imagination to rethink business models and adapt products and services to cope with changes to volume, visitor behaviour, physical distancing and hygiene requirements.

The priority actions focus on; rapid access to business support; developing local audience; establishing education/training/skills partnership; access to data on consumer confidence and trends; collaboration on COVID secure product development and adaptations; developing digital/COVID-secure events; promotion of green travel; reassessing wayfinding/COVID safe visitor environment.

#### 5.22 Destination marketing – local visitor engagement

Visitor marketing was paused in March and resumed in July as lockdown restrictions were lifted, targeting local people and promoting outdoor attractions (rivers and countryside, urban parks and trails and walks), encouraging the audience to stay local, protect local spend and focus on health and wellbeing.

Through *Steal Back Summer*, *Tourist in Your Own Town* and *Spend Local*, marketing activity persuaded local people to rediscover outdoors places and childhood day trips, linking to the national message - 'reconnecting Scots with Scotland'. The campaigns raised the profile of local attractions and outdoors activity, encouraging people to support local businesses and were predicated on consumer insights - recognising lockdown as a period of reflection and consumer desire to explore local neighbourhoods and outdoors spaces. Our aim was to:

- Extend the summer season
- Build local footfall and secure local spend
- Build trust in the destination – promotion of hygiene and safety messages
- Promote green travel - Renfrewshire's cycling network and encouraging people to go green as they get out and about.
- Build community readiness and confidence for welcoming visitors
- Use Paisley.is to share stories and products to inspire people to imagine, plan now and visit later.

This new focus for marketing will continue into 2021 and will include:

Supporting restart of the sector - providing sectoral guidance, training & skills, local campaigns and audience development. Influence policy and provide a voice for the sector and associated sectors.

Focusing on local - promote identity, pride and local knowledge. Generate enthusiasm within communities for staying and spending local.

Building the brand – refresh marketing materials, brand advocacy/ambassador programme. Show off assets to a wider visitor audience through digital.

Engaging new audiences using research to understand impact and new patterns of behaviour, develop user-generated content, maximise SEO and reach with 'always on' digital advertising.

Expanding partnership activity – further develop the Renfrewshire Tourism Business Network, work with new partners (SDI & SE on inward investment marketing), work with regional partners to explore new opportunities (UEFA football championships; COP26 climate summit)

### 5.23 Events

The council's major events programme is an important visitor product and contributor to Renfrewshire's destination brand. At the outset of the COVID-19 outbreak, a ban on mass gatherings was announced by UK and Scottish Governments that resulted in the cancellation of large-scale events in spring and summer. In response to national guidance, and following publication of Scottish Government's COVID-19 – A Framework for Decision Making, Renfrewshire Council's full 2020 programme was cancelled. This represents an estimated loss of £3.5million local economic impact and approximately 100 local volunteering opportunities.

The events team have continued to work with EventScotland over the course of the year to influence the development of national guidance and continue to access event funding; agreeing the continuation of successful applications into future years and applying for new funding through the Scottish Event Recovery Fund to support the safe restart of events. The team are also engaged with the Events Industry Advisory Group (EIAG) to help shape the safe restart of events from a local authority perspective. The EIAG, created in response to Covid-19, works on behalf of the wider Scottish events industry, lobbying government and ensuring events can make a safe and viable return.

A priority has been to maintain local engagement, support the local sector and mark significant dates through digital events. The digital programme for 2020 included; Sma' Shot Day; Doors Open Day; Radical War – the Paisley Radicals; and Remembrance Day 2020, see **Appendix 3**.

Planning for the re-start of events in 2021 is underway and will be shaped by new and emerging Government guidance, focusing on 5 principles; increase community participation; promote wellbeing and build confidence; support local businesses and our town centres; provide opportunities for volunteering and skills development; and increase digital programming and digital participation.

#### 5.24 Financial support for business

Scottish Government is providing a range of business support, including support for tourism and hospitality. However, the range of businesses and operating models has made accessing support complex. This has led to lobbying from industry bodies to enhance existing and release new support schemes. Several funds were announced to compliment funding:

- Business support grants at £10k for small businesses, and £25k for leisure, retail and hospitality businesses within a specific business rate range
- 100% business rates relief for leisure, retail and hospitality businesses
- Coronavirus Job Retention Scheme (furlough)
- Self-employment Income Support Scheme (SEISS)
- Newly Self-Employed Hardship Fund
- Creative, Tourism & Hospitality Enterprises Hardship Fund (managed by the Enterprise Agencies in partnership with Creative Scotland and VisitScotland)
- Third Sector Resilience Fund (managed by Firstport, Social Investment Scotland and Corra Foundation)
- Heritage Emergency Fund (National Lottery Heritage Fund)
- Creative Scotland Bridging Bursary Fund and the Open Fund: Sustaining Creative Development

In June 2020 over 500 businesses were interviewed and surveyed by the Council and Renfrewshire Chamber of Commerce. This included 70 businesses from the hospitality and tourism sector. Lockdown had closed almost two thirds of the businesses in the sector and the furlough scheme and other businesses grants were cited as being essential in allowing them to survive. The sectors concerns were very clear with uncertainty over returning customers and visitors and the cancellation of investment plans into businesses to allow them to develop and grow.



As an example, lockdown shut all but 4 of Renfrewshire's larger hotels, with even those 4 only open for very limited essential business travel or as temporary accommodation for NHS/essential workers. By September the hotels had reopened but operating at less than 40% capacity and taking 75% less in revenue compared to September 2019.

Seven hotels have applied for the Scottish Enterprise Hotel Recovery Programme.

## **6. Key highlights of Renfrewshire Visitor Plan (pre-COVID-19)**

### **6.1 Consumer marketing – building profile and attracting visitors**

- 6.11 Developed and launched the area's first destination brand Paisley.is and dedicated visitor website in March 2018. The website exceeded its three-year target in year one and has been key to driving engagement with Renfrewshire's events programme, regional and national visitor campaigns and Renfrewshire's partnership with VisitScotland. The Paisley.is website is the first ever dedicated platform to market Renfrewshire to visitors and has developed a significant digital audience, with 40% of users coming to the website via organic search and coming 4<sup>th</sup> on Google search rankings (for 'paisley') and 1<sup>st</sup> (for 'paisley is'). Additionally, the brand's social media channels have grown their combined following to almost 11,000.

The destination marketing brand has generated 629 million OTSH something positive about Renfrewshire as a destination over the lifetime of the Visitor Plan. Destination PR has generated over 8,000 positive media articles with a value of £16.6 million. 21 familiarisation visits from travel media were supported. The profile of Renfrewshire and Paisley as a day-visit destination grew in 2018 and 2019 driven by seasonal consumer campaigns in partnership with VisitScotland and through national event marketing and publicity linked to the council's major visitor events; Paisley Food Festival, British Pipe Band Championships, The Spree Festival and Paisley Halloween Festival.

- 6.12 Secured a successful partnership with VisitScotland raising the profile of Paisley.is and Renfrewshire as a visitor destination. The partnership has turbo-charged annual activity including; exposure at the annual VisitScotland EXPO event and access to travel trade, joint marketing campaigns and inclusion in national and international VS promotions, support for media familiarisation visits, access to data and insights and access to funding. 5 visitor campaigns were delivered annually in 2018 and 2019 to promote Renfrewshire attractions and days out to a national audience. Campaigns linked Renfrewshire product and areas of sector investment with key target audiences within the VisitScotland portfolio and visiting travel media.

