
To: Sport, Leisure and Culture Policy Board

On: 14 May 2015

Report by: Chief Executive

Heading: Cultural Strategy review – Consultation Exercise

1. Summary

- 1.1. The Renfrewshire Cultural strategy was agreed by Community and Family Care Policy Board on 12 January 2010. The cultural strategy evolved into the Creative Renfrewshire strategy. The Creative Renfrewshire Steering Group of key cultural partners was established to lead the implementation of the Creative Renfrewshire strategy which is a partnership strategy.
 - 1.2. A report to Sport, Leisure and Culture Policy Board on 8 May 2014 set out progress made in continuing to implement the main aims and objectives of the Creative Renfrewshire strategy.
 - 1.3. It was agreed at policy board that the Creative Renfrewshire strategy would be reviewed during 2014/15, including a consultation exercise. The Creative Renfrewshire strategy review will align its ambitions and objectives with the Paisley Town Centre Heritage Asset strategy and the Renfrewshire Tourism framework. The consultation exercise took place in January 2015. 339 people took part in the consultation: 189 attended various consultation events and 150 people completed the online questionnaire. A summary of the outcomes of the consultation are set out below and the consultation report is attached as an appendix.
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2. Recommendations

- 2.1. It is recommended that the Sport, Leisure and Culture Policy Board note the contents of this report.

3. Background

- 3.1. The Renfrewshire Cultural strategy was agreed by Community and Family Care Policy Board on 12 January 2010. The cultural strategy evolved into the Creative Renfrewshire strategy and a partnership network of key cultural partners was formed to support the strategy implementation. The Creative Renfrewshire Steering Group was established to lead the implementation of the strategy.
- 3.2. The Creative Renfrewshire Annual Report for 2013 was submitted to Sport, Leisure and Culture Policy Board on 8 May 2014 and set out progress made in continuing to implement the main aims and objectives of the Creative Renfrewshire strategy. The strategy review will align its ambitions and objectives with the Paisley Town Centre Heritage Asset strategy and the Renfrewshire Tourism framework.
- 3.3. It was agreed at policy board that the Creative Renfrewshire strategy would be reviewed during 2014/15, including a consultation exercise. The consultation exercise on the Creative Renfrewshire strategy took place in January 2015. 339 people took part in the consultation: 189 attended various consultation events and 150 people completed the online questionnaire. A summary of the outcomes of the consultation held in January 2015 are set out below and the consultation report is attached as an appendix.
- 3.4. The five main elements of the consultation process were: a consultation session in each of the five local area committee areas; a consultation with school pupils; an online consultation; a volunteering training event for volunteer consultation participants; a final open consultation event.
- 3.5. The consultation meetings in the five local area committee areas sought to provide local context to the strategy and take account of specific local circumstances. The meetings were open to the public and direct invitations were sent to the local community and cultural sector organisations, as well as elected members. Poor weather led to no attendance at one event. The meetings were informal, encouraging participants to take part.
- 3.6. The event for school pupils took place in Williamsburgh Primary School and took the form of a facilitated discussion on events and festivals in the area. This process focused particularly on what would appeal to young people.
- 3.7. The volunteering event was developed and facilitated over two days and was designed to encourage council employees and members of the public to engage in volunteering. 100 people attended the training and undertook survey work during the Monte Carlo Car Rally.
- 3.8. An online survey was made available on the council website during January/ February 2015. The survey invited respondents to contribute to the main issues outlined in the strategy. 150 people participated and the key findings are incorporated into the report.

- 3.9. A final consultation event was held in Paisley Town Hall. This was an opportunity to feed back some of the findings gathered during the consultation period and invite further comments and views, particularly from the cultural sector. This final event had a more strategic focus, with the emphasis on establishing priorities for coming years.
- 3.10. In terms of the key findings of the report, generally there was acknowledgement that the 3 current principle objectives remained pertinent and were being addressed fairly successfully. The 3 key objectives are: to make Renfrewshire more prosperous by developing a cultural and creative infrastructure for Renfrewshire; to enhance the quality of life for individuals and Renfrewshire communities by developing a thriving cultural sector; to celebrate and develop our local culture in Renfrewshire. It was also acknowledged that cultural activity had the opportunity to contribute across a range of social and economic agendas, as well as cultural ones. This has been reflected in the council's heritage asset led town centre regeneration strategy and the proposal to develop a bid for Paisley to be UK City of Culture in 2021.
- 3.11. The points raised in the consultation fell into 5 main categories: developing & marketing the local economy to contribute to regeneration objectives; improve awareness of the cultural and heritage offer; develop the area as a cultural hub; break down barriers to providing cultural experiences; support and develop volunteering opportunities.
- 3.12. From the consultation process the following key priority areas were identified:
- Improve access to information locally
 - Promote the area's unique identity
 - Cultural regeneration of communities
 - Change perceptions
 - Challenge barriers to participation
 - Develop outreach work
 - Empower local communities
 - Address related infrastructure challenges(transport, parking etc.)
- 3.13. The views expressed at the consultation events and the issues identified will be considered in the development of the Creative Renfrewshire Strategy review. The reviewed strategy will focus on key drivers for growth, focusing on the heritage and cultural assets as the means of delivering the regeneration of both Paisley and Renfrewshire.
- 3.14. Following transfer of cultural services to Renfrewshire Leisure Trust in July 2015, the revised Creative Renfrewshire strategy including a full strategy document and summary version, will be submitted to the leadership policy board for approval.