- 6.13 Designed and published a suite of new location marketing materials, refreshed annually and distributed locally and across the central belt to VS visitor centres, attractions, tourism-related businesses and travel hubs. These include; Paisley.is bedroom brochure, with dedicated pages on towns and villages; Paisley and Renfrewshire, Great Things to See and Do; Paisley Walking Trail; Paisley Four Architects; and 3 new itineraries for travel trade.

## **6.2 Developing product and building relationships**

- 6.21 Delivered Paisley Museum PR campaign and national and international publicity to support the redevelopment of Paisley Museum through specialist and mainstream media, including a '*Paisley from Paisley*' product collaboration with international fashion house Hermes and subsequent media coverage (over 10 million opportunities to see or hear something positive about Paisley and the Council's pattern archive). In 2020, completed the research, testing and development of the consumer marketing strategy to support the reopening of Paisley Museum.
- 6.22 Increased our national reputation for major events through successful hosting bids; Scottish Album of Year Awards (SAY), British Pipe Band Championships and the Royal National Mod (2023). This has been further cemented through the development of our home-grown visitor events programme; Paisley Food and Drink Festival, The Spree and Paisley Halloween Festival. Paisley Halloween Festival won the Scottish Thistle National Award for Best Cultural Festival in March 2020 – beating the Edinburgh Festival Fringe. Despite cancellation of the programme in 2020, the events programme has delivered £6.3m economic impact for Renfrewshire over the duration of the Visitor Plan.
- 6.23 Increased engagement with Travel Trade to promote Renfrewshire attractions and hotels to domestic and overseas visitor audiences, through the development of historic itineraries including; The Pattern that Changed Everything; The Home of Scottish Heroes and The Wallace Begins Trail (with National Wallace Monument in Stirling and with Dumbarton Castle). This has been underpinned by national and regional marketing and digital content, through Paisley.is and with national partners.

## **6.3 Sector engagement and development**

- 6.31 Tourism-related businesses are actively engaged in a tourism network and benefitting from access to industry events, training and support. A rolling

programme of engagement has been completed in partnership with Renfrewshire Chamber of Commerce, VisitScotland and Digital Tourism Scotland. This has also included support for product development and building capacity across volunteer and charity-run attractions. 341 individuals across tourism-related businesses have completed Paisley Welcomes customer services and product familiarisation training, funded by Scottish Enterprise.

- 6.32 Secured new industry partnerships with Renfrewshire Chamber of Commerce, Scottish Enterprise and Digital Tourism Scotland and delivered a programme of business development sessions for local providers and attractions; digital tourism and marketing, tourism innovation and social enterprise. This included Scottish Enterprise and Digital Tourism Scotland (DTS). Paisley.is has been the premier partner sponsor for the Renfrewshire Chamber of Commerce ROCCOs in 2018 and 2019 and introduced a new Excellence in Tourism ROCCO Award.
- 6.33 Strengthened local heritage organisations through Renfrewshire's Great Place Scheme - funded by National Lottery Heritage Fund, by providing focussed support, training and event funding. The project has engaged with over 70 local organisations in Renfrewshire. Five partnerships identified for 2020; Paisley Abbey, Sma' Shot Cottages, Thread Mill Museum, Lochwinnoch Arts Festival and Inchinnan Historical Interest Group, have been delayed due to the COVID-19 pandemic. A request has been made to NLHF to extend the timeframe for the Scheme and to provide additional funding, given the detrimental impact of the pandemic on heritage organisations – see separate report to this Board.
- 6.34 Developed a shared digital Data Dashboard for the tourism industry, integrating multiple visitor economy related data sets for Renfrewshire to inform future visitor marketing and sector planning.

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## Implications of the Report

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

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

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

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### List of Background Papers

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

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## Objectives and targets – Appendix 1

### Increase destination marketing to grow OTSH (opportunities to see or hear) something positive about Renfrewshire

Impact measure	Baseline	2020 target	Achievements / Notes
Launch a new destination website and monitor unique page visits	No destination website; visitor content on Council site.	250,000 unique web visits.	<p>Destination website launched in March 2018 and endorsed by VisitScotland. Year 3 target of 250,000 unique visits exceeded in 2019.</p> <p>2020/21: Traffic to Paisley.is website decreased significantly due to impact of COVID-19 on destination marketing activity website visits: 127,074 page views   unique page visits: 108,291 <b>(YTD)</b></p> <p>2019/20: website visits: 554,646 page views   unique page visits: 497,003 198,363 users</p> <p>2018/19: website visits: 237,490 page views   unique page visits: 190,808</p>
Number of media familiarisation visits	5 media visits	20 media visits	<p>2020/21: all media visits were cancelled</p> <p>Previous year's growth demonstrated good performance in engaging national media: 2019/20: 14 2018/18: 7</p>
Positive coverage - opportunities to see or hear something positive about Paisley and Renfrewshire due to destination marketing	15m OTSH per year	120m OTSH per year.	<p>2020 target exceeded in 2018 and 2019</p> <p>2020/21: 95 million <b>YTD</b>. PR value £3.5m</p> <p>2019/20: 236 million OTSH. PR value of £10 million</p> <p>2018/19: 298 million OTSH. PR value: £3.1 million.</p>
Partnership with VisitScotland	Partnership confirmed	Permanent within Visit Scotland campaigns	Achieved - permanent profile on VisitScotland.com and inclusion in annual digital campaigns. In 2020, despite a pause in destination marketing, Renfrewshire attractions featured in VisitScotland visitor film.

Partnership with Glasgow Life	Partnership confirmed	Permanent within People Make Glasgow	Partnership activity paused during 2020.
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#### Increase visitor numbers by 4% year on year

Impact measure	Baseline (2017)	2020 target	Achievements / Notes
Visits to Renfrewshire attractions	1.7m: Scottish Visitor Attraction Monitor, Moffat Centre (2016)	1.99m	2020: figs published in 2021 2019: 1.36m (2 attractions unable to submit data) 2018: 1.76m <i>Source - Scottish Visitor Attraction Monitor, Moffat Centre</i>
Visitors to events (from outwith Renfrewshire)	155,000 unique attendees (54,000 visitors): Culture Republic	100,000 attendees	2020: all events cancelled. 2019: 153,474 attendees 29,945 visitors (EKOS 2019) 2018 –160,873 attendees 29,752 visitors (Culture Republic/James Law Research 2018)
Day visits to Renfrewshire	2.73m: VisitScotland/ Great Britain Day Visits Survey (GBDVS, 2015)	3.32m	2020: 2.2m (GBDVS, 2017 - 19) 2019: 2.41m (GBDVS, 2016-18) 2018: 2.25m (GBDVS, 2015-17)
Holiday nights in Renfrewshire	45,000: VisitScotland/ Great Britain Tourism Survey (GBTS, 2015)	55,000	2020: 42,000 (GBTS, 2017-19) + 23,000 holiday/leisure trips 2019: 50,000 (GBTS, 2016-18) + 23,000 holiday/leisure trips 2018: 37,000 (GBTS, 2015-17) + 19,000 holiday/leisure trips
Partnership with Glasgow to promote Paisley product	2 million visitors to Glasgow gateway	3 million visitors to Glasgow and wider region by 2023	2020: Activity paused due to coronavirus and related ongoing restrictions. City Region meetings have restarted to identify next steps.

### Increase visitor spend in Renfrewshire by £31m

Impact measure	Baseline (2017)	2020 target	Achievements / Notes
Day visitor spend in Renfrewshire	£60.51m: VisitScotland/ Great Britain Day Visits Survey (GBDVS, 2015)	£70m	2020: £52m (GBDVS, 2017 - 19) 2019: £60.8m (GBDVS, 2016 -18) 2018: £51.5m (GBDVS, 2015 -17).
Overnight to Renfrewshire visitor spend	£12m: VisitScotland / Great Britain Tourism Survey (GBTS, 2015)	£14.6m	2020: £8m (GBTS, 2017 - 19) 2019: £8m (GBTS, 2016 - 18) 2018: £11m (GBTS, 2015 - 17).