Implications of this report

1. Financial Implications

None.

2. HR and Organisational Development Implications

None.

3. Community Plan/Council Plan Implications

- | | |
|---------------------------------------|--|
| Children and Young People | - To provide and enhance access to cultural and leisure opportunities to support development. |
| Community Care, Health and Well-being | - Participation in culture and the arts can help to reduce the incidence of health related problems affecting modern society. |
| Empowering our Communities | - A place becomes more attractive when it has a thriving creative sector, and can provide a high quality cultural infrastructure and diverse recreation and participation opportunities. |
| Greener | - The cultural sector is highly aware of environmental issues, and can assist the search for innovative responses to building design and service provision that promote sustainability and reduce harmful impacts. |
| Safer and Stronger | - Cultural activities targeted at people at risk can provide diversionary activities, and make a positive impact on the incidence of crime and anti-social behaviour. |

4. Legal Implications

None.

5. Property/Assets Implications

None.

6. Information Technology Implications

None.

7. Equality and Human Rights Implications

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 because for example it is for noting only.

8. **Health and Safety Implications**
None.
9. **Procurement Implications**
None.
10. **Risk Implications**
None.
11. **Privacy Impact**
None.

List of Background Papers

- (a) Background Paper 1: Creative Renfrewshire Public Consultation; Winter 2014/15.

JL/JMcK/LG
9 April 2015

Author: John Laurenson, Cultural & Sports Services Manager, 0141 618 7204
john.laurenson@renfrewshire.gov.uk

Creative Renfrewshire

Public Consultation: Winter 2014-15

Report by:



March 2015

SUMMARY

The Creative Renfrewshire Strategy (CRS) document was adopted in 2010 and its recommendations implemented from then until 2014. The document was instigated and prepared by Renfrewshire Council but intended to have a broader ownership within the cultural and voluntary sectors.

In 2014 the Sports, Leisure and Culture Policy Board of Renfrewshire Council agreed to review the current CRS during 2014/15 and that the review should be informed by a Renfrewshire-wide consultation programme. The review, and the consultation, were intended to reflect the significant developments in policy and practice since the original document was prepared and to incorporate the key contextual issues since then, namely:

- the commitment to delivering the Paisley Town Centre Asset Strategy and Action Plan (The Untold Story)
- the evolution of the Creative Renfrewshire network since 2010
- the proposed bid for Paisley to be UK City of Culture in 2021
- the forthcoming national celebration years e.g. Food & Drink; Young People; etc

As with the original approach, it was felt important that the public and key individuals in the cultural sector had an opportunity to reflect on the CRS and its impact, and to consider carefully what might now be required for the next 4-year period. The Council commissioned external support to undertake a consultation programme from December 2014 to February 2015 to inform the CRS review.

It was recognised that there is a broad collation of support for the current CRS and it was intended that this should be consolidated and enhanced by the review and the consultation. Key partners that were engaged during the consultation process were:

- Creative Renfrewshire network members
- Engage Renfrewshire
- Renfrewshire Community Health Partnership
- University of the West of Scotland
- West College Scotland
- Disability Resource Centre
- Renfrewshire Leisure Ltd
- Private sector
- Various relevant Renfrewshire Council services

Principally, however, it was intended that the consultation be open and inclusive and aim to reach those involved in the creative sector in Renfrewshire in various capacities – professional/voluntary; participant/audience - as well as those members of the public who may have a more general interest. 339 people took part in the consultation: 189 people attended the various consultation events with a further 150 completing the online questionnaire.

The consultation process aimed to have a representative geographic reach throughout Renfrewshire and in particular to ensure that the views of young people were taken into account. A number of relevant Council staff allocated time to help support the consultation process.

The consultation was presented in the context of expected national (and local) decreases in levels of public funding in future years that are likely to affect all areas of public expenditure. Participants were therefore invited to identify new ways of working and explore imaginative partnerships between the public, voluntary and private sectors to ensure that cultural provision in Renfrewshire continues to be supported and encouraged. The consultation was also keen to establish priorities that are shared across the various communities in Renfrewshire.