### Enhance the visitor experience in Renfrewshire by building capacity and developing a quality product

Impact measure	Baseline (2017)	2020 target	Achievements / Notes
Customer-facing staff and volunteers undertaking customer service excellence training	No training scheme in place	500 customer facing staff trained	Paisley Welcomes (online training resource) was developed and launched in June 2018 2020: 341 trainees (ScotRail rollout delayed in 2020) 2019: 182 trainees 2018: 73 trainees
Increase overall impression visitor rating	6.2/10 (STR, 2017)	8.0/10	2020: The town centre survey was suspended due to lockdown and ongoing restrictions – data unavailable 2019: 6.47/10 (STR, 2019) 2018: 6.4/10 (STR, 2018)
Number of new itineraries and trails	1 new product developed (Discover Paisley, 2017)	8 new products	2020: no new products developed. Launched <i>Be a Tourist in your Town</i> campaign to promote existing Great Outdoors product to local audience, wellbeing and positive mental health and maintain local footfall.  2019 - 3 new products launched

			<ul style="list-style-type: none"> <li>• The pattern that changed everything - travel trade itinerary</li> <li>• The home of Scottish heroes - travel trade itinerary</li> <li>• Wallace Begins Trail - Scotland-wide consumer</li> </ul> <p>2018 - 3 new consumer products launched</p> <ul style="list-style-type: none"> <li>• New Paisley Walking Trail – regional</li> <li>• Renfrewshire, Great Things to See and Do – Scotland-wide</li> <li>• Four Paisley Architects</li> </ul>
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#### Support tourism business growth and collaboration

Impact measure	Baseline (2017)	2020 target	Achievements / Notes
Number of businesses actively engaged in a business network	No existing network	80 businesses engaged	<p>2020: 60 participating businesses (due to COVID-19 business opportunity events and workshops have not taken place and engagement has taken place online)</p> <p>Renfrewshire Economic Leadership Panel Tourism Sub-group was reviewed and expanded to increase cross-sectoral representation and produce sector recovery plan.</p> <p>UWS and WCS partnership developed – linking students to practical sector experience with earning course accreditation.</p> <p>2019: 51 participating businesses 2018: 34 participating businesses</p>
Employment in tourism related industries	5,800 Scottish Annual Business Survey (SABS 2015), Scottish Government	7,150	<p>2020: 5,800 (SABS, 2018) 2019: 5,700 (SABS, 2017) 2018: 5,800 (SABS, 2016)</p>



Tourism related industry turnover	£169m Scottish Annual Business Survey (SABS 2015), Scottish Government	£210m	2020: £268m (SABS, 2018) 2019: £161.2 (SABS, 2017) – target met 2018: £158.8m (SABS, 2016)
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# Paisley

## Overview of year two and 2020/2021 priorities—July 2020

The purpose of this report is to provide an overview of the Paisley.is destination brand.

This includes an overview of key achievements in the brand's second year and an outline of priorities for year three.

### Year two performance at-a-glance

There were four priorities for year two—developing partnerships; building the brand; raising the profile of Paisley and Renfrewshire; and developing engaging campaigns.

Key performance indicators for marketing and communications activity are outlined here:

#### Our digital footprint

www.paisley.is

497,000 Unique page views

→ Unique page views more than doubled (Year 1: 245,000)

Most-visited page Paisley Halloween Festival

49,000 Unique page views

Google adwords campaigns activated for major events and for new visitor initiatives, including the Wallace Begins visitor itinerary.

11,935 Total social media followers

→ Facebook and Instagram are most popular channels with significant engagement.

3,540,205

Total social media reach and impressions

195,840

Total social media engagement



#### Brand in action

- Trademark filing complete
- New visitor marketing itinerary created for the Wallace Begins trail, with Renfrewshire acting as a start point and gateway, and new connections made with The National Wallace Monument and Dumbarton Castle.
- Updated version of marketing collateral:
  - Paisley Walking Trail
  - Great Things to See and Do in Renfrewshire
- Local, regional and national distribution network set up to display marketing collateral in hotels and visitor accommodations, visitor attractions, leisure and retail attractions and other large public venues.

#### Partnerships activated

- Campaign partnership
  - Scotrail
- Strategic partnerships
  - VisitScotland
  - EventScotland
  - Glasgow City Region
  - Renfrewshire Chamber of Commerce
- Media partnerships
  - The Herald/Newsquest
  - The List
  - The Skinny
  - Capital FM
  - What's On Network
  - Ocean Outdoor
  - MILL Magazine

**Background**—The Paisley.is destination brand was launched on 8 March 2018. The brand's purpose is to tell the story of Paisley and Renfrewshire in a bold and positive way and position our area as a great place to visit, invest, live and work.

### Opportunities to see and hear something positive about Paisley and Renfrewshire (OTSH)

236,064,030

Media coverage

£10m

Combined PR value

5,030

Number of articles featuring Paisley or Renfrewshire

#### 14 media familiarisation trips based around major events

→ Includes: BBC Radio Scotland; STV What's On programme; Fiona Shepherd, The Scotsman; Helen Coffey, The Independent; Sophie's Suitcase; Foodie Quine;

#### Coverage highlights include:

- Paisley Food and Drink Festival 2019—The Times, Sunday Times, Daily Mail, INews, Country and Townhouse, Glasgow Live, Daily Record, The National, Clyde 1, Sunday Post, The Skinny, The List, Scottish Field, Scots Magazine.
- British Pipe Band Championships 2019—Press Association, BBC Two, Scottish Field, Heart Radio, Sunday Express, BBC Scotland, BBC Online, The National, The Herald.
- Sma' Shot Day 2019—Evening Times, The National, Scotland4Kids, Daily Record online.
- The Spree 2019—The List, The Skinny, The I, The Metro, NME online, BBC Radio Scotland, Radio Clyde, Sunday Times, Sunday Mail, The Scotsman, The Sunday Post, The Herald.
- Paisley Halloween Festival 2019—BBC Online, STV, The Sun, Daily Telegraph, Sunday Mail, The Herald, BBC Radio Scotland, The Metro, Clyde 1, The I, The National, Daily Record, Sunday Times.
- Glen Cinema 90th Anniversary—Reporting Scotland, Global Radio, Scottish Daily Mail, The Scottish Sun, The Herald, Daily Record, STV News.

### Campaigns activated

- Consumer campaigns targeting day visitors with propensity to visit delivered in partnership with and endorsed by VisitScotland.
- Paisley.is at VisitScotland expo for travel trade.
- Headline sponsor of ROCCOs business awards with new 'Excellence in Tourism' award introduced.
- Google AdWords campaign to launch and promote new Wallace Begins trail
  - Over 9,600 visits to Wallace Begins information on Paisley.is website generated via 787,971 search and display impressions.
- Integrated marketing campaigns for 15 town centre events, including national event marketing for Paisley Food & Drink Festival, Paisley Halloween Festival and The Spree.
  - Record attendance for this year's Paisley Halloween Festival (41,000) and record ticket sales for this year's The Spree festival (£71,000)

### VisitScotland partnership

Paid-for campaigns targeted at potential regional and national visitors (defined as living within a two-hour drivetime of Renfrewshire) generated over 5.7 million impressions of Paisley.is brand and over 30,000 unique visits to the Paisley.is website.