It was also acknowledged that the Council are a significant provider of cultural opportunities in the area but are part of a larger ecology of providers including the private, voluntary and academic sectors, and that the strategy will only be pragmatic if it is shared, and implemented, by a broad range of cultural providers in Renfrewshire.

The detail of the open meetings, a related online survey, a session with primary school pupils, two 'Paisley Ambassador' training events, and subsequent submissions to the Council are detailed in this report. Essentially, they recognise that the aspirations and principles outlined in the current CRS strategy are broadly in line with the required future direction of travel. They also provide some additional, specific considerations for inclusion in a revised version of the CRS. These amendments will help strengthen the document and provide a local 'health-check' that ensures it will be relevant and more likely to be implemented jointly with the other cultural providers in the area.

The consultation sessions were also used to reinforce the confidence of the area in its own cultural heritage – its diversity and its depth. Participants were keen to outline the particular local buildings, events, organisations, and individuals of cultural significance, both contemporary and historical. It revealed a rich and complex cultural ecology for Renfrewshire that underlined the benefits of a clear, jointly agreed strategic approach to maintaining and enhancing it.

A significant outcome of the consultation process was the degree of consensus around the key issues and priorities for cultural provision in the area. The creation of Creative Renfrewshire (a recommendation from the original strategy) was generally viewed to be an important outcome from the original consultation process that had helped ensure that the dialogue and dissemination of information has continued effectively over recent years, and that a number of the original CRS recommendations had been implemented.

1 BACKGROUND

- 1.1 Creative Renfrewshire, the cultural strategy document adopted by Renfrewshire Council in summer 2010, outlined the priorities for developing and delivering the main areas of cultural service provision in the period up to 2015. The Strategy Implementation Group (SIG) has overseen the implementation of the strategy, including the formation of the network group, Creative Renfrewshire, as a body to help develop and deliver priorities for the local cultural sector.
- 1.2 In 2014 the SIG and Creative Renfrewshire recognised that significant progress had been made and, importantly, new initiatives were likely to be introduced in the near future that would have an important bearing on cultural services in the area. Consequently, Renfrewshire Council commissioned Creative Services Ltd, an independent cultural consultancy, to undertake a public consultation to assess a) the effectiveness of the cultural strategy to date, and b) to provide the context for future priorities, ensuring a wide range of views were taken into account.
- 1.3 It was intended that the consultation be open and inclusive and aim to reach those involved in the cultural sector in Renfrewshire in various capacities – professional/voluntary; participant/audience - as well as those who may have a more general interest.
- 1.4 The consultation process sought to ensure a representative geographic reach throughout Renfrewshire and aimed in particular to ensure the views of young people were taken into account. Several relevant Council staff allocated time to help support the consultants with the consultation process.

2. APPROACH

- 2.1 The five main elements of the consultation were:
 - A consultation session in each of the five local area committee areas in Renfrewshire
 - A consultation with primary pupils
 - An online consultation
 - A Volunteer Training Event for 'Paisley Ambassadors'
 - A final open consultation event in Paisley Town Hall
- 2.2 The **consultation meetings in the five local areas** sought to provide local context to the strategy and take account of any specific local circumstance the strategy might require to be incorporated or taken into account. The meetings were open to the public and direct invitations were sent to the local community and cultural sector organisations, as well as local elected representatives.
- 2.3 The meetings took place in accessible venues and created a comfortable, inclusive environment for exchange of views and information, at a time that is generally considered to ensure an optimum turnout (7-9pm). Turnout for the meetings was variable and the poor weather (snow) led to non attendance at one event, however, the contributions at each meeting were candid and helpful.
- 2.4 Although they had an informal ambience the meetings followed a template that ensured, a) background information on the existing strategy was outlined and the context for current priorities explained (including the City of Culture 2021 Bid), b) specific local factors were outlined, c) clarification on any points was invited, d) an open discussion took place on whether the strategy was being effectively implemented, and e) what new factors should be taken into account.

- 2.5 A short powerpoint presentation was used for items a) and b) above to help underline some of the key general and locally-specific issues in the strategy. The meetings took place in:
- Renfrew
 - Paisley (x2) (including final event)
 - Houston
 - Johnstone
- 2.6 A consultation session with **primary pupils** was held to ensure a) the awareness of issues in the strategy was raised, and b) young people's views and perspective was taken into account.
- 2.7 The event was held in Williamsburgh Primary School and took the form of a facilitated discussion on events and festivals in the area; what there is just now, what there could be: and a similar discussion facilities – what ones are currently used, what are sourced outwith the area, and what type of facility would most appeal to young people.
- 2.8 A **Volunteering Event** was developed and facilitated over two days, which provided the initial phase of the Paisley Ambassador programme, an initiative designed to encourage Council employees and members of the public to engage directly with volunteering. The consultant and Council officers designed an approach to attract interest amongst staff and the public and provide a structured, informal environment to exchange information about the Ambassador programme and encourage the input of ideas on how contributions might be made. 100 people attended and subsequently undertook survey work for potential future audiences at the Monte Carlo Car rally launch.
- 2.9 An **online survey** was made available for anyone to access and complete. This was accessed via the Council website and invited respondents to contribute their views on the main issues outlined in the strategy. 150 people completed the questionnaire. This document is available separately, however, key findings are incorporated in this report, below.
- 2.10 A **final consultation event** was held in Paisley Town Hall. This was an opportunity to feed back some of the information gathered during the consultation period and invite further comment and views, particularly from the cultural sector. The tone and content of the event was similar to those of the local area meetings although the discussion had a more strategic focus with the emphasis on establishing priorities, in the coming years.

3. KEY FINDINGS

- 3.1 The Appendices to this report summarise the outcomes of the public meetings and the data from the online survey. They are grouped into three categories:
- Key Issues (Appendix A)
 - Local Issues (Appendix B)
 - Paisley – City of Culture (Appendix C)
- 3.2 Generally, there was acknowledgement that the four current principal objectives all remained pertinent and that were being addressed fairly successfully, particularly with regard to information and communication – this was often felt to be attributed to in part by the creation of Creative Renfrewshire.
- 3.3 Also, it was acknowledged that cultural activity had the opportunity to contribute across a range of social and economic agendas, as well as cultural ones. This has been reflected to a large extent in the Council's adoption of the Untold Story initiative – heritage asset led town centre regeneration – and in the ambitious proposal to prepare a bid to be UK City of Culture in 2021.
- 3.4 The points raised fell into the following main categories:
- Use cultural provision to:
 - Market the area
 - Develop the local economy
 - Contribute towards regeneration objectives
 - Improve awareness of the cultural and heritage offer
 - Develop the natural heritage in innovative ways
 - Plug gaps in infrastructure e.g. artists' studios
 - Link the commercial with the cultural i.e. fashion-led initiatives

- Develop the area as a cultural hub
 - Partnership working
 - Improve opportunities with the academic sector
 - Barriers to providing cultural experiences need to be broken down
 - Young people
 - Promote and market the relevance of culture to individuals and families
 - Access free activities – bringing people together for self-expression and social connection.
 - Volunteering
 - Developing opportunities
 - Supporting existing organisations to a greater extent.
- 3.5 The key issues that arose in the consultation meetings were:
- Links with education – embedding culture and heritage in learning opportunities
 - Developing accessible cross-generational learning activities
 - Promotion of cultural heritage
 - Historical buildings should be improved
 - Strategic thinking – e.g. culture-led redevelopment of the river frontage within Paisley
 - Improving engagement with the private sector
 - Complementing the offer in Glasgow – seeing it as a bonus
 - Gaelic development opportunities
 - Engage young people to a far greater extent
 - Capitalise on the existing strengths better e.g. PACE
- 3.6 Having considered the key issues the consultation participants recommended the following as areas of priority:
- Improve access to information locally – website/YouTube/local TV
 - Promote the area's unique identity
 - Cultural regeneration of communities
 - Change perceptions
 - Challenge the barriers to participation
 - Develop outreach work
 - Empower local communities
 - Address related infrastructure challenges, particularly transport and parking
- 3.7 The online survey (see detailed sections in each of Appendices A, B and C) reinforced the broad direction and aspirations of the draft strategy. Respondents saw the cultural strengths and weaknesses of the areas as, broadly:
- Strengths: geographical location, formal education, opportunities to see cultural activities and proximity to Glasgow.
 - Weaknesses: Transport, opportunities to participate in cultural activities,
- 3.8 The online strategy received valuable feedback on Paisley City of Culture 2021 bid relating to the image of the town, its facilities, and the type of event that should feature. Importantly it also considered the objectives and legacy of the Bid.
- 3.9 There was a strong majority in favour of the Bid contributing towards the town's regeneration as its primary objective, with contributing to the economy and raising the profile of the town also being strongly supported. The least attractive option for most people was the prospect of "having a fantastic year-long party".
- 3.10 There were 99 specific contributions on the legacy of the Bid, including:
- Better economy;
 - A feeling of pride in your home town;
 - A thriving town centre with a reason to return;
 - Long term investment in community cultural facilities that locals and visitors will be impressed with and want to keep using;
 - Put Paisley on the map for the right reasons
 - *A connected and well balanced artistic community which values itself enough to make an impact on an international stage local people with a global perspective*

4. ATTENDANCE

4.1 **189** attended the various consultation sessions, including 59 at the open meetings, as outlined below, with a further 30 at the young people's session in Williamsburgh Primary School, and 100 at the two Paisley Ambassador events:

- Johnstone & villages:
Community reps x 8, council officers x 4, elected members x 3
Total: 15
- Renfrew & Gallowhill:
Community reps x 7, council officers x 3, elected members x 2
Total: 12
- Paisley North and South:
Community reps x 5, council officers x 3
Total: 8
- Paisley Town Hall:
Community reps x 17, council officers x 7
Total: 24
- Houston, Crosslee, Linwood, Erskine & Riverside:
(no attendance due to poor weather)

Appendix A

Key Issues – General

From the Online Questionnaire

Objectives

Generally, people felt the strategy's principle four objectives were being met reasonably well, particularly regarding participation and attendance. Information and communication between groups was at a good level, due in some part to the creation of Creative Renfrewshire, however, the issue of creating a voice for the sector in local and national decision-making was seen as the objective being met least effectively.

Aspirations

Respondents felt strongly that cultural and heritage provision should be used to attract more people to the area, and almost as strongly that improving the cultural infrastructure would help make the area more prosperous. Many also felt that a strong cultural sector will enhance the quality of life for residents and visitors.

Areas for Development

There were 85 suggestions for aspects of creative or cultural life that could be developed to become stronger, many of them suggesting particular creative disciplines (e.g. theatre, design, literature). Other contributions were more broadly considered; these included the following:

There should be artist studios and spaces for creative people to use as business start up. There should be spaces made available for pop up galleries and occasions to meet like openings. There also needs to be a more optimistic vision of what's possible, more encouragement of vision and optimistic thinking. There needs to be an investment in local people and local artists and a sense that you can be creative in Paisley and also have a national/international perspective

Develop and celebrate the natural heritage in innovative and creative ways. Develop themes to stimulate good mental health, happiness and pride in the local area. Develop the culture of walking and mountain biking on Gleniffer Braes. Celebrate Paisley's contribution to the world of engineering. Develop and promote outdoor cultural assets such as parks and country parks.

Strategically linking up fashion/design/crafts with retail and enterprise activities to rejuvenate High Street/ create independent retailers. More fashion/art festivals and craft fairs using young/up and coming designers. Intergenerational projects and skill sharing between children/young people and established artists and crafts people.

Creative hub for artists (like Wasps studios)/ dancers/musicians to develop events/ festivals/ workshops for communities throughout Renfrewshire and engage wider groups. Film making and digital media should tie in with performance and cinema.

I live in Paisley and I would like to see more fashion related opportunities tied into the town's textile history. There is a thriving theatre community but perhaps other acting/performance e.g. promoting the town and wider area for filming opportunities.

Awareness of the Cultural Offer

People from the area

People from the area tended to believe there was a high awareness of celebrities from the area (e.g. Paolo Nutini, Gerard Butler) and also of the Paisley pattern. A reasonable knowledge was assumed of the area's heritage and some of its cultural venues, and a low level of knowledge of its cultural activities and architecture. It was assumed that hardly anything was known of the design and digital activity in the area. Additional relevant comments included:

people are often aware of what's going on in their school and/or community. celebrate the local, empower local people. create spaces for local artists to occupy and do interesting things with. work in partnership with local groups

The vibrant political history of Paisley. For instance, the Tory PM, D'Israeli, once called Paisley a 'radical' town. We should be proud and promote our radical history

Visitors to the area

The pattern of awareness across the various categories was felt to be the same the same as with people from the area, although less in each case by a factor of 15%. Additional comments included:

Quite often see American people looking around the abbey etc, think there could be more to support this, some come out of interest others looking into their heritage, be good to tap into this.

I think the paisley pattern is interesting but I dont think its enough to pin a whole cultural revival upon. Maybe a shawl centre is a good idea for a short while but in the longer term will people really come and see shawls

Key issues for Renfrewshire and Paisley from the **open consultation meetings** included the following:

Current aims of the strategy

- Growth and development of the tertiary academic sector for UWS and WCS, both in terms of arts and culture and sport
- Bid for City of Culture in 2021, how can this be further developed to involve more people. Many locals are not aware that this is being developed.
- Encourage the use of all cultural and sport venues and facilities
- Growth and development of the tertiary academic sector for UWS and WCS.
- Realistic pricing policies
- Bid for City of Culture in 2021
- Encourage success for new facilities (such as Johnstone Town Hall and Renfrew Museum) to ensure they are well used facilities for the whole community.
- Improved information sharing
- Intergenerational projects, engaging young people with elderly groups
- Outdoor spaces could be used for outdoor markets (inc, farmers markets) and festivals
- There is very large footfall to the Braehead Shopping Centre, is there scope to encourage some of the footfall to visit Renfrew?