- Paisley Food and Drink Festival
  - 755,685 impressions / 5,064 unique visits
- Spring / Summer
  - 2,826,660 impressions / 12,969 unique visits
- Halloween
  - 927,165 impressions / 8,044 unique visits
- Autumn / Winter
  - 1,228,944 impressions / 13,600 unique visits

### New product development

- Development of a new Wallace Begins visitor itinerary.
- Designed in response to research establishing the significant levels of online search interest in William Wallace, the itinerary positions Renfrewshire as the start and end-point of a full-day visitor experience taking in major landmarks and exploring the Wallace life story.



### Planning & context

Year three planning reflects the new COVID-19 environment, recognising the impact of the lockdown period and the longer-term implications of 'living with Coronavirus' on Scotland's visitor economy.

Another significant factor is the cancellation of the council's major events programme in 2020 which has already impacted both visitor numbers to the area and Paisley.is media reach and digital engagement.

Positive developments for the area in the coming year include the emerging Advanced Manufacturing Innovation District Scotland (AMIDS), with work starting on-site for two new world-leading innovation centres and an ongoing drive to attract further inward investment.

### Priorities

The brand is 'in transition' in year three as we shift focus in the new environment.

Our **Visit** activity is focused on supporting the local visitor economy and complimenting the national STERG recovery plan. Our main audience is **local** as we look to encourage people living here to rediscover Renfrewshire.

Our **Invest** activity is focused on building the profile of the new advanced manufacturing district and supporting the drive to attract inward investment. Our main audiences are **national** and **international** as we aim to build advocacy for the district and secure new occupiers.

### 1. Support the restart of our visitor economy

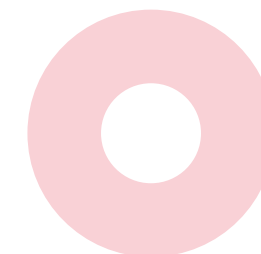
- Share sectoral guidance and advice, provide market intelligence & insight and signpost to financial & business support schemes.
- Promote webinars, training programmes and network opportunities for visitor economy businesses.
- Engage with visitor audiences—including locals rediscovering their 'doorstep offer'—and communicate the safe reopening of Renfrewshire's visitor attractions.
- Implement campaigns which inspire audiences to visit, stay safe and spend local as visitor economy recovers.
- Work with VisitScotland to maximise Renfrewshire's contribution to Scotland's tourism restart narrative.

### 2. Develop and build our brand

- Update the brand narrative to reflect new post-pandemic environment.
- Activate the brand locally and nationally with high-profile outdoor displays, local and national distribution networks, new 'always on' digital advertising presence and joint activities with high-profile partners such as Visit Scotland.
- Refresh the brand identity with new suite of imagery and tools.
- Develop a brand advocacy and ambassador programme.

### 3. Raise our profile and engage with new audiences

- Commission research and gather data to gain further understanding of visitor audience, confidence and future consumer behaviour.
- Implement a refreshed communications approach generating opportunities to see and hear something positive about Paisley and Renfrewshire with targeted media activity.
- Develop engaging, user-generated content for owned and shared channels and maximise reach with SEO activity, 'always on' digital advertising and website development.
- Implement a marketing campaign aligned with the national STERG recovery plan and encouraging local/day visitors to rediscover the Renfrewshire offer.
- Work with Scottish Development International (SDI) to gain insight into foreign direct investment market, including opportunities to reach the market.
- Develop a marketing strategy for the new Advanced Manufacturing Innovation District Scotland (AMIDS) aligned to the new Making Scotland's Future national manufacturing plan.



### 4. Enhance our partnership activity

- Engage at strategic level with VisitScotland to ensure alignment with national narrative, join marketing and business engagement and share data and insights.
- Work in collaboration with Glasgow City Region and Glasgow Life to support delivery of City Region tourism action plan—reflecting the COVID-19 context, define the regional visitor offer and plan for opportunity of COP26 climate summit.
- Work with Scottish Development International and Scottish Enterprise to promote investment opportunities at new Advanced Manufacturing Innovation District Scotland (AMIDS).
- Implement partnership with Renfrewshire Chamber of Commerce to promote sector support, market opportunities to Renfrewshire businesses, recruit advocate and ambassadors in business community and showcase the brand.
- Continue to develop and support the Renfrewshire Tourism Business Network.
- Scope partnership with Glasgow Film Office and Scottish Screen to promote Renfrewshire as 'film-friendly' destination and promote filming locations as visitor destinations.