Additional Aims and Objectives

- The cultural strategy needs to reflect the diversity of what is on offer in the area
- Social and economic structure need to be added to the priorities in the existing strategy
- Development of easier routes to get involved in culture

General

- Accommodation with display/ exhibition space (creative arts hub)
- Funding support for the arts and culture
- Promotion of Paisley's cultural heritage and potential to attract international visitors
- Potential to improve local pride and understanding of Paisley's significance in the world
- Development of a tourist hub, tourist information currently very poor for the town
- Is the airport doing enough to promote Paisley and Renfrewshire, can more be done?
- Development of town centre hotel accommodation
- Better marketing and promotional campaigns for Renfrewshire and Paisley to target international audiences
- Initiatives currently are too fragmented and need to be joined up
- There is a wealth of culture in Paisley and Renfrewshire and this needs to be maximised
- A culture hub needs to be developed with further engagement with the further education establishments
- There is a real need to make everything and everywhere more accessible to ensure there are equal opportunities to access arts and culture
- Encourage pride and opportunities to ensure Paisley grows in a sustainable way
- Explore Renfrewshire and Paisley's Gaelic heritage to ensure inclusion in cultural strategies and events and activities
- Further develop cross generational learning and participation in cultural events and activities
- How can sports take a role in further developing opportunities?
- What can Paisley learn from the Dundee City of Culture bid?
- Improved access for all cultural venues
- Develop employment opportunities around heritage and culture
- Further investment in building to make the most of Paisley's architecture
- Developments around the river and the canal

- Developments for young people, both employment and cultural opportunities to encourage them to stay in Renfrewshire
- What about private benefactors now? Can they contribute in the future as industrial benefactors did in the past
- Ensure local heritage and culture is embedded within education for all local schools
- More awareness of the true impact on people's lives by becoming involved in culture.
- Use involvement in culture and the arts to build and develop confidence for people.
- The new town hall, important to ensure that the new facility is widely used by the local community. Develop a performance programme for the town hall.
- More positivity needs to be developed within the local community.
- Issues around the costs of hiring venues and facilities such as sports pitches and sports centres.
- Support for local groups trying to operate their own premises, at a time of significant financial challenges.
- The challenge is to encourage more people to get involved in cultural activities and events.
- Explore and develop shared use of assets by a range of groups, partners and organisations as a means of sustaining local assets and venues.
- Shape and develop a vision for the future for arts and culture which involves and engages young people.

Comments

- Not everyone knows about what happens in their area
- Local Area Committees (LACs) encourage the community to make their own decisions
- The community plan includes 'plan for prevention', dealing with intervention initiatives with young people to divert them from crime. Identifies key issues that need to be prevented.
- Traffic congestion and parking concerns can be issues
- Important not to concentrate all cultural activities and events in Paisley.
- Not everyone knows about what happens in their area
- Local Area Committees (LACs) encourage the community to make their own decisions
- The community plan includes 'plan for prevention', dealing with intervention initiatives with young people to divert them from crime. Identifies key issues that need to be prevented.

Opportunities

- Volunteering opportunities
- Particularly involve young people in developing the cultural strategy
- Develop the evening economy, develop hotels and restaurants to encourage bed nights in Paisley, rather than visitors travelling to Glasgow
- More cultural venues which can offer exhibition space for local artists, can be difficult for local groups to display works to the community
- Further develop the creative Renfrewshire Network, to ensure communication between cultural groups and organisations continues to develop. Still lack of awareness amongst some local cultural groups and organisations, that there is a forum for the arts in Renfrewshire (Creative Renfrewshire Network).
- What can the cultural strategy do to support the above issues? What are the solutions?

Solutions

- Improved information sharing to continue further, particularly ensuring young people are included.
- Intergenerational projects, and volunteering opportunities for young people and the older generation. There is a perception that many of the cultural groups and organisations are aging, without attracting new younger members. Specifically look to focus on engaging with young people.
- Engage and interact with cultural groups and organisations to encourage them to support the proposed Paisley City of Culture Bid for 2021.

Appendix B

Key Local Issues

From the Online Questionnaire

Quality of Cultural Offer

For the most part consultees felt that the current exhibitions and cultural facilities – museums, libraries, arts venues and heritage sites are more likely to be adequate or poor, whereas town centre events and festivals are more likely to be good or excellent. 33% felt that community centres were poor and, perhaps surprisingly, fewer than 3% felt that heritage sites are excellent. 36 additional comments were made, including:

More spaces for cultural business, artists studios, business incubators, experimental artist-run spaces, fabrication facilities (e.g. MAK Lab)

Dedicated music/concert/dance venue Make the most of the river...an art barge?? for example

A town centre cinema would be nice but not if it affects the viability of the Arts Centre providing small scale film events

While the cultural facilities are generally quite good, I believe that the awareness of what is on offer is poor. A different approach to how information about these facilities is disseminated could help.