# Paisley Spotlight on William Wallace

## The Wallace Begins Trail

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

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

Launched 11 September 2019

As at 26 February 2020

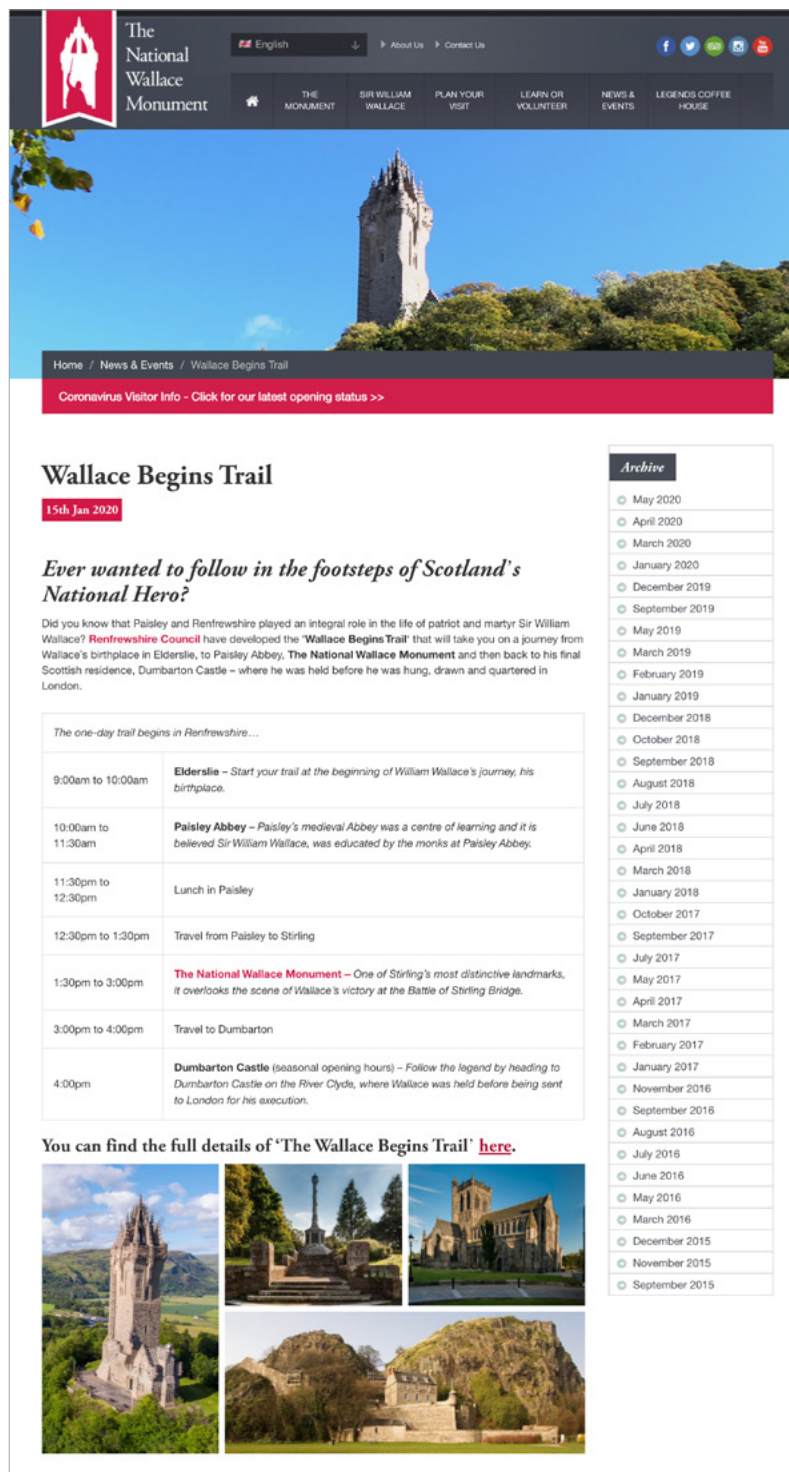
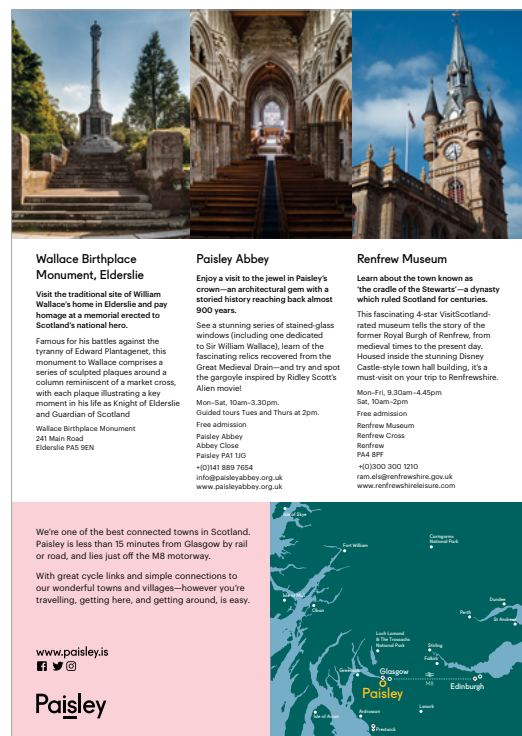
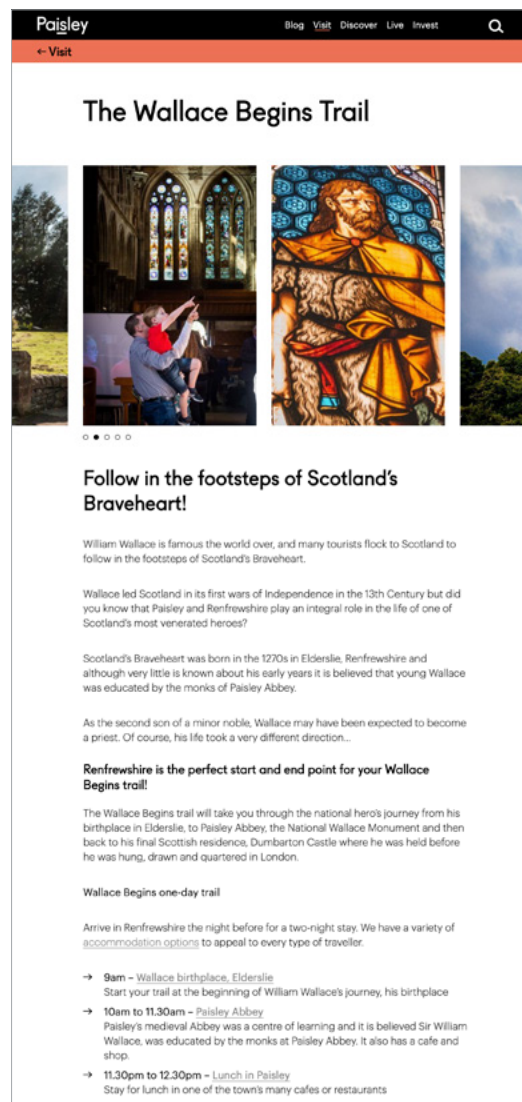
→ Total page views: 14,307

→ Total users: 10,429

→ 68% of users aged from 45–65+ years of age

Images, clockwise from right:

→ Paisley.is Wallace Begins Trail web page, The National Wallace Monument trail web page, 'The home of Scottish heroes' leaflet (front and back pages)



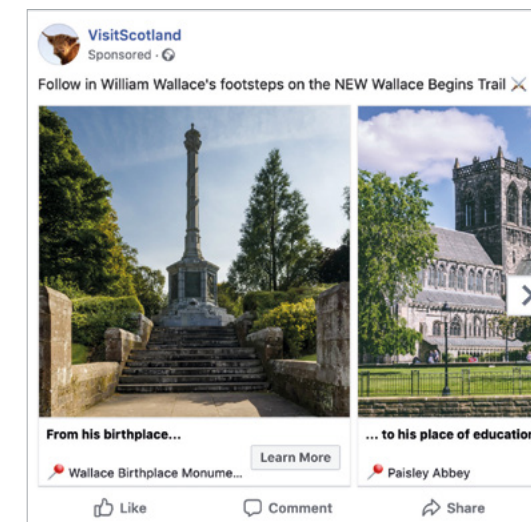
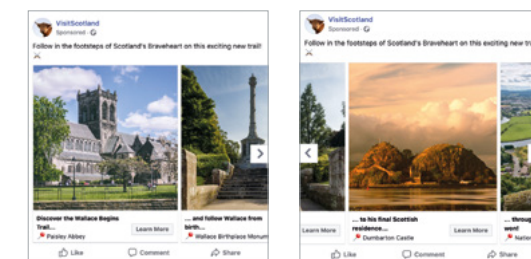
## VisitScotland digital advertising campaign

### Four-week Facebook campaign

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

Images, clockwise from right:

→ Advert 1, advert 2, advert 3, adverts 4 (showing photo carousel)



## Google adwords campaign

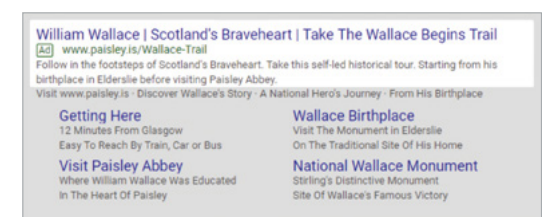
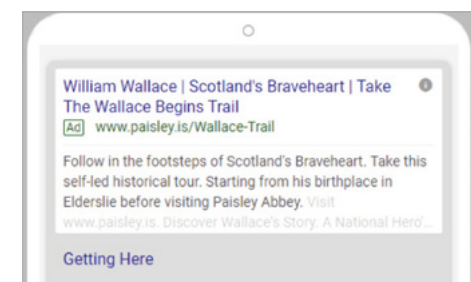
16 week search & display campaign running from October 2019–February 2020

→ Impressions: 787,971

→ Clicks: 9,609

→ CTR: 1.22%

→ CPC: £0.08





### Event highlights

**19,750**  
Attendees

**4,855**  
Unique visitors

**£328,883**  
Economic impact

**£779,292**  
Local spend

**£58.81**  
→ Average spend per person

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

**26**  
volunteers supported the event with a total of 166 volunteering hours

**97%**  
of attendees were satisfied or very satisfied with the event

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

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

Sophie's Suitcase blog  
4 May 2019

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

**4,649,940**  
Media coverage OTSH

**£230,497**  
Combined PR value

**118**  
Number of articles (print, online or broadcast pieces of coverage)

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

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



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

Leigh Travers  
The Fox and Feather blog, 4 June 2019

#### Media coverage highlights include:

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

#### Partnerships activated

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

### Digital performance

**18,901**  
Featured Event page

→ Unique page views

Mobile was most popular device **72%**  
of users

The event homepage was the most-visited page during campaign

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

Google adword campaign activated **26%**  
CTR

**1,796,044**  
Total social media OTSH

**878,448**  
Total social media engagement

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

#### Social media highlights

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

### Marketing activation and campaign overview

**8,972,071**

Total marketing OTSH

#### Marketing highlights:

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

**27%**  
of attendees attracted from outwith Renfrewshire



#### Event highlights

**10,000** Attendees

**8,890** Unique visitors

**£379,000** Economic impact

→ 23% increase from 2018 event

**£37,000** Local spend

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

**98%** competing band members



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

Helen Coffey  
The Independent (London), 20 June 2019

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

**13,202,000**

Media coverage OTSH

**12,579,676**

Reach

**£336,702**

Combined PR value

**212**

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

Local press: focus on Renfrewshire Schools Pipe Band

Media familiarisation trips:

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

Media coverage highlights include:

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

#### Partnerships activated

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

#### Digital performance

**9,586** → Unique page views

Featured Event page

**3,908** page views

→ Info about visiting Renfrewshire for competing bands

Google adword campaign activated

**582,000**

Total social media OTSH

Social Sign In Campaign

**339,765**

Reach approx

#### Breakdown

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

#### Social media highlights

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

#### Marketing activation and campaign

Highlights include:

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

**38%**

of attendees attracted from outwith Renfrewshire



#### Event highlights

# 12,724

Attendees

## Record ticket sales

in event history—record income generated

Ticket buyers from USA, Australia and Switzerland

# 2,822

attendees at Wee Spree kids programme

→ Highest figures on record

Spree for All fringe festival organised with local youth music groups

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

# £149,000

Direct economic impact

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

# £262,000

Local spend

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

# 7,561,315

Media coverage OTSH

# £200,577.39

Combined PR value

# 108

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

Media familiarisation trips:

→ Fiona Shepherd, The Scotsman



#### Partnerships activated

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

Media coverage highlights include:

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

#### Digital performance

Dedicated festival website (www.thespree.co.uk)

# 57,045

→ unique pages views  
Jun 2019 – Oct 2019

# 3million

Approx social media OTSH



The Spree festival Instagram grew to an audience of

# 404

followers

Media partnerships with The Herald, The List and The Skinny



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

Fiona Shepherd  
The Scotsman, October 2019

#### Marketing activation and campaign

Highlights include:

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

Most successful festival yet with record attendances and ticket sales



### Event highlights

# 41,000

Attendees up 17% year on year

# £824,250

Combined local spend and economic impact

# £16,950

Award of National Programme funding from EventScotland

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

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

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

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

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

# 18,155,862

Media coverage OTSH

# £439,675.98

Combined PR value

# 111

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

### Media familiarisation trips:

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

### Media coverage highlights include:

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

### Digital performance

# 49,030

Unique page views on Featured Event page

Mobile was most popular device

# 80%

of users

# 14%

CTR

Google adword campaign activated

The event homepage was the most-visited page during campaign

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

# 1.6million

Total social media reach and impressions



# 90,000

Total social media engagement

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

### Social media highlights:

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

### Partnerships activated

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



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

The Scotsman

### Marketing activation and campaign overview

#### Marketing highlights include:

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

# 26%

of attendees attracted from outwith Renfrewshire





### Event highlights

153,474

Attendees

£1.675m

Economic impact and local spend  
from Summer programme

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

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

108 volunteers committed

540 volunteering hours supporting  
the events programme

£208k

additional funding generated

Overall satisfaction rating of

97%

Opportunities to see and  
hear something positive about  
Paisley and Renfrewshire

177million

Media coverage OTSH

£6.8million

Combined PR value

3644

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

12 Media familiarisation trips

### Digital performance

554,646

Page views year-to-date

438,003

Unique page visits

198,363

Users

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







Event highlights

9,500

Attendees

£151,000

Combined local spend and economic impact

27% of attendees were visitors to the area

99% of attendees were satisfied or very satisfied with the event

6 Event volunteers

18 Volunteering hours

Local businesses provided their town centre business as programme location

262 Participants took part in the parade



It was a brilliant event—well organised; marketing and brand spot on! The new site worked very well and everything was well spaced out with lots to do and see. Added bonus of having local traders joining in around Shuttle Street and Browns lane. Lots to build on for next year, hopefully the weather remains kind to us. Well done and thanks.

Gary C Kerr  
Trustee and Chair Paisley 2021 Community Trust

Marketing and PR highlights and achievements...

780,049

Media coverage OTSH

£51,750

Combined PR value

45 Number of articles  
→ (print, online or broadcast pieces)

Media coverage highlights include:

- Evening Times
- What's on Glasgow
- The National
- Dailyrecord.co.uk
- Paisley Daily Express
- Scotland4kids

Digital performance

1.57% CTR  
Google adword campaign activated

1806  
Clicks delivered

527,847 Total social media reach and impressions



Marketing activation and campaign overview

Marketing highlights:

- Digital 48 sheet in Paisley town centre
- Poster activation and digital assets created for local businesses, to tie in with the event returning to its roots
- Outdoor teasers in the lead up to the event in Brown's Lane and Shuttle Street
- Included as a summer highlight in VisitScotland's 'Love History, Love Scotland' e-newsletter





### Event highlights

21,000

Attendees

5,250

Event specific attendees

£279,000

Local spend

£113,000

Direct economic impact

95% of attendees were satisfied or very satisfied with the event

31% of attendees were visitors to the area

### Parade engagement highlights:

231

participants over 9 workshop sessions

11

community groups

297 participants took part in the parade

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

3,029,933

Media coverage OTSH

£87,466

Combined PR value

31 Number of articles  
→ (print, online or broadcast pieces)

Media coverage highlights include:

- Evening Times
- The Daily Telegraph
- The National
- Paisley Daily Express
- The Gazette
- Paisley People

### Digital performance

1.57% CTR  
Google adword campaign activated

631,675  
Total social media reach and impressions

25,705  
Featured event pageviews  
→ [www.paisley.is/featured\\_event/paisley-christmas-lights-switch-on/](http://www.paisley.is/featured_event/paisley-christmas-lights-switch-on/)

16,041  
users visiting featured event

### Marketing activation and campaign overview

#### Marketing highlights:

- The Herald 4-page panorama
- Daily Record digital ads
- Adshel 6 sheet sites across Renfrewshire
- The Evening Times





Event highlights

11 Workshops	4 Primary and secondary schools engaged in workshops
7 Community groups engaged in workshops	
232 Participants took part in the parade	
400+ People attended Commemorative Service in Paisley Abbey	
New piece of music written by Tom Urie and Carol Laula	'Hush now, Happy New Year'
Poem written by Renfrewshire Makar Brian Whittingham	'Cheering and Stomping'



Marketing and PR highlights and achievements...

5,357,433

Media coverage OTSH

119,600

Social channel content reach

67,000

Views on STV social media video

47,500

Views on BBC social media video

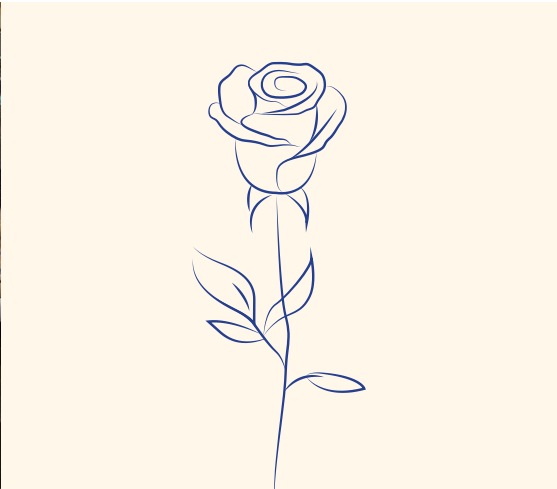


It was the tragedy which led to a worldwide outpouring of grief and changed safety legislation in the UK forever.