There has been improvements over the last few years. Think the museum could be more interactive for example and perhaps have a cafe in it to draw people in.

Strengths and Weaknesses of the area

The area's geographic location was seen as being its principal strength (75%), with formal education (63%) and proximity to Glasgow (58%) also being seen as important. The biggest weakness was considered to be the cultural venues (56%) with opportunities to participate (52%) and the creative environment (51%) also being seen as major challenges to address.

When asked to suggest what a visitor might see or do there were over 370 contributions – most of these focussed on familiar destinations such as the Abbey, Observatory, Coates Memorial, or the museum. Several referred to events, such as the Sma' Shot, and to 'architecture' in general.

The following issues were raised at open public meetings and are specific to the local community. Additional general issues that were raised are considered in the body of the report.

Johnstone

General

- Small area but big impact on the world
- The area has more going for it than people realise
- There is a local museum in the supermarket, still a lot of local people are not aware of this.
- The local countryside around Johnstone is very attractive
- There is an interesting industrial history connected with the development of the Johnstone community.
- Lack of appreciation of the lovely architecture.
- There is not much locally to show visitors from overseas.

Issues

- Move of cultural services to the leisure trust
- Lack of amenities in the villages around Johnstone
- Disabilities and access to cultural and community venues for those with disabilities
- Development of culture in Johnstone
- Awareness of Phoenix Theatre Group in Johnstone which has been in existence for 50 years. There is still lack of awareness of this group and the positive impact made on local young people.
- Development and promotion of Kilbarchan Old History Society
- Development of further opportunities for volunteering, particularly in relation to arts & culture. There are significant local volunteers in sport.

- There is a need to bring more people to the community of Johnstone.

Renfrew

Issues

- Greater access to internet in the community
- Dedicated PC for Macmillan Cancer Information
- Cost of council venue hires too expensive for many community groups
- Council consultation does not work
- Some buildings in Renfrew are not occupied
- Not enough activities for young people in the Renfrew area
- What is the role for Renfrew Development Trust?
- Contact lists for local community groups require to be updated
- Explore new ways of communicating with community groups – social media, web and other means
- What can the cultural strategy do to support the above issues? What are the solutions?

Paisley

General

- Passion and friendliness of the 'buddies'
- History of Oakshaw, paisley Witches, Trinity Church, 'Heart & Hankie'
- The great river that runs through the town
- Passion for the community by local people
- Grand Fountain
- Paisley Roofs and Spires
- Paisley Pattern and football

Issues

- Not everyone knows about what happens in their area
- Fill empty shops and housing
- How can Paisley High Street be rejuvenated?
- What is the future for retail in Paisley? Do we still need the Paisley Centre, if not would this help develop the High Street?
- Young people are often ignored, how can this be avoided to ensure they all feel included?
- Further develop the musical talent in Paisley and Renfrewshire
- Events Development
- New Infrastructure
- Buildings restoration
- Engaging the student population of the town
- Raising the profile of the town
- Developing the evening economy
- Marketing and promotion of the town

Appendix C

Paisley

The following areas for discussion, and priorities, were raised during consideration of the City of Culture 2021 Bid for Paisley: and what the town would need to address.

From the Online Questionnaire

What are Paisley's Strengths?

Over 100 contributions were made when asked to identify the strengths that would help Paisley success in the City of Culture competition. They included:

Its combination of landscape and architecture including rugged countryside to the south, a river running through the middle and renowned buildings such as Paisley Abbey and the Coats Memorial. Also the number of leisure facilities and its opportunity to improve on its baseline regarding health and happiness.

Some of the exhibitions it attracts at the museum, for example the Lego exhibitions. The Architecture, Abbey and Coates Memorial Church are good examples. The Monte Carlo Car Rally is good and maybe other classic car events could help.

Assets including: People; Architecture; Airport; Student population; University and Paisley Pattern

Capitalise on assets like the medieval drain, Stanley Castle etc which are not currently open. Make museum collections and archives digitally accessible and open to public.

Its residents - huge untapped market and potential active participants. Spectacular skyline. Interesting natural heritage. Proximity to airport. Easy to get here from Scottish central belt.

An investment in local talent not in buildings start small and make Paisley a funky place to be. I would personally start with artist studios at a cheaper rent than Glasgow and see if that is a draw to aspiring young artistic middle classes

The history of the Paisley pattern could be better utilised to bring people to Paisley. There are also many historic buildings and great architecture which could be better celebrated as well as making the town centre more attractive to residents and visitors, better parking, improving the quality of retailers and better advertising of what is going on.

Objectives of the Bid

There was a strong majority in favour of the Bid contributing towards the town's regeneration as its primary objective, with contributing to the economy and raising the profile of the town also being strongly supported. The least attractive option for most people was the prospect of "having a fantastic year-long party".