The Herald

Media coverage highlights include:

- Reporting Scotland (broadcast and online)
- BBC Scotland online feature
- STV News (broadcast and online)
- BBC Radio Scotland
- Radio Clyde (broadcast and online)
- Global Radio
- The Herald
- Daily Record
- Glasgow Times
- Scottish Daily Mail
- The National
- The Scottish Sun
- Paisley Daily Express
- The Gazette
- The Scotsman online
- Glasgow Live
- Sunday Post online





### Renfrew Gala day

**2000**

Event attendees

**340** participants in parade  
with 8 community groups

Erskine Music Media Studios manage the stage, providing volunteering opportunities for young people in stage management and production

6 local groups and performers including dance and singer songwriters performed on the stage

**50** community stalls, charities and local businesses showcased at the event

Tea room proceeds donated to local brownies, guides and rainbows to facilitate trips

**6** volunteers completing 24 hours across photography and event management

### Barshaw Gala day

**8000**

Event attendees

Enhanced food offering at the event—engaging with local businesses

**50** community stalls, charities and local businesses showcased at the event

**3** volunteers completing 14 hours across photography and event management

Erskine Music Media Studios manage the stage, providing volunteering opportunities for young people in stage management and production

### Renfrew Christmas Lights

**4,000**

Event attendees

Free entertainment including grotto, puppet shows, carol concert

Local school child switched lights on

4 local performers on the live stage

### Johnstone Fire Engine Rally

**1,500**

Event attendees

Town centre trail in conjunction with Johnstone Business Consortium—run for two weeks with 7 businesses engaged

Expansion of event to include craft market curated by Johnstone Business Consortium

**15** vintage fire engines on display in town centre parade

### Johnstone Christmas Lights

**2,000**

Event attendees

Christmas trail supported by Johnstone Business Consortium and 7 local businesses

Partnership with Active Communities and St Vincents Hospice

Part of St Andrew's Fair Saturday, generating £2,700 for local charities

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

#### Media coverage highlights include:

- Paisley Daily Express
- The Gazette
- Paisley People
- Renfrewshire News
- What's on Renfrewshire
- Paisley (web)

### Digital performance

The lead channel for the promotion of local events and gala days is Renfrewshire Council



### Marketing activation and campaign overview

#### Marketing highlights:

- Engaged with local businesses by designing town trail activities for children & families
- Media partnerships with What's On Renfrewshire and The Buddie Book
- Bespoke poster campaigns activated with Direct Distribution
- Paid Facebook and Instagram ad campaigns targeting local communities
- Radio advertising in local venues via Gov Radio



### Aims

- Create engaging online activities to mark the day
- Work with local partners and community groups to highlight the wealth of talent in Renfrewshire
- Encourage online participation from local people
- Showcase the importance of this date in Paisley's history and celebrate our fantastic key workers today

### Programme highlights

#### Bang a Drum for Sma' Shot

- a video recreation of the traditional parade

#### Local Voices

- local people explain what Sma' Shot means to them

#### Connecting Threads

- culmination of a four-week live dance and video project

#### Dooslan Stayin' Hame

- a traditional 'poetry slam' from home

#### Sma' Shot Sma'sh Hits

- live music showcase in partnership with Renfrewshire Leisure and The Bungalow

#### Open Mic Night & Paisley in Song

- live music showcases in partnership with Create Paisley

#### Sma' Shot Tea Dance

- broadcast on Paisley FM radio station

#### Sma' Shot Song, Radio Play & This Is Our Day

- showcasing the talents of PACE Youth Theatre

#### Remembering Scotland's Auschwitz Heroine

- a special podcast developed in partnership with UNISON Renfrewshire

#### Paisley Radicals

- creative writing workshops in partnership with the STAR Project and Civil Disobedience

#### Mill Girls and Thread Queens, The Machinery of Making & Paisley in Stitches

- exploring Paisley's heritage with three short films from THCARS2 project

#### This is for the...

- care-experienced young people on the Art Boss programme with a special poem

### Media and PR

## 577,222

- opportunities to see and hear (OTSH) something positive about the event

## 23

Number of articles

- (print and online)

### Digital performance

## 10,401

total page views on [www.paisley.is](http://www.paisley.is)



Engagement with destination brand (Paisley.is)

## 1,105,489

total reach (full campaign)

Additional engagement with partner brands showcased

## 1,268,573

total reach

## 4,454

engagements 'on the day'

## 6,425

engagements 'on the day'

## 10,497

video views

## 15,852

video views

### Feedback

#### Most-used words to describe the event:

- Entertaining
- Innovative
- Creative
- Fun
- Community



The talent in the area is just mind blowing. I knew there was a lot of talent, but seeing it all in one place in one programme was just fantastic.

How fluid and problem-free the day ran—which is down to the teamwork, communication and commitment of everyone involved.

How well everything complimented each other, having been done separately.

The quality of production and imagination to make the day a successful 'virtual' event come to life.

It must have been very difficult to coordinate in lockdown, hopefully that won't be the case next year—maybe being able to meet up first would be good, but I think this year strengthened trust in each other and the artistic community of Paisley.

- Feedback from the post event survey



### Aims

- Showcase Doors Open Days favourite buildings and hidden gems across Renfrewshire
- Engage with local people and encourage online participation
- Create excitement about Paisley and Renfrewshire's built heritage
- Support partner organisations and venues in maintaining profile while physical visits are restricted

### Programme highlights

#### 21 individual venue pages

- with historical information, pictures, videos and links to partner websites and social media

#### Nine short video tours

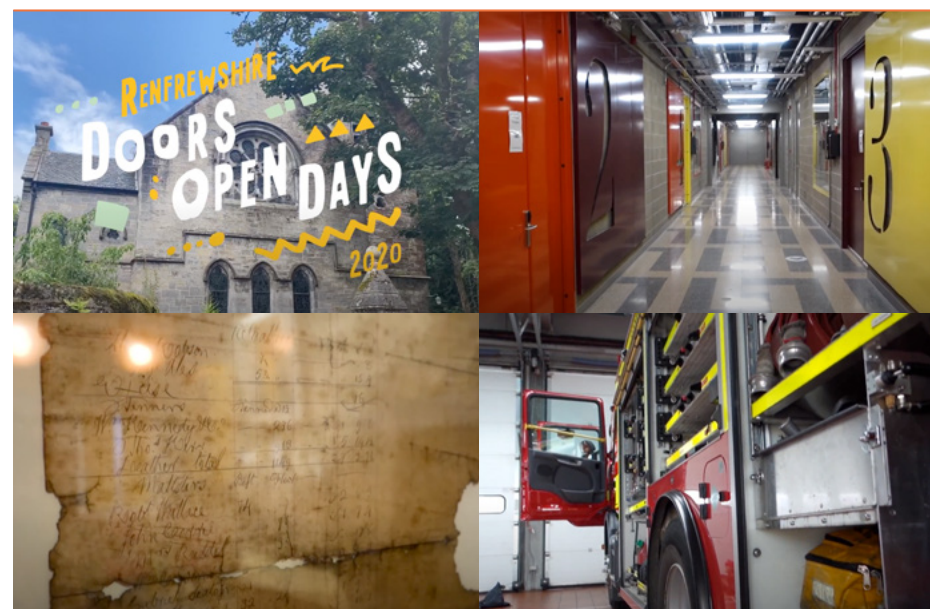
- featuring buildings and places across Renfrewshire—specially-commissioned with Erskine Arts