Legacy of the Bid

There were 99 specific contributions, including:

Better economy

A feeling of pride in your home town

A connected and well balanced artistic community which values itself enough to make an impact on an international stage local people with a global perspective what is interesting is that Scottish culture its folk traditions and music will always be contemporary in one form or another creativity is about valuing your voice, feeling confident, collaborating and having something to say the legacy should start now and I would like to see a compilation of creativity filmed or otherwise with all parts of the community taking part from across all the arts from across the whole town in terms of heritage I think paisley's Victorian philosophers and visionaries are overlooked. that is the legacy - are reawakening of that sense of self worth and involvement with the bigger picture

Long term investment in community cultural facilities that locals and visitors will be impressed with and want to keep using and people/performers from out with the area will want to come and use , increased visitor numbers - trips out from Glasgow in the first instance then return overnight visits directly to Renfrewshire.

Put Paisley on the map for the right reasons - take the focus away from a depressed area with pockets of real deprivation and bring people in - but this has to also involve the shopping facilities and also increase the range of decent places to eat that are family friendly. Also to encourage children to feel a sense of pride in their area and participate in activities as there's not enough promoted at schools.

A thriving town centre with a reason to return.

What would you like to see?

The most popular suggestion from over 100 contributions was for Paolo Nutini to feature. Others included various ideas for festivals, indoor and outdoor, while several suggestions favoured international performances or something that would be unique to the town:

Aim high - host high profile events such as the Turner Prize; launch an arts festival presenting new works from across the spectrum of performing arts, visual arts and popular culture (like the Manchester International Festival)

Something that is not just for teenagers or children (ie.pop bands/celebrities on the high street) but for the 40 years+ which means intelligent, interesting and enjoyable. Also, Paisley loves its local fetes, Sma Shot Day, parades - develop that.

National Theatre of Scotland and other national organisations. Community based events similar to Witch Hunt i.e. All levels.

World class art/culture exhibition to bring people into Paisley, eg Francis Bacon - someone of that stature or Incas, Star Wars something like that.

Annual Event celebrating Paisley's past and future. Using the green spaces in the local areas that were used for drying fabric and a culmination of events in a concert covering both Classical and pop music from all eras.

Who personifies the town?

There were over 300 entries for this, although most of them suggested a relatively small group of individuals. These were:

- Coats and Clark families
- Gerry Rafferty
- John Byrne
- Sandy Stoddart
- Robert Tannahill
- The millworkers
- David Tennant
- Paolo Nutini
- Alexander Wilson

From the open consultation meetings

Discussion points

- Development of the former TA building, due to it's proximity to other cultural venues what direction should it's future take?
- Orchestras require a medium sized venue, does this fit with multi arts centre proposals/ discussions?
- Develop use of local history volunteers/ researchers to assist in developing 'Paisley the Untold Story'
- 'Create' a youth arts charity, works with young people using cultural activities to develop confidence and feel good factors. This group together with others working with young people are keen to develop a collective 'arts hub' with cafe etc. Happy for this facility to be shared with others.
- There is a real need to consider and develop access for disabled users to mainstream arts and cultural events and activities.

- 20 years ago there was a network of clubs, nightclubs, cafes etc. in Paisley. How can this be re-created?
- The College and University are developing new courses in the Creative Industries. For West College Scotland, they have around 10,000 students across all their campuses, involved in Creative Industries. How can this support the ambitions for Paisley and Renfrewshire?
- The Royal National MOD was a great success in 2013 for Paisley. There are thoughts for this to return in 2021. How can the Gaelic ambitions and connections be further developed?
- What are the tourism opportunities for Paisley, how can this fit with the Cultural Strategy?
- Discussion around the role of the Creative Renfrewshire Network as a key cultural forum and hub. Still many individuals and groups around Renfrewshire are not aware of the existence of the Creative Renfrewshire Network and how it operates and supports the cultural landscape.
- Can Paisley sustain a successful skate park for young people as has been developed in Renfrew? Would be good to develop safe activities for young people in Paisley town centre.

Priorities

- Dealing with negative views of the town of Paisley
- Shared marketing and promotion for Paisley and Renfrewshire
- Look at the need for additional venues and exhibition spaces
- Develop vacant buildings into workshop spaces for arts and crafts, with exhibition and sales spaces
- More cohesion between cultural activities, coordination of talent and skills, collective creative spaces
- Working with further education establishments to further develop taking creativity into communities
- Look at cultural exchange opportunities as another means of raising Paisley's profile
- Should there be a tourism hub for Paisley and Renfrewshire at Glasgow Airport. Also a need to develop information points for visitors in Paisley and Renfrewshire
- Cultural activities are generally still fragmented, how do we start to bring them together?
- Development of cross generational learning for the arts and cultural