#### Five additional videos

- provided by partner venues and shared on social media across the weekend

#### Image galleries and online interactive content

- provided by partners and showcased on Paisley.is website



### Digital performance

Facebook	Twitter
35,194 reach	6,600 impressions
4,217 engagement	330 engagement
14,937 video views	242 Youtube video views
Social content (Facebook & Twitter)	Total video views
62,808 reach/impressions	16,791 → (Facebook and Youtube combined)
5,532 engagement	<p>//</p> <p>Wow, passed that so often, didn't realise how big it was inside. Fantastic x.</p> <p>I'm loving these 'looks inside'. What a clever idea!</p> <p>Thank you. This brought back so many great memories.</p> <p>→ Comments on Facebook</p>
16,549 Facebook video views	
Paisley.is website	
22 event pages	4,491 page views

### Popular venues

Paisley: The Secret Collection
10,000 Facebook reach
4,600 video views
1,135 engagement
Houston & Killellan Kirk
5,900 Facebook reach
2,800 video views
685 engagement





### Outline

- Paisley Radicals is a joint project between THCARS 2 and the Events Team to creatively explore Paisley's radical past and in particular its role in the Radical War. Civil Disobedience were appointed Creative Producers of the project and are working on an education pack which will be available for use by all Renfrewshire schools.
- The finale to the project would have been a series of site specific performances in Paisley town centre, however the creative team are now finalising a digital response to the project which will launch in January 2021 to coincide with the University of Glasgow's conference—200 years of the 1820 Scottish Radical Rising.

**45** hours of workshop and development time have been delivered through 2 in person drop in sessions at the start of the project at Glenburn CC and Paisley Arts Centre

**21** online workshops delivered to U3A, STAR Project and UWS

**100+** people have participated in the project

### Partnership event

- Renfrewshire Council events team
- THCARS2 programme
- Renfrewshire Leisure
- University of West of Scotland
- STAR Project
- The 1820 Society
- University of the Third Age (U3A)
- Civil Disobedience arts company

### Programme highlights

#### Paisley Radicals podcast

- A fascinating discussion on Paisley's role in the 1820 Radical War and how this experience connects with modern-day radical behaviours

#### Creative Writing workshop

- Local participants have worked with Civil Disobedience to explore their own radical behaviours from the past and contemplate their ambitions for the future

#### Paisley's Radical Rising of 1820: A Play

- Developed in a local history project, this short radio play is inspired by events in Paisley in 1820

#### The 1820 Radical War

- Showcasing the history of the 1820 Radical War with long-form content published on Paisley.is website in partnership with The 1820 Society

## Proclamation

BY THE

*Sheriff of Renfrewshire,*

AND BY THE

**PROVOST and MAGISTRATES  
OF PAISLEY.**

**W**HEREAS a PUBLIC MEETING has been called by certain persons and has been advertised to be held at *Meikleriggs Moor*, on Saturday first the 11th current, for the purpose, as the Advertisements bear, of "taking into consideration, the late Proceedings at MANCHESTER;"

**AND WHEREAS**, credible information has been received, that Bands of persons from various quarters, (including the City of Glasgow) intend to Parade through the Town and Suburbs of Paisley, in going to and returning from the said Meeting, with Flags, bearing Inscriptions and Devices of a political and inflammatory nature, a measure unauthorised and illegal in itself, as well as unnecessary for the avowed object of the said Public Meeting;

**THEREFORE**, the Sheriff and Magistrates, determined as far as in them lies, to prevent the peace and tranquillity of the well-disposed Inhabitants of the said Town and Suburbs from being wantonly disturbed or threatened, and their feelings insulted by such illegal proceedings, do hereby caution all well-disposed persons against joining or allowing any of their families to join in such Parades or Processions—And certify to such, as disregarding this Proclamation, shall be found actors or art and part in such illegal proceedings, that they shall be made responsible for their conduct.

Paisley, 9th Sept. 1819.

J. Neilson, Printer.



### Contributions across Renfrewshire

Representatives of the following communities and organisations:

- Inchinnan
- Bridge of Weir
- Renfrew
- Johnstone
- Houston
- Howwood
- Kilbarchan
- Lochwinnoch and Paisley
- Renfrew Community Council
- 102 Field Squadron
- Royal British Legion Paisley Comrades Club

Erskine Arts commissioned to produce the film.

### Online stats

Specially commissioned Remembrance Day film

20,000 reach

8,800 viewers

Key messages and community quotes

41,500 reach

→ Quotes from Bridge of Weir (9.6k reach), Kilbarchan (12k) and Renfrew (5.7k)

Erskine Care Podcast

17,700 reach



Well done Renfrewshire. A fitting tribute in these unprecedented times.

Thank you so much, Renfrewshire Council. This will never replace attendance at the cenotaph but it was an excellent video. We will never forget.

Loved hearing all the personal stories. Very moving.

Thank you. Lovely wee video. Well done to Renfrewshire Council and everyone involved in the making of it.

That was a lovely and unique way to commemorate and remember in this time of COVID restrictions... Thank you Renfrewshire Council and thank you to the people in the films from all the villages and towns of Renfrewshire.

Very well done, Lovely memorial.

→ Comments on Facebook

### Highlighted quote



I sometimes wonder if just remembering the dead is enough, and it isn't because there are men and women out there who are still suffering. It takes veterans 12 years on average to admit that they have post-traumatic stress disorder (PTSD).

I feel that if we're going to honour the dead, the very best thing we can do is to do what we can for the men and the women who have been through current wars, whether that is helping them financially or persuading them if possible to go and get help.

There are lots of agencies out there that can be of assistance. To honour the dead, we must also look after the living.

→ Colin Campbell, Kilbarchan

Produced in partnership with Bricklane Media

### Outline

The film will create a joyful, upbeat, family friendly, festive, digital Christmas event for Renfrewshire, featuring local artists and performers and with footage of lights switching on across the region and capture some of the creativity of our schools, businesses and community groups in delivering Christmas activity during this challenging time.

The film will be shown on paisley.is social channels on 12 December and finish with a special message from Santa.

### Partners

- Paisley First
- Johnstone Business Consortium
- Renfrew Development Trust
- Lochwinnoch Arts Festival
- Kibble
- Renfrewshire Leisure
- Bricklane Media
- Loud n Proud
- Pulse FM
- Renfrewshire Music Schools
- Starlight Youth Choir



### Christmas Trails

#### Christmas Spirit Trail Johnstone and Renfrew

- Christmas Spirit Trail will give families the opportunity of exploring their town centres whilst hunting down 10 special Christmas characters. Images of the characters will be displayed in shop windows, by scanning the pictures they will learn about each character and once they have found all 10 they then access an ebook about the adventures of all of the characters.
- The trails will begin on 12 December and run to 3 January—subject to covid restrictions on non-essential retail.
- Interactivity produced by QR code trail experts High Street Safari.



#### Christmas Buddie Bear Hunt Paisley

- Specially created trail featuring 14 Buddie Bears representing key workers, bears are located in shop windows across Paisley town centre.
- Families are encouraged to find and identify the key worker for each bear, once they have found and identified all bears families can then enter a prize draw competition for shopping vouchers.
- The trail was developed by Paisley First, supported by Renfrewshire Council and will run throughout November and December ending on 3 January 2021.

